

# Hybrid MLM

*A Complete Guide*

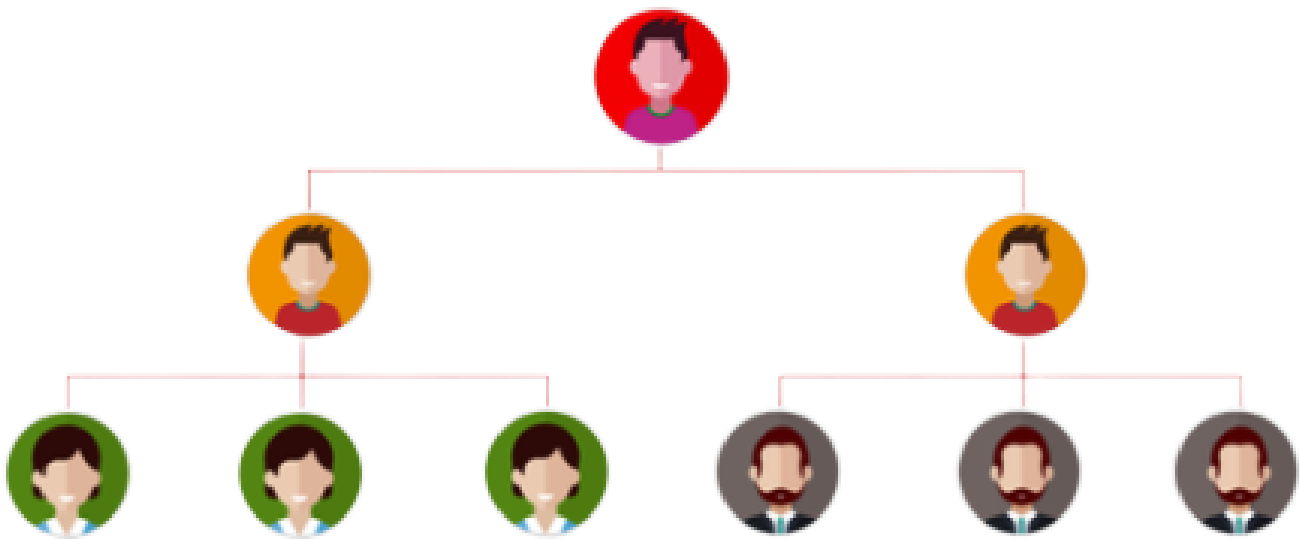


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## What is Hybrid MLM Plan?



The Hybrid MLM Plan is a compensation structure that integrates elements from multiple Multi-Level Marketing (MLM) plans, most commonly combining the Unilevel and Binary systems. This fusion aims to leverage the strengths of each plan to create a more balanced and flexible compensation model. In this structure, distributors can build two teams: a binary leg and a unilevel leg, each offering distinct earning opportunities.

## How does Hybrid MLM Plan work?

### 1. Binary Leg (Two-Leg Structure)

Distributors are required to recruit two frontline members, placing them in a binary tree structure- one on the left leg and one on the right. Commissions are earned based on the sales volume generated by the weaker leg, promoting balance and teamwork.

### 2. Unilevel Leg (Unlimited Frontline)

Distributors can recruit an unlimited number of frontline members. Commissions are earned from the sales made by these direct recruits, allowing for deep team-building and residual income.

By combining these structures, the Hybrid MLM Plan offers multiple income streams, encouraging both direct recruitment and team development.

## Bonuses in the Hybrid MLM Plan

Distributors can earn various bonuses based on their performance and team development:

### Fast Start Bonus

Awarded to new distributors who achieve specific sales or recruitment targets within a set timeframe.

Example: A new distributor earns a \$100 bonus after recruiting 5 new members within their first month.

### Sponsor Bonus

Earned by distributors for bringing in new members to the network.

Example: A distributor earns a 10% commission on the sales made by a new recruit they sponsored.

### Custom Bonus

Additional incentives tailored to the company's specific goals or promotions.

Example: A distributor receives a \$200 bonus for achieving a sales target of \$10,000 in a quarter.

## Advantages of the Hybrid MLM Plan

- **Diversified Income Streams:** Combines multiple compensation plans, offering various ways to earn.

- **Enhanced Business Sustainability:** Encourages both direct sales and team development, promoting long-term growth.
- **Flexibility and Adaptability:** Allows customization to suit different business models and market conditions.
- **Greater Product Reach:** Utilizes multiple marketing channels to expand the reach of products or services.

## **Disadvantages of the Hybrid MLM Plan**

- **Complexity and Learning Curve:** The integration of multiple plans can be challenging to understand and manage.
- **Potential for Confusion & Misalignment:** Distributors may find it difficult to navigate the different compensation structures.
- **Increased Regulatory Scrutiny:** The combination of various compensation models may attract more regulatory attention.
- **Dilution of MLM Culture and Focus:** The introduction of alternative sales models can shift focus from traditional MLM principles.