

# Independent Consultant Handbook



# Dipsy Dip





## Our Story

Over the last several years, I had tried my hand at representing a number of direct sales companies. Some were better than others, but I never quite felt like I had found "the one."

In my most recent attempt, I quickly became frustrated with the limited support and detail the company provided me. I also experienced problems with them accurately tracking my sales and commissions. One day, while venting my frustrations to my husband, I made the fateful comment, "We could do this better than they do it." That sparked a conversation that resulted in the creation of Dipsy Dip.

From the beginning, we decided that the only way we would do this is if we could provide a high quality product and a consultant experience that would truly make representing our company a joy. When it became clear that we could meet both of those goals, we jumped in with both feet.

We set out with a very aggressive launch schedule, and worked our fingers to the bone to beat it. We became more excited every step of the way, as the feedback we were getting from those we asked was overwhelmingly positive.

Today we are thrilled to be launching Dipsy Dip! And we're ecstatic that you've decided to join us on this journey. If you ever have any questions or concerns, please don't hesitate to reach out to me at [tiffany@dipsydip.com](mailto:tiffany@dipsydip.com).

All my best,

Tiffany Whitemyer  
Co-Founder

Have Fun  Be You

# WHAT IS DIPSY DIP?

Dipsy Dip is a direct sales company offering a full line of nail dipping powder and 100% real nail polish wraps, as well as nail jewelry and accessories. With nearly 100 rich colors and distinctive designs to choose from, Dipsy Dip enables you to have salon-quality nails without the hassle and expense.

Dipsy Dip nail dips provide a long-lasting, beautiful finish that is stronger than gel polish and not harsh, like acrylics. They are easily applied at home using a series of four liquids and a pigmented dipping powder, and do not require UV or LED light to cure.

Our nail wraps are made from 100% real nail polish, providing a long-lasting, breathable finish in a salon-quality design. Easy to apply, Dipsy Dip wraps resist tearing and last up to 2 weeks under normal conditions.

We also offer a selection of nail jewels for those who desire a little more bling, as well as a variety of nail accessories to help achieve the perfect look.



## **Generous Compensation Plan**

Earn 25% commission plus up to 10% in Double Dip Commission Bonuses on your personal sales with our Core Compensation Plan. As you build your downline team, you'll be eligible to earn commissions up to six generations down. Hit our executive level, and you'll also earn Team Bonuses.

# WHY JOIN DIPSY DIP?

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At Dipsy Dip, we spend a lot of time focusing on the Consultant Experience. What do we mean by the term? It's simple, really. Every time you deal with us in any way, whether it's asking questions, utilizing your backoffice tools, getting paid or receiving your distributor kit in the mail - that's the Consultant Experience. We want it to be as smooth, enjoyable and all-around positive as possible. Here are a few of the ways we are creating a better Consultant Experience:

- **Personalized Website** - Our optional personalized website enables you to market your own dipsydip.com URL (such as mystorename.dipsydip.com). Add profile photos and information to help your customers identify you and relate with you.
- **Powerful Backoffice Tools** - Both our base and extended backoffice tools make it easy to accurately track your sales and commissions, as well as foster successful relationships with your customers and downline team. Our extended backoffice, included with a subscription to your personalized website, includes even more tools to help you market and brand yourself.
- **Create Your Own Coupon Codes** - Gone are the days of jumping through hoops to incentivize new customers or reduce your commission for friends and family. Simply generate and distribute your own coupon codes, and the discount is automatically applied to the order. (Please note: consultant-generated coupon codes reduce your commission!)
- **Create Personalized Business Cards** - Choose from a variety of front and back designs in the color combinations that best suit you.
- **Top-Level Support** - Receive responsive, high-level support any time you have a question or concern.
- **Promotions/Giveaways** - Giving is in our blood. Watch for frequent contests, promotions and other opportunities to get a little extra love.
- **Sign-Up Options** - We offer various sign-up options so you can choose the kit and plan that is best for you.

# CORE COMPENSATION PLAN†

	Personal Commission	Double Dip Bonus	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6	Team Bonus*
<b>Chief Executive</b>	25%	8 - 10%	5%	4%	3%	2%	1%	1%	>8%
<b>Senior Executive</b>	25%	6 - 10%	5%	4%	3%	2%	1%	1%	>4%
<b>Junior Executive</b>	25%	5 - 10%	5%	4%	3%	2%	1%	1%	>2%
<b>Guru</b>	25%	4 - 8%	5%	4%	3%	2%	1%	1%	
<b>Celebrity</b>	25%	3 - 6%	5%	4%	3%	2%	1%		
<b>VIP</b>	25%	2 - 5%	4%	3%	2%	1%			
<b>Rising Star</b>	25%	1 - 5%	3%	2%	1%				
<b>Trendsetter</b>	25%	0 - 3%	3%	2%					
<b>Influencer</b>	25%		2%						
<b>Entrepreneur</b>	25%								

† Promotional kits may feature a different commission structure.

