



CANNACORE
— ORGANICS —

ONBOARDING

THINK LIKE AN OWNER

- OUR DECISIONS START WITH OUR WHY NOT WITH OUR DOLLARS
- WE BUILD LIVES & LEGACY NOT JUST LEADS
- WE CREATE VALUE FOR EVERYONE NOT JUST SOMEONE

WORK LIKE AN OWNER

- WE TAKE RESPONSIBILITY FOR OURSELVES & OUR ACTIONS
- WE TAKE THE EXTRA STEP SO THAT YOU DON'T HAVE TOO

LIVE LIKE AN OWNER

WE PROVIDE AN OPPORTUNITY IN AN INDUSTRY THAT IS CURRENTLY AT \$1.8 BILLION PROJECTED TO BE OVER \$20 BILLION IN 3 YEARS.



IMPROVING YOUR HEALTH WHILE
DEVELOPING YOUR FINANCIAL SUCCESS.

Think like an owner. Work like an owner. Live like an owner.

CannaCore Organics is a company improving your health while developing your financial success. CannaCore is providing the purest, most effective CBD products possible for self-care, health and skincare.



WHO IS CANNACORE



WHY DO THE LABELS MATTER?



100% Organic 	Organic 	Made with Organic 	Organic Ingredients 
✓ Organic seal allowed	✓ Organic seal allowed	✗ Organic seal NOT allowed; Must specify which ingredients are organic	✗ Organic seal NOT allowed; Product can't be described as "organic"
✓ 100% certified organic ingredients and processing aids	✓ 95 % certified organic ingredients	✓ At least 70% certified organic ingredients	✗ No specific % certified organic
✓ No GMOs	✓ No GMOs	✓ No GMOs	✗ May contain GMOs
✓ All ingredients comply with National List of Allowed and Prohibited Substances	✓ Non-organic ingredients comply with National List	✓ Non-organic ingredients comply with National List	✗ Compliance with National List not required
✓ Certification required	✓ Certification required	✓ Certification required	✗ Certification NOT required



WHY DO THE LABELS MATTER?



What does made in the U.S. look like

According to the
Federal Trade Commission

“Made in USA” means that “all or virtually all” the product has been made in America. That is, all significant parts, processing and labor that go into the product must be of U.S. origin.



WHY ARE WE DIFFERENT

Purpose - We all have a why

Product - We are USDA Organic & Full Spectrum CBD

Pricing- Our cost are competitively priced for limited or long term use

Service- We personalize the process by making it about you and not a program

People (Relationship) - We just don't show up for the sale, we are with you through the whole process



CONTENTS



CHECKLIST

EVERYTHING YOU NEED TO DO TO GET STARTED

CORE30

30 DAY SUCCESS PLAN

This 30 day success plan is designed to help you get on track to finding your core 6 and your customers.

SOCIAL SURVIVAL RULES

SURVIVING THE UPDATED STATUS

Social Survival skills are techniques that are going to be important for you as you promote and position yourself and the CannaCore Organics product in the marketplace .

SCRIPTS

LEVRAGE YOUR LANGUAGE

You don't have to wing it when it comes to your words.

CANNA COMP

FINANCIALS

Understanding the financial structure

Checklist



Wondering what to do after you Partner . This quick checklist will help you get started

01

Go to your back office at your designated CannaCore Organics website. Add your photo so your new potential customers are looking for a personalized experience. Make sure to set up your email from rackspace as well.

02

Make a list of 50 people who may be interested in becoming customers and/ or partners. Brainstorm your network of friends, family, neighbors and acquaintances.

03

Connect on Social Media. Go like the CannaCore Organics FB Page and join CCO Partners as well as CCO Friends & Valued Customers private group on FB. Be sure to introduce yourself and who sponsored you.

04

Ask your sponsor to be added to our GroupMe groups and get the times of our upcoming National as well as Discovery Calls.

CORE 30
THE 30-DAY
SUCCESS PLAN

First 30-Day Plan for Success!

