

RevvNRG DAB

REVVNRG

4/12/2012

Market Analysis

Background

The point of this proposal is to come up with some real market data comparing companies that are very similar to RevvNRG based on the following criteria. Product, Length of time in Business. Website Traffic, SEO, Corporate Profile, Press (Negative and Positive), DSA Membership, Compensation Plan, Incentive / bonus Programs number of distributors, and international operations.

These are the following companies that we will be comparing in the Analysis

1. Nerium International
2. Seacret
3. Evolve Health
4. Visalis Health Sciences

Mission

To Level the playing Field

In order to become a big company, we need to start thinking and acting like a big company. Currently we are competing with companies that have us beat when it comes to the corporate look and feel of the company, budget and online presence.

We have all of these companies beat on every other level from product to compensation plan but no one cares because no one knows, or does not seem to believe that were going to make it. If they did, every professional in the industry would be coming over to RevvNRG.

The idea is that if we level the playing field, meaning that we bring RevvNRG as a company up to speed in the areas that we are lacking to at least appear to be comparable, than the things that make us great would stand out.

Hit Momentum

By modernizing or outlook and feel, RevvNRG will see a surge of new distributors joining the business. This will create more sales volume, more distributors hitting ranks in the company and most importantly the social proof that will get people to look, get excited and take a chance with us.

If we focus on working smarter instead of harder, there are a couple fundamental shifts that we can make as a company that will not cost us a whole lot of money. Instead the shifts are more focused on the changing of perception. As we all know, in our industry, perception is reality, and how we are perceived by outsiders is the single most concepts that we need to pay close attention to if we want to see our business grow.

Company Comparisons

Company	Length of Time in Business	Current Comp Sales Volume	Corporate / Product Video and Demo	DSA Membership Status	Online Presence / Google Ranking (GLOBAL)	Compensation Plan	Min Buy-In for distributors	Notes
Neirum International	7 Months	\$500,000	Yes	No	86,452	10% UniLevel 10 Generats @ 1-5% Check Match + Bonus Pools	\$99.95-\$995	3 and Free
Seacret	2 Years as MLM from Retail	??	No	No	132,688	15% Binary + 7 Generations @ 10% + Bonus Pools	\$195 - \$1595	
Evolve Health	3 Years	1.67 Million	Yes	No	47,984	10% Binary + 8 Generations @ 15-45% + Bonus Pools	\$499.95-\$1095	1,2 Free Program + 90 Day Challenge
Visalis	7 Years	\$30 Million	Yes	No	13,289	10-25% Unilevel + 8 Generations @ 5% + Bonus Pools	\$499-\$999	1,2,3 Free Program + 90 Day Challenge
RevvNRG	4 Years	1+ Million	No	Pending	263,760	10-25% BinNary + 7 Generations @ 10% + Bonus Pools	\$45 - \$1199	

Analysis

Our industry is changing at an astronomical rate. The success of any company these days seems to be based on the companies ability to change quickly and re-position themselves in a position of growth where the company and individuals involved are visible. All internal fixes and changes to company, compensation plan, or any of the above mentioned criteria will never be visible to the outside world or prospective distributor until people know that we exist.

Recommendations

1. New Back Office System – An updated back office system is the first and most important change that RevvNRG needs to make. This will not only show current distributors that we are moving forward, but it will give leaders and seasoned MLM professionals the tools they need to help their organizations achieve ranks in the company. Basically, it will allow all of the distributors to have the best advantage to maximize the compensation plan and help their people do the same.
2. Online Corporate Presence / Online Marketing Team – Currently RevvNRG has NO INTERNET Presence what so ever. Using data from ALEXA.com, I found that when compared to other MLM companies we are extremely behind the curve. This is a serious problem that needs to be addressed immediately.

Note**** Please see the Alexa.com Stats at the end of the Report for analysis.