See promotional kit documentation for details.

\* Aggregate Team Bonus can not exceed 8%. If the aggregate bonus exceeds 8%, the maximum bonus will be divided and distributed according to Consultant Level.

## CONSULTANT LEVEL REQUIREMENTS

	Minimum PV	Direct Recruits	Total Team	Downline Requirements
<b>Chief Executive</b>	\$2,000	75	500	At least 5 Rising Stars and 2 VIPs
<b>Senior Executive</b>	\$1,000	60	250	At least 6 Trendsetters and 5 Rising Stars
<b>Junior Executive</b>	\$750	40	150	At least 5 Trendsetters and 3 Rising Stars
<b>Guru</b>	\$600	30	100	At least 4 Trendsetters and 2 Rising Stars
<b>Celebrity</b>	\$500	15	50	At least 6 Influencers, 2 Trendsetters, 1 Rising Star
<b>VIP</b>	\$350	10	25	At least 4 Influencers and 2 Trendsetters
<b>Rising Star</b>	\$250	5	15	At least 3 Influencers and 1 Trendsetter
<b>Trendsetter</b>	\$200	3	5	At least 2 Influencers
<b>Influencer</b>	\$100	2	2	-
<b>Entrepreneur</b>	*	-	-	-

\* Must have at least \$150 total PV in prior 3 months. Entrepreneur PV requirement waived for first 3 months

# COMPENSATION PLAN EXPLAINED

Immediately upon joining Dipsy Dip, you are an Entrepreneur, eligible to receive 25% commission on all personal sales. The personal volume requirement for Entrepreneurs is waived for the first three months of membership. After that, you must have at least \$150 PV in the prior three months to remain eligible.

<b>DOUBLE DIP COMMISSION BONUS</b>	
Double-Dip Bonuses are paid on your sales, up to the maximum allowable bonus for your level.	
<b>Sales</b>	<b>Bonus</b>
Less than \$250	0%
\$250 - \$350	1%
\$350 - \$500	2%
\$500 - \$600	3%
\$600 - \$750	4%
\$750 - \$1,000	5%
\$1,000 - \$1,500	6%
\$1,500 - \$2,000	7%
\$2,000 - \$3,000	8%
\$3,000 - \$4,000	9%
More than \$5,000	10%

You'll reach the Influencer level as soon as you have signed on 2 direct recruits and meet the \$100 PV requirement. To maintain Influencer status, maintain at least \$100 in PV for the month and have at least two active Entrepreneurs in your immediate downline. As an Influencer, you will be earn 2% of your immediate downline (Tier 1) sales.

To be promoted to Trendsetter, you must have \$200 in PV, at least 3 active Entrepreneurs in your immediate downline (Tier 1), at least 5 active Entrepreneurs in your Team (regardless of tier), at least 2 of whom must be Influencers. Maintain this status to earn 3% of your Tier 1 and 2% of your Tier

2 sales. As a Trendsetter, you will also be eligible to earn up to 3% Double Dip Commission Bonuses on your personal sales.

As your team continues to grow, you will move up the consultant ladder. The PV and Team requirements for each level increase as you move up.





# **ADDITIONAL INFORMATION**

**Commission Payments** - Commissions are paid on the 5th day of the month following the month in which they were earned. (If the 5th falls on a holiday or weekend, Commission Payments will be made the next business day.) Commissions are currently paid exclusively via PayPal, however we will be adding Direct Deposit payments in the near future.

**Return Policy** - Due to the sanitary nature of our products, returns are only accepted on defective or incorrectly shipped products. Any commissions earned on returns or chargebacks will be deducted from the payment period after they occur. If there is no commission payment due during the payment period, Dipsy Dip may charge the consultant's credit card on file for the amount of the commission.

**International Sales and Consultants** - At this time, Dipsy Dip can not accept orders or consultant registrations from those outside the United States.

## **Definitions**

**Personal Sales** - All consumer sales attributed to you via your personal website or [www.dipsydip.com](http://www.dipsydip.com)

**Personal Volume (PV)** - Personal sales plus non-commissionable consultant purchases, such as Consultant Kits, Samples etc. (Web site subscriptions and business card / literature orders do not count towards PV.)