4 Main Goals in first 30 days to Start on Right Track

- 1) Find CORE 6
- 2) Get personal sales of \$750+ Sales Volume Monthly
- 3) Educate Yourself on CBD & our products
- 4) Develop a Social Media Plan



Goal #1 – Find CORE 6

Start by making a list of 50

people that you feel would be quality

individuals you would want to be in your CORE 6. Remember, the CORE 6 is the foundation of your business. If a new partner gets their CORE 6 right, their business and team will be set to grow with much success.

While not required, here are some skills/traits that would make up an ideal CORE 6 candidate:

- Cares about the well-being of others
- Self-Driven
- Hungry to Grow
- Coachable/Humble
- Strong Communicator
- Sales Experience

After completing your list, use the “CORE 6 Reach Out Approach” and scripts and invite interested candidates to a CannaCore Discovery Call. Send an email to the candidate with the Discovery Call details and when you have a candidate jump on the call, a best practice is for you to attend as well, so the candidate feels a stronger connection to the group throughout the call.

If the candidate wants to partner with Cannacore after the Discovery Call, schedule a Zoom call with the candidate to help get them started. Be sure to take the candidate to YOUR personal Cannacore website so they're enrolling under you

If the candidate does not reach out or show interest immediately following the call, wait 24 hours before reaching out.

- Make a GOAL to reach out to “x” amount of people a week
- Week 1 should be a **heavily** focused on building momentum towards getting your candidates on Cannacore Discovery Calls

Goal #2 – Get Personal Sales of \$750+/month

Week 1

- a. Post the following question on social media to find the low hanging fruit: “hey friends, quick question! Curious to know who’s using CBD and what you are using it for?”

You’ll get comments (make sure to like and engage with each comment, help FB algorithms so more people see the post) and **do not engage trying to sell products when replying**. Simply reply “hey thanks for sharing OR awesome.” Notice who’s using CBD and make a spreadsheet/document to keep track. You’ll revisit this list in Week 2.

- b. Call 10-15 of your closest friends and share your excitement about the opportunity and ask for their help (separate from people you may reach out to for your CORE 6). Maybe they know someone taking CBD, maybe they know someone looking for an opportunity, maybe one of your closest friends has taken CBD before and you never knew. Don’t be afraid to ask for help, your friends want to see you succeed! You’ll find opportunities and it’ll be fun to connect with friends to share your excitement about the opportunity.

Week 2

After letting your post from last week sit for a week or so, revisit your list of people who commented – it’s time to reach out! If picking up the phone and calling is better for you, that’s ok too!

Use the **“Social Media Scripts That Work”** doc written by Tanya Aliza – this is GOLD!

Here’s a CannaCore Organics Example:

Send a private FB msg (can also be done via text message) to each of the people who left a comment saying they currently use a CBD product. Before sending a message, look for something personal you can bring up in your reach out to your potential new customer by doing some research on their social media pages before starting the conversation.

PRO TIP – send Audio messages vs text. Audio has higher open rate and feels more personal vs copy and pasting text

Send a FB Messenger message like this to start to conversation – Step 1 Looking to Engage:

“Hey John, been awhile but hope you’re doing well! Looks like you guys went to the Bears game last week, how was it?”

DO NOT send another message until they respond. If a few days go by and no response, I might send a “?” but do not engage in the CBD conversation if they don’t respond.

When the candidate does respond, you want to see if the candidate is open to receive more information about Cannacore Organics products.

Step 2 – See if candidate is open to learn more about CannaCore

John that’s awesome, happy you guys enjoyed the game! I’ll get right to it, I was actually hoping to find some friends of mine who are using CBD because I just partnered with a CBD company myself and I’m excited about the quality of our products. Would you be open to connecting more on it?

AGAIN – DO NOT send another message until they respond. If a few days go by and no response, I might send a “?” but do not engage in the CBD conversation if they don’t respond.

When the candidate does respond, you want to book a time to connect/make the sale.

Step 3 – Set up Time to Connect

That’s great, shoot me a few times your free this week for about 15 mins and can have access to the internet. Tuesday and Thursday are best for me if you can make those work.

After they send a time: “Cool, well let’s do Tuesday at 4pm. Here’s my cell 999-888-7777 so you have it, what’s the best way to reach you?”

Get their cell number & confirm the day and time.

