



Ignite Ohana

LOVE, WEAR & SHARE

The La Costa Ambassador enjoys independence, prosperity, shines bright and aims high!

Why share this amazing opportunity with others?

As an Ambassador you are one of the lucky few that gets to earn money doing something you love, surrounded by a supportive “Ohana” family. Your Mentor and Ohana are there to support you and make every effort to ensure your success. As you become comfortable with promoting La Costa you can also become a Mentor and grow your business by sharing this amazing opportunity with other like-minded individuals. Imagine being a Mentor to a few Ambassadors and helping them mentor others. Your impact will generate a ripple effect that will exponentially grow your business and profits!

When can I become a Mentor and grow my own Ohana?

Welcome to one of the most exciting stages of being a La Costa Ambassador! Now, that you have hosted get-togethers and are confident and competent representing La Costa, review all the training materials as well as My La Costa Policies and Procedures on MyLaCosta.com/Resources and take the Mentor Assessment. Once you pass the Mentor Assessment, it is time to consider sharing your passion and knowledge with others, and leveraging your income potential. Your Mentor will continue to provide detailed information, support and training on growing your Ohana. Think of all people who have expressed interest in becoming an Ambassador during your events. Think of family and friends who would love being an Ambassador. Share this exciting opportunity and you are well on your way to igniting your Ohana success!

How do I invite someone to be a part of my Ohana?

It's a simple process: Identify, Get-together, Discuss, and Recommend.

Identify someone who you think would love being an Ambassador, perform well, and personifies the traits:

- Entrepreneurial & Self Motivated
- Energetic & Intelligent
- Honest & Trustworthy
- Professional & Principled
- Dignified & Fashionable

Invite them to Host a get-together so that they can appreciate the products and process. If they are interested in learning more about the Ambassador Program, schedule a casual meeting over coffee or lunch and review Www.MyLaCostaGirl.com and “Brilliant Beginning” Overview. Share your success story and understand their interest and driving factors. If they would like to become an Ambassador, submit an Ambassador Recommendation Form on their behalf to your Mentor. Your Mentor will review and interview your Ambassador candidate. If your Mentor agrees that it is a good fit, they will approve the recommendation and submit to La Costa LLC. A La Costa representative will contact you and the candidate to confirm their interest. Once everyone agrees to move forward, La Costa will extend them the Ambassador opportunity.

Do I earn commissions on my Ohana?

Absolutely! That's a huge benefit of Ohana. As a Mentor, you will earn commission on ALL of your Ohana's sales with exception of the Candy Box or initial Ready-To-Wear Sample order. Every sale they make, adds to your commissions. There is no limit to how many Ambassadors you directly support and no limit to how many they support. In essence, you can ignite a burst of opportunity and profits with your Ohana, those you care about and mentor into success.

Ohana Organization	% Commission*
Direct Report	25%
2 nd Level	15%
3 rd Level	10%
4 th Level	5%
5 th + beyond Level	2%

You have unlimited Direct Reports and sub-level reports, thus having unlimited potential growth!

You earn commissions based on your sales and everyone in your Ohana family!

Example:

Since you earn 25% commission of what your Direct Reports' earn, *If your Direct Reports earns \$4,000 in monthly sales commission, you earn \$1,000*

There is NO limit to your Ohana's growth and potential!

You are unlimited in Direct Reports and outer growth levels are endless.



Gem Reward Soars with Ohana

Gem Reward lets you earn free products faster with your Ohana. The more you and your Ohana sell, the faster you earn free products. Gem Reward earning percentage is based on the greatest achievement in any one of the growth areas: Ohana Members, Get-together Quantity, or Total Monthly Sales.

To calculate your Gem Reward Credit:

- 1 - Identify the highest achievement in any of the 1st 3 columns in the table below.
- 2 - Your Gem Reward % aligns, i.e. in the same row as your highest achievement.
- 3- Calculate your Total Commission by adding your Personal Sales Volume (PSV) commissions with your commissions from Ohana sales.
- 4 - Multiply your Gem Reward % by your Total Commission to calculate your Gem Reward credit for the month.

Gem Reward = (Gem Reward%) x (Total Commissions)

Total Commissions = (Your PSV Commission) + (Your Commissions from Ohana Sales)

PSV = Personal Sales Volume

Ohana Members	Get-together Qty*	PSV	Gem Reward %
1-5	2	Up to \$3,999	4%
6-10	3	\$4,000 - \$7,999	7%
11+	4+	\$8,000+	10%



As an example, if you Mentor an Ohana with 11 Ambassadors, sell \$5,000, and have 1 get-together, you will earn **10% Gem Reward** on Your and Your Ohana's sales commissions.

Gem Reward Benefits:

- Get your favorite La Costa pieces for free
- Earn commission on Gem Reward purchases
- Gem Reward is enhanced with your Accelerator Bonus
- Apply Gem Reward purchases towards your and your Ohana's monthly sales

Is there greater potential mentoring an Ohana?

Yes, unlimited potential! Because your commissions are enhanced with your Ohana's sales, your potential for earnings is significantly greater than as an individual contributor. That doesn't mean that everyone needs or should be a Mentor. You may be satisfied operating as an individual contributor, but don't be surprised if your commission check and your impact on others multiplies if you chose to share this opportunity.

Here are examples of a Mentor's commission based on their Ohana's sales

Level	Ohana %	Qty	Average Sale: \$240			
Average Qty Sold/Month			12	24	36	50
Average Sales Volume			\$2,880	\$5,760	\$8,640	\$12,000
Commission %			18%	20%	22%	24%
Your Personal Sales Commission		1	\$518	\$1,152	\$1,901	\$2,880
Commission on your Direct Reports	25%	4	\$518	\$1,152	\$1,901	\$2,880
Commission on your 2nd Level	15%	4	\$311	\$691	\$1,140	\$1,728
Commission on your 3rd Level	10%	3	\$156	\$346	\$570	\$864
Commission on your 4th Level	5%	4	\$311	\$691	\$1,140	\$1,728
Commission on your 5th Level	2%	5	\$156	\$346	\$570	\$864
Commission on your 6th Level	2%	6	\$156	\$346	\$570	\$864
Accelerator Bonus	1%	27	\$0	\$1,555	\$2,333	\$3,240
Total Monthly Commission			\$2,125	\$6,278	\$10,126	\$15,048
Gem Reward	10%		\$213	\$628	\$1,013	\$1,505
Total Monthly Earning Value			\$2,338	\$6,906	\$11,139	\$16,553
Annual Commissions + Gem Reward			\$28,056	\$82,875	\$133,664	\$198,634

Monthly Bonus Accelerator

One of the many advantages of La Costa Ambassador Program is the "Monthly Bonus Accelerator". Whether you are an Ohana team of 1 or many, you can earn an extra 1% bonus on your Ohana's total PSV and Gem Reward every month your PSV is \$5,000+.

1% may not sound like a lot but when it is based on thousands of dollars, it adds up quick!

Example:

Ohana Team Size	1% Commission	1% Gem Reward
1-5	\$50 - \$250	\$50 - \$250
6-10	\$300 - \$500	\$300 - \$500
11-20	\$550 - \$1,000	\$550 - \$1,000

Notes: To qualify your PSV must be at least \$5,000.