**Your Team** - Your entire active (Entrepreneur or higher) downline, down to Tier 6.

**Immediate Downline / Direct Recruits** - Those consultants who sign up (or are assigned by us) directly under you.

**Double Dip Commission Bonus** - Additional commission paid on your Personal Sales, dependent on your Personal Sales total and your Consultant Level.

# TERMS AND CONDITIONS

Last Updated May 17, 2019

The following Terms and Conditions are subject to change without prior notice. A copy of the Terms and Conditions currently in effect may be found at [www.dipsydip.com/backoffice/consultant-terms-and-conditions.pdf](http://www.dipsydip.com/backoffice/consultant-terms-and-conditions.pdf).

**Electronic Communication** - Consultant agrees to be notified by email of any and all communication from Dipsy Dip. Consultant also agrees to keep an up-to-date email address on file with Dipsy Dip for the duration of their membership.

**Email Marketing** - Consultant is permitted to send marketing and transactional emails to email addresses of Dipsy Dip customers who have ordered from them, however no other company's name, product or URL may be included in those emails. Consultant must not send "spam" email, and must comply with all aspects of the CAN-SPAM Act, including providing an "Unsubscribe" mechanism for those wishing not to receive additional emails.

**Proprietary Information** - From time to time, consultant may become aware of sensitive, proprietary information about Dipsy Dip operations, products or policies. Consultant agrees not to disclose such information to any third party without prior written permission from Dipsy Dip, except as required by law. In the event Consultant does disclose information that results in real or potential economic or business loss to Dipsy Dip, Dipsy Dip may seek any and all legal remedies, including but not limited to financial penalties.

**Non-Compete Policy** - Dipsy Dip Independent Consultants may not sell, represent or endorse other products deemed, in our sole judgement, to be similar to or competitive with Dipsy Dip products.

**Honesty and Ethics** - Consultants may not make any dishonest or misleading claims regarding Dipsy Dip or our products, and must not engage in any behavior deemed, in our sole judgement, to be unethical and/or detrimental to our business and/or reputation.

**Coupon Codes and Discounted Pricing** - Consultant must not publicly promote consultant-generated coupon codes or discounts. Any discounts other than promotions created by Dipsy Dip for public consumption, including Coupon Codes created by the consultant in our Backoffice, must not be broadcast or published or otherwise shared publicly. Such discounts MAY be

promoted in private venues, such as private social media groups, personal communications or other communications that are limited to individuals known personally to the consultant.

**Indemnification** - Consultant indemnifies Dipsy Dip from any and all claims rising from improper behavior or misrepresentation of our products and services by any Independent Consultant.

**Income Reporting** - Consultant agrees to provide, on request, consultant's real and accurate name, mailing address, Social Security number and W-9 or other information as required by the IRS for purposes of reporting income.

**Consultant Registration Approval** - Consultant registrations will be granted conditional approval immediately upon receipt of payment, however Dipsy Dip reserves the right to review registrations before issuing final approval within 3-5 business days after the registration is received. In the event a registration is denied, Dipsy Dip will refund in full the cost of any consultant kit or sign-up fee associated with the registration.

**Consultant Agreement Termination** - You may terminate your Consultant Agreement with Dipsy Dip at any time, for any reason. To terminate the agreement, simply notify Dipsy Dip in writing of your desire to terminate the agreement and resign as a Dipsy Dip Independent Consultant. Dipsy Dip reserves the right to terminate your agreement based on violations of our policies or actions or behavior by you that, in our sole judgment, could adversely affect our business.

**Digital Asset Usage Restrictions** - Images and documents may be made available to consultant via an Asset Library portion of the Dipsy Dip website. Consultant is hereby granted limited license to use those assets in their Dipsy Dip sales and marketing efforts. Consultant agrees to properly attribute any asset used to Dipsy Dip via logo or text visibly displayed on the file, and is prohibited from selling or misrepresenting ownership of Dipsy Dip digital assets. Use or distribution of Dipsy Dip assets that are not specifically included in the Asset Library requires prior written permission from Dipsy Dip.

**Agreement To Terms** - Consultant signifies their agreement to these terms, as updated or amended from time to time, by maintaining an active account with Dipsy Dip. In the event Consultant does not agree with these terms, Consultant must immediately notify Dipsy Dip in writing that they wish to resign as a Dipsy Dip Independent Consultant.

Dipsy Dip

Have Fun 🌀 Be You

[www.dipsydip.com](http://www.dipsydip.com)

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