Read the **“Social Media Scripts That Work”** doc before starting. There’s some other good pointers included in the document.

Week 3

- Post the following question on social media to find potential preferred ship/wholesale customers: “Best chiropractors in the ‘xyz’ area.... and GO!”

You'll get comments (make sure to like and engage with each comment, helps FB algorithms so more people see the post) and **do not engage trying to sell products when replying**. Simply reply "hey thanks for sharing OR awesome," notice the businesses and owners you are being referred to.

Use the **"Business Affiliate Phone Approach"** and schedule appointments with the chiropractors you were referred to.

Week 4

- Post the following question on social media to find potential preferred ship/wholesale customers: "Best med spas and salons in the 'xyz' area.... and GO!"



You'll get comments (make sure to like and engage with each comment, helps FB algorithms so more people see the post) and **do not engage trying to sell products when replying**. Simply reply "Hey thanks for sharing OR awesome," notice the businesses and owners you are being referred to.

Use the **"Business Affiliate Phone Approach"** and schedule appointments with the med spas and salons you were referred to.

OTHER SALES IDEAS/OPPORTUNITIES:

- Walk into local CBD stores, strike up conversation with the salesperson and invite them to lunch to learn about them/their opportunity. Have to believe the CannaCore opportunity > their opportunity at the retail store and they have access to hundreds of existing CBD customers.
- Join CBD Groups online. Best practices are to engage with people by asking questions and/or providing value to the group and developing relationships with active posters versus spamming groups with your Cannacore website link. Spamming won't be received well and you'll risk being removed from the group.
- Use a platform like TextingBase or Text Conveyour and send a mass text to your network letting your community know you've partnered with a CBD company and ask if there's anything you can do to be helpful to contact you with their CBD questions/needs.
- Use FB messenger and send an additional 10-20 messages a day trying to engage with old friends/acquaintances. Use the "Social Media Scripts That Work" doc written by Tanya Aliza – this is GOLD!

- OTHER businesses/places to target – Nursing Homes, Senior Communities, Affluent Communities, Gyms, Holistic Dr's.....

PRO TIPS FOR PERSONAL SALES:

- Walk initial customers through your website for their first purchase – hold their hand = people first company. They'll feel how different this purchasing experience is compared to others and your relationships with your customer will be stronger!
- After a customer makes their first purchase, ask them to make a social media post to share their excitement about their first order. Here's how to ask



o 'Hey Chris, congrats and thank you for ordering CannaCore Organics products! Can I ask a favor for CannaCore that will help us grow? Would you be willing to make a FB post saying "*Just made my first order with @Cannacore Organics (ask them to tag us and you)..... so excited to get my first products*" It would help us a lot!

o DO NOT POST/TAG the CannaCore Organics Website!
Tag the CannaCore Facebook Page

o Goal #3 – Educate Yourself on CBD & Our Products

a. Watch the provided CannaCore Youtube Videos to educate yourself on CBD and the industry. Study to become an expert because you will be asked technical questions from some people you're talking to.

b. Check out CBD Nation on Amazon Prime. Lots of good information!

Develop a Social Media Plan

Here are some quick social media tips:

- Look on other CannaCore partners social media pages for inspiration or ask for help from your teammates on best practices when posting about your CannaCore business.
- We have found that Facebook will not share posts as much that contain "CBD" and or "Canna" in them, so we'd recommend when writing posts to avoid using "CBD" so more people can see your posts. Using the program Canva has been helpful for many partners to create attractive photos to use when posting on social media platforms.
- It may be helpful to create posting themes for each day of the week. For example, Monday = Motivational, Tuesday = Testimonials.....

- Make sure to keep a balance between your CannaCore & personal posts so your network doesn't just see you posting about your business all the time.

Natural Approach to:

Better Sleep
Managing Stress
Pain Support!

CANNA CORE
— ORGANICS —

FILM NEGATIVE

NEGATIVE

SOCIAL SURVIVAL RULES

SURVIVING THE
UPDATED
STATUS

What you Can/Can't Say In CBD Advertising?