To fix this problem, an Online Specific marketing team coupled with a web developer that has a thorough understanding of Search engine optimization, Web 2.0 Organizational flow and general understanding of MLM and what the distributors is absolutely imperative to the success of RevvNRG from here on out. The more we keep avoiding the technology problem, the more we are hurting ourselves as a company.

3. Professional Corporate / Product Video – Once a prospective person is introduced to RevvNRG, the user goes online to find out more about the company. Currently we have poorly developed and cheap looking Company video outlining the opportunity, how to get started, what to do, why to join us etc. This single marketing piece is a smart investment because we can use it over and over again and will continue to get use and value out of it every time a new distributor visits our website for the first time. This video, in conjunction with the website is our “**First-Impression**” to the world, and currently I believe people are getting the wrong impression about who we are, what we do, and where we are going.
4. Packages for Membership – We need to do away with anything below a 5-Box package. The industry average is about \$150 to join the business. After reviewing all of the comparisons, I strongly believe that less is more. We should offer packs of products that allow distributors to get all of the RevvNRG product line up front, and then be allowed to have what ever they would like on an “Auto-Ship” basis. This allows RevvNRG to cross promote its entire product line. My recommendation is that there should be 3 Packages at most integrating all of our products in to one of the 3 packages and then allowing the new enroller to add more products a la cart for more start volume. This would also promote a marketing ploy if we had some kind of a 90-Day system that would guide distributors words taking their product on a daily basis, and also sharing it with people.

Note**** This will also save time a corporate for packaging orders since there will be less SKU’s in the B.O. and less orders to pack allowing the shipping and handling time to be cut down substantially.

5. Marketing Plan / Retention / unification – Everyone has one except us. The companies that are having the most explosive growth in the industry right now how some kind of a marketing plan that is getting movement out of distributors. The 90-Day challenge has been an ingenious marketing tool because people are seeing real physical and financial results in a very short period of time. We have tried to implement something like this from within the downline, but the culture has allowed for individual teams to be created as opposed to one unified mass all on that same system utilizing one single duplication method. I believe it also hurts us more to have corporate doing any training for the distributor base at all unless we go that route and disallow the distributor base to formulate training systems. This would mean, that “RevvUniversity” would either go away completely, be used for very basic training like “how to use the Back office” or eliminate all distributors in the field’s ability to make and create a distributor based training system.

Recommendations (Cont.)

6. Travel / Marketing Budget for Top Distributors - All of the listed companies make available some amount of money for their top distributors to get on the road to open up markets in areas where there are no foot holds. To go in to an area with out any kind of Online presence, marketing or promotional budget, hotel or flight vouchers and no budget for advertising in specific areas we are trying to build is basically like getting in to a car, driving to an unknown place, to speak to some strangers about joining RevvNRG hoping that they share the same vision that we do. Although this is possible for the most confident and seasoned distributors, most other people will fail completely or **will not even try**.
7. Rank Qualifications - At this point, growth and social proof are the most important things that we need to focus on if we want to go from small to big. The psychology behind "moving-forward" and that being the ultimate perception of RevvNRG and **all of its distributors** is paramount for our survival. Even if we need to get colorful and creative building a perception of growth is absolutely necessary. People need reasons to believe, and they also need to believe that they too can achieve within RevvNRG as well. Presently, all of the "Top" distributors in RevvNRG including the master distributor has not advanced in Rank for almost one years time. Regardless of what the actual reasons for this are, it reflects very badly on the companies and the distributors ability to move forward and successfully help new and up and coming distributors achieve the success of the dreams and lifestyles we are selling. Going the way we are, **my prediction is that it is only a matter of time before distributors lose faith and go somewhere else.**

The problem needs to be addressed immediately and will take a combined effort from top distributors in RevvNRG as well as corporate working together to find a way to alleviate this perception quickly. This may include changing the rank qualifications so more people can hit ranks quicker. This can be done with out changing the current compensation plan greatly and will be at little cost or expense to RevvNRG corporate. The majority of extra money that it will take to accomplish this will be paid in the form of Bonus prizes, incentive vacations, and possibly and extra generation of pay to mid-level ranks in the current RevvNRG compensation plan. I strongly feel that it would be a very small investment of actual money in resources in the short-term that will give us exponential results in the form of volume sold and new distributor sign-up's.

