

BurnLounge Compensation Summary

Overview

BurnLounge gives Next Generation Retailers several ways to participate:

- As a **FAN**, you can sell music for fun and BurnRewards Points, redeemable for music and merchandise in any BurnLounge store.
- As an **AFFILIATE**, you can redeem your BurnRewards Points for cash, and build a team of Retailers.
- As a **MOGUL**, you can redeem your BurnRewards Points for cash and build a team of Retailers. But Moguls also get access to powerful software and educational materials to help build their team, and can earn substantial bonuses for sponsoring other active Moguls.

The **Rewards and Requirements** chart details on how Affiliates and Moguls can earn not only on the sales from their own site, but on the sales of Retailers they've sponsored (and those their Retailers have sponsored, and so on — up to six generations or "rings" away). This concept is called Concentric Retail. To earn Shared Compensation on rings of Concentric Retail, Affiliates and Moguls have to meet certain sales requirements, detailed in the chart.

The **5 Cent / 2 Cent Rule** chart shows how Retailers earn Minimum Compensation for the sale of downloads from their store, and from the stores on their Direct Team (subject to certain sales requirements).

Finally, the **Bonuses** chart details the bonuses available to Affiliates and Moguls.

In addition to studying this summary, please read the full BurnLounge Shared Compensation Plan document found in your Business Management Software.

Rewards & Requirements

	← Fan	Affiliate/Mogul →						
Level	Fan	Affiliate/Mogul	Ring 1	Ring 2	Ring 3	Ring 4	Ring 5	Ring 6
Minimum Compensation (per 99¢ download)	.05 <small>Rewards Points</small>	5¢	2¢	--	--	--	--	--
Shared Compensation (% of profit margin)	20% <small>in Rewards Points</small>	20%	12%	5%	5%	5%	5%	8%
Personal Sales Requirement (Albums* per month)	0	0	4	8	12	16	20	24
Team Sales Requirement (Albums* per month)	0	0	8	24	48	80	120	168
Number of Direct Team Stores	0	0	1	2	3	4	5	6

*an album is any download of \$9.99 or more; or 10 single 99¢ downloads

Bonuses

Affiliates and Moguls	Moguls	Moguls
Customer Bonus	Mogul Customer Bonus	Mogul Team Bonus
<p>Affiliates and Moguls get a \$10 bonus when an Affiliate or Mogul on their Direct Team becomes active by selling two albums.</p>	<p>Moguls get an additional \$10 when a Mogul on their Direct Team becomes active by selling two albums. Moguls can also receive an additional \$30 when a Mogul on their Direct Team purchases a BurnLounge University package.</p>	<ol style="list-style-type: none"> Each Mogul package you sell has a Mogul Point value.

Mogul Team Viewer

SIDE A	SIDE B
Mr. Black 100	Mr. White 100
Mr. Green 400	Mr. Purple 100
	Mr. Brown 100
Total 500	Total 300
- 300	- 300
New Total 200	New Total 0

SIDE A 300 MOGUL POINTS

SIDE B 300 MOGUL POINTS

\$50

- Those Mogul Points show up in your Mogul Team Viewer. Every time you reach a threshold of 300 points on each side...
- ...You get \$50.

5 Cent / 2 Cent Rule

The BurnLounge 5¢ / 2¢ rule guarantees that you will never earn less than 5¢ on a 99¢ download that you personally sell. And if someone in your Direct Team sells a 99¢ download, you are guaranteed a minimum of 2¢.