Now that you understand the CBD basics and the laws surrounding them, it's time to get down to the details or, in other words, what you can and can't say in your advertising and marketing. After all, legality aside, CBD remains controversial. You can only do the CannaCore products justice by bearing that in mind as you develop your campaigns by watching out for the following:

Medical claims

Given that medical benefits are 1 of the best things CBD has going for it, you may be surprised to hear that these are strictly off-cards for your ad efforts. Remember that the FDA currently doesn't support any medical CBD benefits, meaning that your hands are largely tied. In fact, if the FDA deems that you're using deception surrounding proven treatments to sell, they'll quickly strike your marketing efforts from the record.

Perhaps the good news here is that you can still state 'possible medical benefits', but make sure that you're forever careful with your language and that you don't claim anything official from an, admittedly, unapproved medical standpoint.

Untested assumptions

Along roughly the same lines, untested assumptions are an absolute no-go. The worst thing you can do here is to make a claim 'because you heard it somewhere'. In fact, if assumptions seem developed off the back of not much, you could damage rather than boost your brand reputation.

Instead, always be sure that even your 'possible claims' are coming from reputable sources. Include reference links across the board, and double-check that they're from reliable outlets ahead of time. For instance, your mate's social media page might not quite cut it, while official studies from the National Institute of Health hold a fair bit more weight.

Use of the word 'CBD'

This may seem most surprising of all, but many platforms, search engines, in particular, block ads that actually use the word 'CBD'. Unlike the other points mentioned here, this isn't a CBD advertising law as such, but search engines typically won't permit such efforts, while even platforms like Facebook won't often display them.

This can seem like a complicated hurdle to get around. After all, when else do you have to refrain from referring to the product you're actually talking about? Yet, it's a reality you should

definitely take into account to stand any chance at ads that always hit the mark. In most cases, brands work around these restrictions using alternative words, like 'hemp-derived oil' or similar. If this seems like too much of a leap, do take heart in the fact that Google has taken steps to test the CBD waters of late, though it is still incredibly early days.

CBD Advertising Rules By Platform:

You might think you're ready to go the moment you understand the above CBD advertising laws, but you would be wrong. In reality, the sheer controversy still surrounding many CBD products also means that you need to consider each unique platform before you tailor an ad that simply won't fly with their marketing teams. After all, sites still take some level of risk when they accept your marketing drive. While you should eliminate this where possible by keeping the above in mind, you might also want to consider rules as they stand per platform, such as

-

Google Ads (Formerly AdWords)

As you can probably guess from the restriction outlined above, pay-per-click (PPC) CBD advertising on Google simply isn't an option. Worse, attempting to slip your products through the net could see you facing penalization for any future ads you try to land in this space.

Remember, of course, that this could change at any time, so keeping an eye on those regulations is vital. As it stands, though, unless you're willing to get creative with hemp-derivative terms, you won't be able to target your ad drives here.

Facebook

June 2019 saw Facebook lifting its CBD ban, meaning that CBD advertising on Facebook is a possibility, though it can still be something of a minefield. Cannabis-derived CBD ads are still off the cards altogether, while even some hemp-derived products face setbacks when directly using the term 'CBD.'

Luckily, as of last year's shift, ads that are well in-keeping with state laws and FDA regulations should still make the cut. Just make sure you're careful with your claims, as Facebook's. Advertising policies state they will not support ads for any 'unsafe supplements', which, in some cases, could still include CBD.

Instagram

As a rule, Instagram will always deny and even penalize companies attempting to advertise CBD products on the platform. That said, they do seem to be more lenient with this than other

social frontrunners, mainly because they don't monitor advertising as much. Still, it's a risk to hope that your ad will fall under their radar.

Twitter

Twitter permits approved CBD topical advertisers to target US based users. That said, Twitter can still prove an effective platform. As long as you don't make any medical claims or challenge FDA restrictions, you should be able to use your account to link to your website and generally build brand awareness, all with the benefits of hashtags for discovery. It is subject to the following restrictions:

- Advertisers must be licensed by the appropriate authorities and pre-authorized by Twitter
- Advertisers may only promote non-ingestible, legally derived CBD topical products
- Advertisers may only target jurisdictions in which they are licensed to promote these products or services Advertisers may not target Georgia, Idaho, Iowa, Mississippi, Missouri, Nebraska, Oklahoma, South Dakota, and Virginia
- Advertisers are responsible for complying with all laws and regulations
- Advertisers may not target users under the age of 21

TikTok

TikTok has soared up the social media hall of fame since its 2016 launch and now boasts over 800 million users. The plus point here is that paid advertising on the app is still incredibly new, and this, paired with the generally younger audience, makes it more likely that CBD ads will gain a seal of approval.