Alexa.com Web Stats

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Traffic Rank Reach Pageviews Pageviews/User Bounce % Time on Site Search %

Daily Traffic Rank Trend

revvnr.com nerium.com
seacretdirect.com evolhealth.com
visalus.com

Traffic rank for revvnr.com:

	Traffic Rank	Change
1 month	512,951	+326,066 ↓
3 month	263,760	-272,857 ↑

Compare revvnr.com to:

nerium.com seacretdirect.com evolhealth.com visalus.com **Compare**

Traffic Rank **Reach** Pageviews Pageviews/User Bounce % Time on Site Search %

Daily Reach (percent)

revvnr.com nerium.com
seacretdirect.com evolhealth.com
visalus.com

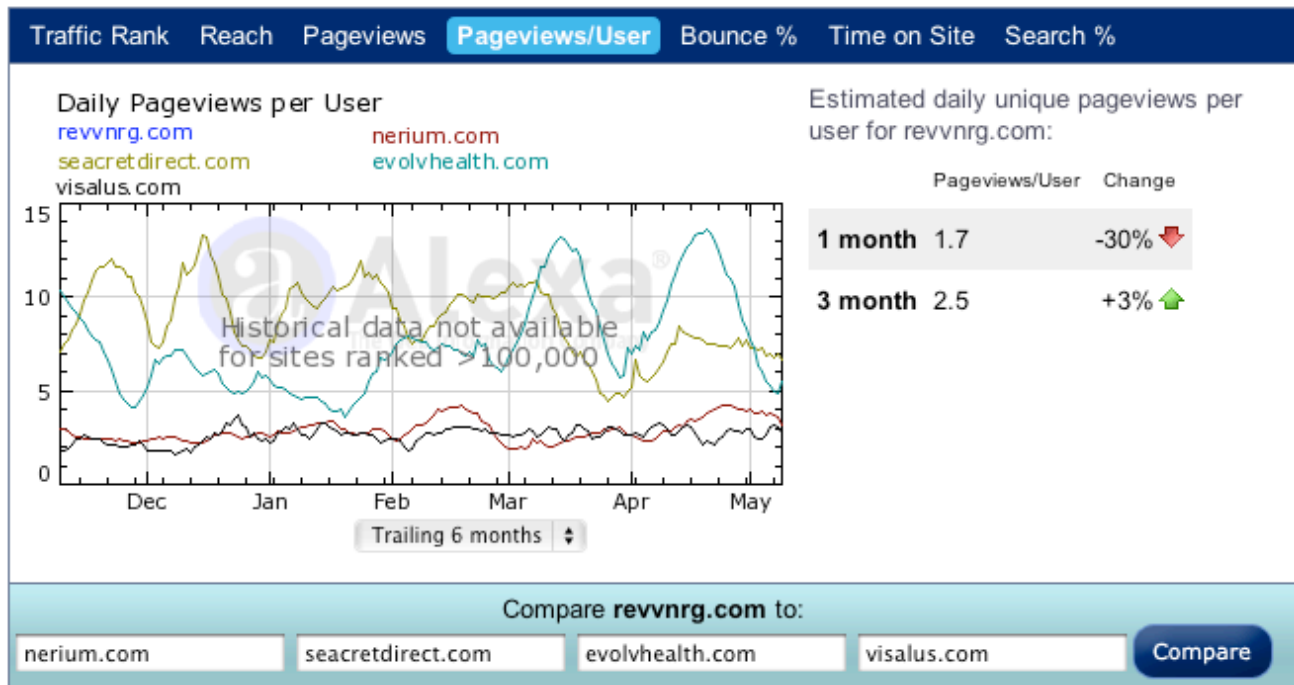
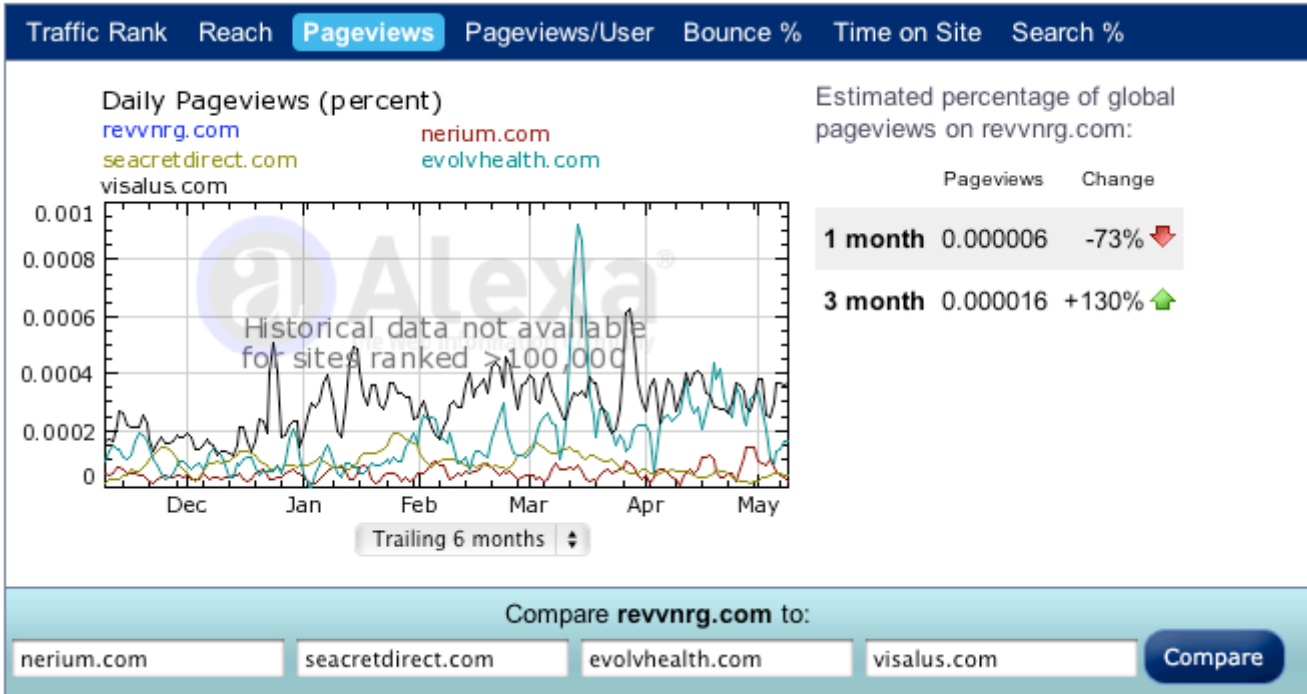
Estimated percentage of global internet users who visit revvnr.com:

	Reach	Change
1 month	0.00037	-60% ↓
3 month	0.00066	+120% ↑

Compare revvnr.com to:

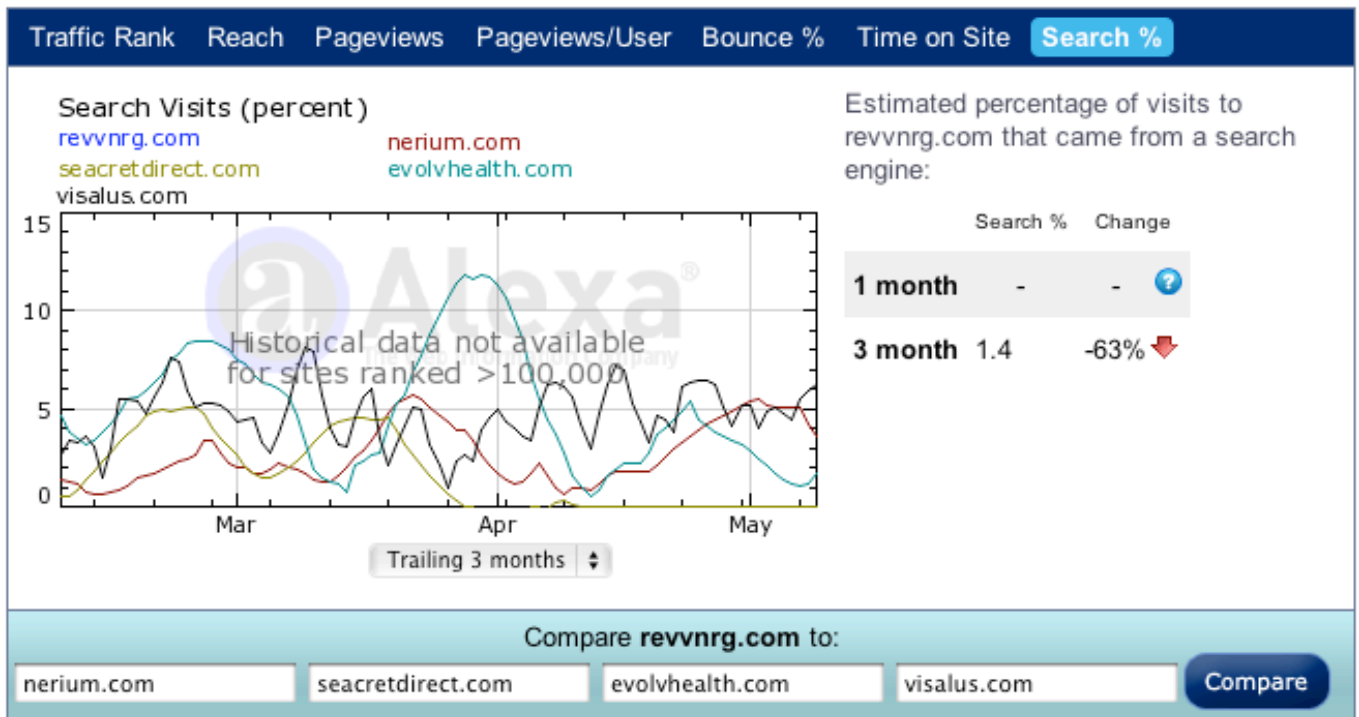
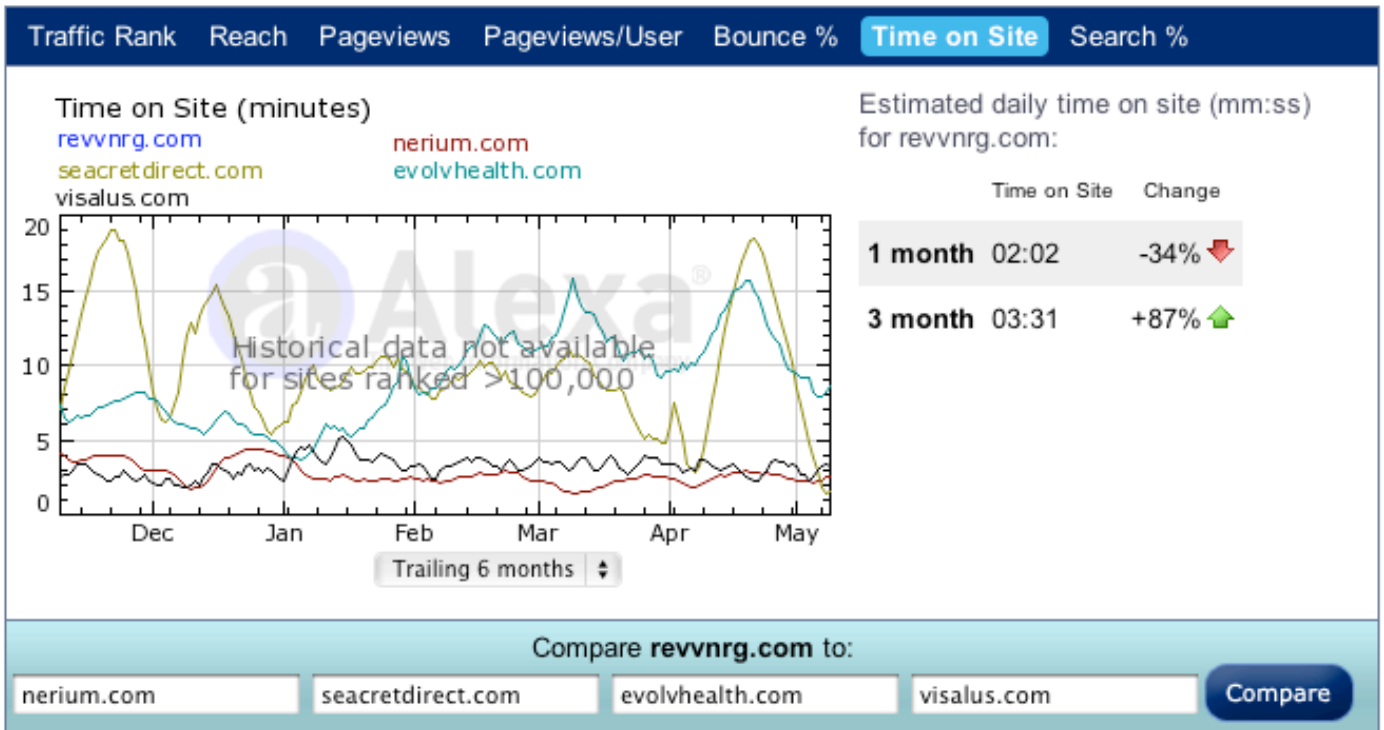
nerium.com seacretdirect.com evolhealth.com visalus.com **Compare**