LinkedIn

In general terms, you may be surprised to find that LinkedIn is the only major social platform to allow CBD advertising as a rule, at least for hemp-derived products. That said, their ad policies do state that they don't promote illegal substances, over-the-counter drugs, or unsubstantiated health claims. As such, unless you're incredibly careful with your wording/ad focuses, you could still find yourself rejected. It's worth asking, too, whether this business-focused market will lead to the advertising ROI you need.

Snapchat

Similarly, brands looking for CBD advertising on Snapchat face some ad policy restrictions. Notably, Snapchat doesn't encourage or glamorize drug use. That said, CBD ads might meet with requirements as long as companies make sure to adhere to the following:

- State low THC levels
- Direct ads to 18+ audiences
- Consider location-specific laws
- Back all medical claims

Microsoft Advertising (formerly Bing Ads)

Unfortunately, due to policies that disallow advertising for any products of questionable legality, CBD advertising on what was formerly Bing Ads is also a current no-go. In fact, alongside Google, Microsoft advertising will altogether eliminate any ads that refer to CBD products.

Quora

Quora is a fantastic source of discussion surrounding CBD marketing, but is it a reliable platform to base your ad campaigns around? It could well be. Admittedly, Quora makes no promises surrounding CBD ads, but, while ingestible CBD products aren't permitted, their marketing team are willing to consider ads for topical CBD products on a case-by-case basis. To give themselves the best chances, brands simply need to consider further restrictions on things like deceptive content or ads that claim weight loss benefits.

Reddit

Reddit is yet another social platform that doesn't take kindly to CBD-focused as per pretty strict restrictions against any healthcare products. While they don't state CBD itself in their regulations, they are quite clear on the fact that they will only accept ads for FDA-approved health products sold by registered vendors. Sadly, that eliminates the possibility of CBD slipping through their net.

Pinterest

Pinterest doesn't expressly forbid the advertising of CBD on their platform, though limitations surrounding health products still make it unlikely that your brand ads will land well on this

platform. Most notably, they forbid advertising of health products that could be ‘unsafe, unreliable, or easily abused.’

YouTube

As part of the Google umbrella, YouTube also refuses to place any paid ads that contain the words ‘CBD.’ Some paid searches on YouTube have been allowed as part of trials but, again, official changes have yet to follow. That said, CBD brands may still find that the marketing opportunities possible from creating video content (so long as it’s listed as age-appropriate), could be worthwhile from marketing perspectives.

Spotify

In the past, Spotify has been criticized for not blocking alcohol ads, a fact that might leave you hoping they’re the right outlet for your CBD focuses. Indeed, there are no direct rules here that disallow the marketing of CBD in either audio or overlay ads. That said, a push at the start of this year to prevent political ads is a sure sign that Spotify is in the process of refining their ad focuses.

Pandora

Lastly, Pandora prohibits the advertising of any ‘adult or age-restricted products.’ While their restrictions only state alcohol and tobacco, there’s a high chance that this also includes CBD products, even in cases of name changes.

What can marketers do today with no risk?

As you can see, the majority of online ad platforms still leave CBD brands in the dark, but there are still plenty of things you can do to get your name out there, including –

SEO

Search engine optimization (SEO) is always integral to marketing campaigns but becomes even more so for CBD brands who don’t have access to Google paid ads right now. Sadly, high competition in this area at the moment means that merely using keywords like ‘CBD’ isn’t going to be enough to earn top spots. But, with the help of SEO experts, it should still be possible to settle on keywords and structured strategies that get your brand out there.

Content

Content creation is a fantastic sub-sect of the SEO world and is also guaranteed to prove invaluable. Everything from press releases through to blog posts exploring (verified) CBD benefits, and more is sure to help your brand receive more coverage. Even better, there's little all those social platforms can do to prevent you from sharing this content and receiving much of the attention you would have with paid efforts in the first place.

Link Building

Link building, where you acquire inbound links that point back to your site can also prove invaluable. In fact, brands like CbdMD's managed to increase traffic by 65% from this effort alone. The most notable benefit here is that bloggers and other sites that are liable to link back to you are far less likely to place such severe restrictions on the mere mention of CBD, and can become advertising sources all of their own.

Trade shows

Trade shows are always useful, and CBD-specific options like World CBD-Expo can prove especially valuable for your brand. Not only can you entirely dismiss any worries about acceptance here, but you can also rub shoulders with your competitors in a way that online platforms would simply never allow you to do.

Affiliate marketing

Affiliate marketing is big news right now, with 15% of digital ad spending attributed to this alone. For CBD marketers targeting millennial audiences, this method could prove particularly useful as countless millennials report trusting influencers more than their friends. Even better, offering free products for review to popular influencers across social networks could see you enjoying those marketing benefits for far less than you would have if you went down traditional ad routes.

Email marketing

Email may seem like an outdated marketing method these days, but many brands report that email marketing the king of conversions. As such, email advertising CBD is also well worth your while. The most significant benefit from CBD email campaigns is the fact that you can tailor offers and promotions directly to interested consumers, all without any limitations

in terms of third parties. While you still need to stick within the law, this provides you with a great deal of freedom in how you choose to target your products here.

Organic social marketing

As we've covered, social marketing and CBD don't exactly get along in most instances, but brands are still making great use of organic social methods. After all, if you keep within the law and any site regulations, social media platforms are unable to refuse your brand an account. Then, you'll be free to make use of invaluable marketing benefits, including hashtags, stories, and content sharing. Any of which should see you enjoying a far more loyal audience than you ever would've earned through those paid ad efforts.

SCRIPTS

LEVERAGE YOUR
LANGUAGE

Canna Core Approach/ Script

CORE 6 Approach

1. Text or FB Message
2. 5-10 Minute Overview Call
3. Send Them CannaCore Doodle Video and Zoom Link to Group Discovery Call
4. Candidate hops on Discovery Call
5. Text 24 hours later to follow up if they haven't reached out. We don't want to feel like we're trying to convince someone to sign up.

1. Send text message with goal being scheduling a short phone call with you

"Hey Dave - Hope your week is going great! Hey if you have 5 minutes today or tomorrow give me a ring. I am working on something that I would love to bounce off of you and get your thoughts on"

2. **5-10 minute call** - Goal of this call - peak curiosity, get a feel if they are looking for a great opportunity, if so, generate excitement, get them to virtual group call

"Hey what's going on.... just catch up lightly and then jump in"

"So the reason I wanted to catch up is because I just started something that I'm really excited about and you were one of the first people I thought of..... It may not be a good fit for you - & that's totally cool, but what do you know about the CBD Industry? Do you or any of your friends or family take it? (if no CBD experience, share some CBD benefits)

- CBD oil ease symptoms of many common health issues, including anxiety, depression, acne and heart disease.
- It can even help provide a natural alternative for pain and symptom relief arthritis
- People that experience seizures have noticed a lot of benefits from CBD
- Skin care/anti-aging benefits
- Pets....

Share Steve's story OR Your story (PEOPLE FOLLOW WHY SOMEONE HAS CHOSEN TO PARTNER..... so share why YOU decided to partner, what you believe, OR share Steve's story)

- Steve was down in Cancun playing golf on a leader reward trip and the guy he was riding with flipped the golf cart on top of him and it broke his leg. During rehab, Steve was in a lot of pain and a friend of his told him about CBD. Steve started using it, it brought him immense relief, and Steve being a lifelong entrepreneur himself, decided that he was going to create a great line of high quality CBD products that would bring relief and improve the health of others, while also giving those who want to pursue an opportunity to run a business a chance to make some real good money for their family

Then Tease opportunity & pushaway

"May or may not be a fit for you but I think this is going to be pretty incredible and I don't want to get 6 months down the road, you see me involved in this thing blowing up and wonder why I didn't think highly enough of you to tell you about it haha..... I really believe this is like being one of the first people with Avon or Advocare before they blew up

So no pressure whatsoever but what I can tell you at this point is that we have built this in such a way that while it will look like an MLM and technically is, I am only looking for 6 people to help us really grow something special, and you were on my short list

But Because most folks have horror stories of MLM experiences, what we have decided to do is put together a super simple info gathering call to explain the opportunity, share how what we do is different & explain the financial opportunity which is really strong to say the least so you're in the know"

Make the sale!