Alexa.com Web Stats Cont.





Alexa.com Web Stats





Web Values

NERIUM.COM



The following domain name appraisal is an estimate on the domain worth of **nerium.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$17,263.26

[5 Ways to Start Earning Money with Your Site Today!](#)

TEAMREVV.COM



The following domain name appraisal is an estimate on the domain worth of **teamrevv.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$4,737.97

[5 Ways to Start Earning Money with Your Site Today!](#)

SEACRETDIRECT.COM



The following domain name appraisal is an estimate on the domain worth of **seacretdirect.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$2,871.41

[5 Ways to Start Earning Money with Your Site Today!](#)

STEVENWOLF.COM



The following domain name appraisal is an estimate on the domain worth of **stevenwolf.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$6,050.93

[5 Ways to Start Earning Money with Your Site Today!](#)

VISALUS.COM



The following domain name appraisal is an estimate on the domain worth of **visalus.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$16,400.72

[5 Ways to Start Earning Money with Your Site Today!](#)

EVOLVHEALTH.COM



The following domain name appraisal is an estimate on the domain worth of **evolvhealth.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$4,751.38

[5 Ways to Start Earning Money with Your Site Today!](#)

REVVNRG.COM



The following domain name appraisal is an estimate on the domain worth of **revvnr.com**. This is only an estimate, and actual site worth on the open domain or website marketplace may vary significantly. While each appraisal represents a snapshot of the domain value on a given day, it is only that, a snapshot, so be sure to check back frequently to see if your sites value goes up or down over time.