"So if you would like, I'll send you a link with a video that introduces what we're doing and also send you the info for our next discovery call so you can learn more

about what we're doing. **We run the call (day and time), what's better for you?**
(give 2 options)

Business Affiliate Script

Hey _____, how are you?

Reaching out cause **(referring client)** said you guys are one the best chiropractors in town.
(First name) spoke very highly you guys and the work you've done for him/her

Have you guys been working with **(First name)** a while?
OR.... Do you have a quick second?

Many chiropractors we've been talking to are starting to use and supply CBD products for their clients. We have an American Made, USDA Organic Certified CBD company, and we're looking for another great chiropractor to work with in town.

So what I'd like to do, is schedule a time to swing by quickly and see if we can help bring additional wellness for your clients, while also creating some additional revenue for the business.

I'm going to be in the area _____. Can I stop in quickly at _____ or would _____ work better?

OBJECTIONS

What do your products cost?

I appreciate the question. There's a wide range of product quality in the CBD world, the CBD content in each product varies and we have 11 different products too, so it's best for me to swing by for 15 mins, that way I show you products too....

Would you be available _____ or would _____ work better?

We already have a CBD supplier.....

Not a problem, some chiropractors we've talked to are working with CBD companies. I can't speak to the CBD products you have in the store now, but I can tell you many businesses

we've talked to have slowly made a shift to our CBD products because of the quality and margins available for business partners of ours

I'd still love to connect for a quick 15 mins.... would _____ or _____ be better.

Too Busy

Are mornings or afternoons better?

What does next week look like?

The one size fits all objections killer

Most businesses I talk to have many questions about CBD, our products, how they can make money by working with us, but I can promise you 2 things:

1. You'll be really impressed with our product line and the options we have to help you
2. Whether we partner together or not, you'll be glad we met, we'll have a lot of fun

So I'm really busy, I know you are too, that's why I can only spend about 15 minutes showing you our products, I'm going to be in the area anyway so I can meet _____ or _____, what's better for you?

CANNA COMPS

FINANCIALS

CANNACORE ORGANICS

SIMPLE. REAL. TRANSPARENT. LOW-RISK. HONEST INCOME.

CannaCore Organics: The Difference

Most of us spend time daily trying to provide for our families while trying to figure out the next step to provide a great life for our family. For most, getting ahead financially is a real challenge. Most believe and have seen results where financial progress is often made by entrepreneurs who start their businesses. But starting a business most often takes an investment of money that is not available. ***CannaCore Organics primary goal was to develop an outstanding product that would help build a financial opportunity for the average person to start a business with virtually no risk and tremendous potential.*** We see ourselves as an opportunity that can help people change their family tree. We believe that those who work hard and are passionate should have a chance to get ahead in life. We've all heard the old mantra "there is no free lunch," we agree. Still, CannaCore Organics can help develop people to build a business that significantly improves their financial situation simply by referring customers to CannaCore Organics. This system is a simple sales system that pays you as an owner, and we call them "Partners." The program is a Direct Sales Program. This commission-based opportunity is for you to build an independent business where you are rewarded with the commission from your personal sales along with a commission override from your team sales. CannaCore is a "Sales" business, not a recruiting business. The "Simple Plan," the goal has always been to keep the program simple and make it easy for partners to see where they stand at any given point. We incentivize what is essential, selling the product. We also incentivize goals to build a business of salespeople offering vested earnings like an owner. When you join CannaCore Organics, you become a "Partner".

Becoming A Partner

A person who joins the CannaCore Organics team may earn commissions on the sale of CannaCore Organics USDA Certified products. To get started earning commissions, Partners purchase one of our discounted Launch Kit at \$199.99 or \$399.99. These kits are only available when you sign up and are discounted over 60% retail value. No commission is paid on Launch Kits.