Your Estimated Site Worth Is:

\$7,125.41

[5 Ways to Start Earning Money with Your Site Today!](#)

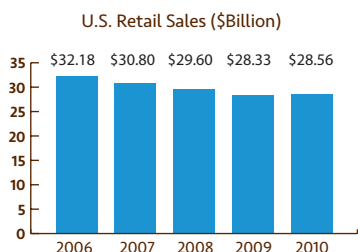
FACT SHEET

U.S. DIRECT SELLING IN 2010

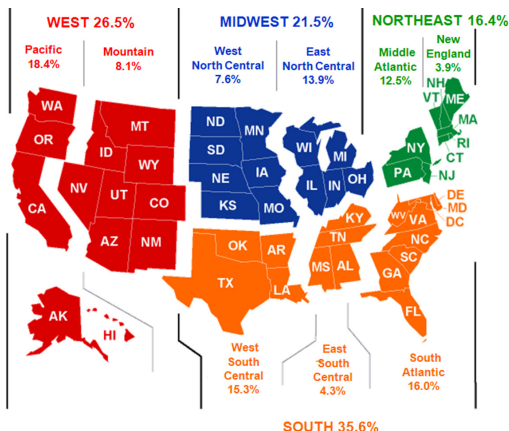


DIRECT SELLING ASSOCIATION

2010 U.S. Direct Retail Sales \$28.56 Billion



PERCENT OF SALES BY CENSUS REGION



PERCENT OF SALES BY MAJOR PRODUCT GROUP

	2008	2009	2010
Home & family care/home durables	25.4	23.9	24.4
Wellness (i.e. weight loss products, vitamins, etc.)	22.7	22.8	23.0
Personal Care	21.5	21.3	19.4
Services (i.e. travel, real estate, group buying, utilities & financial services) & other	16.6	18.4	19.2
Clothing & accessories	10.4	10.3	11.0
Leisure/educational	3.4	3.3	3.0

PERCENT OF SALES BY SALES STRATEGY

	2008	2009	2010
Individual/person-to-person	66.3	64.3	63.5
Party plan/group selling	25.7	25.4	27.9
Customer direct order & autoship	7.4	9.8	7.5
Other	0.6	0.5	1.1

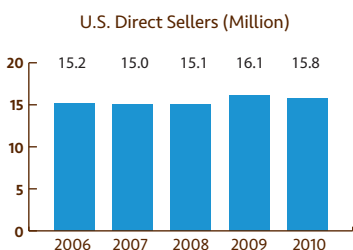
PERCENT OF SALES, DIRECT SELLERS AND FIRMS BY TYPE OF COMPANY COMPENSATION PLAN*

	Sales	Sellers	Firms
Multilevel	96.9	99.2	93.1
Single level	3.1	0.8	6.9

*A direct selling company may use a multilevel plan or a single level plan or both to compensate direct sellers. A direct selling company offering a multilevel compensation plan is classified as multilevel even if it offers a single level plan as well.

2010 U.S. Direct Sellers 15.8 Million

Indicates number of sellers throughout the year



Source: 2011 Growth & Outlook Survey Report: U.S. Direct Selling in 2010 and other sources. To view graphic depictions of these findings, please go to: www.dsa.org/research/industry-statistics/

For further information contact
Amy M. Robinson, Chief Marketing Officer

PERCENT OF DIRECT SELLERS BY RACE

	2010	2010 U.S. Census
White non-Hispanic	73.5	63.8
White Hispanic	14.2	8.7
Black or African American	7.1	12.6
Asian or Pacific Islander	3.1	4.9
American Indian/Alaska Native	0.5	0.9
Other/unknown	1.6	6.2

PERCENT OF DIRECT SELLERS BY GENDER

	2008	2009	2010	2010 U.S. Census
Female	86.4	82.4	81.8	50.8
Male	13.6	17.6	18.2	49.2

PERCENT OF DIRECT SELLERS BY TIME WORKED

	2008	2009	2010
Part-Time	91.1	92.5	91.1
Full-Time	8.9	7.5	8.9