To be considered an "Active Partner," one must have a **monthly new** sales volume (SV) of \$250.00 monthly.

The CannaCore Organics, Partner Compensation Plan is designed to reward you as a business partner, not someone advocating for the business. Building a CannaCore Organics business follows the same business principles found in most leadership structures, that any leader only

CANNACORE ORGANICS

has direct influence over a small number of people. Therefore, CannaCore Organics business is limited to 3 elevations. This structure design offers the best in personal leadership and development.

Benefits

Benefits of being a CannaCore Partner:

As a CannaCore Partner [hereinafter “Partner”], every time you personally create a CannaCore Organics retail customer, initial preferred customer order and purchases for personal or family use is known as your Sales Volume (SV).

Preferred Customer Program:

Joining our Preferred Customer Program is **FREE** just by registering online through the website of any CCO Partner. Each Preferred Customer may purchase products from CCO at a special discount of 20% off suggested retail as long as they agree to subscribe to a monthly standing order called **Preferred-ship**. This standing order can be canceled at any time with 14 days’ notice before the designated shipping date. They will also receive periodic product specials available only to Preferred Customers and Partners.

Your Preferred Customer is not placed in your team elevations, and Preferred Customer cannot recruit or build a team; this is a “Purchase Only” position unless they enroll as a Partner. However, they contribute to your commission as you earn a **24%** commission on all **initial** purchases and a **7%** residual commission on all future purchases.

Partnering in Business

Introduce a new “Partner” to CCO and enroll them through your personal website portal. They then select the Launch Kit, and now you have a new team member to start your business.

CannaCore Launch Kits

CORE Elevation Starter Launch Kit contains:

- One 800 mg Full Spectrum Natural Tincture
- One 800 mg Whole Plant “Sleep” Tincture
- One 800 mg Full Spectrum “Soothing” Cream
- One 1600 mg Full Spectrum “Soothing” Roll-On
- One 400 mg Pet Tincture
- One 300 mg hand & Body Cream
- \$500 retail value, at sign up, receive the package at \$199.95*.

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CORE Elevation Premium Launch Kit contains:

- One 800 mg Full Spectrum Natural Tincture
 - One 1600 mg Full Spectrum Natural Tincture
 - One 2400 mg Full Spectrum Natural Tincture
 - One 800 mg Whole Plant "Sleep" Tincture
 - One 800 mg Full Spectrum "Soothing" Cream
 - One 1600 mg Full Spectrum "Soothing" Roll-On
 - One 400 mg Pet Tincture
 - One 300 mg Hand & Body Cream
 - One 300 mg Ageless Eye Cream
 - One 300 mg Hydrating Night Cream
 - One 300 mg Bright Regenerant Serum
-
- \$1000 retail value, at sign up receive the package at \$399.95*.

Add any other products at the time of set-up at 50% retail price. *

*** Available only at the time of set-up.**

Here Is How It Works: *Commissions Program 24/7*

- **Partner (You)** – All retail, initial preferred customer orders, and personal sales earn **24%** commissions.
- **Core Elevation** – 7% commissions paid to you from your CORE Teams Sales Volume (SV).
- **Vested Elevation** – Vested to receive quarterly earnings plus a one-time \$1000 "Vested" bonus with a **7%** total Vested Elevation team commission paid on Sales Volume (SV). Vested earnings are distributed when the team elevation is complete and (SV) reaches a minimum of \$10,000 for a proceeding 90 days.
- **Capital Elevation** – 7% total Capital Elevation commission paid on teams Sales Volume (SV). Leader Overrides, Incentive, and Paid Trips are available.

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Partner (You)	Personal Sales Retail Customers Initial Preferred Customers	Core Elevation	Vested Elevation	Capital Elevation
	*Earn 3% override when a completed Elevation (SV) averages \$1000			
	24% (SV)	7% (SV)	7% (SV)	7% (SV)

Earning Elevation Override

****As an Active Partner, you will earn a 3% additional commission on (SV) when an Elevation is complete with each Partners has an average (SV) of \$1,000.00 or more.***

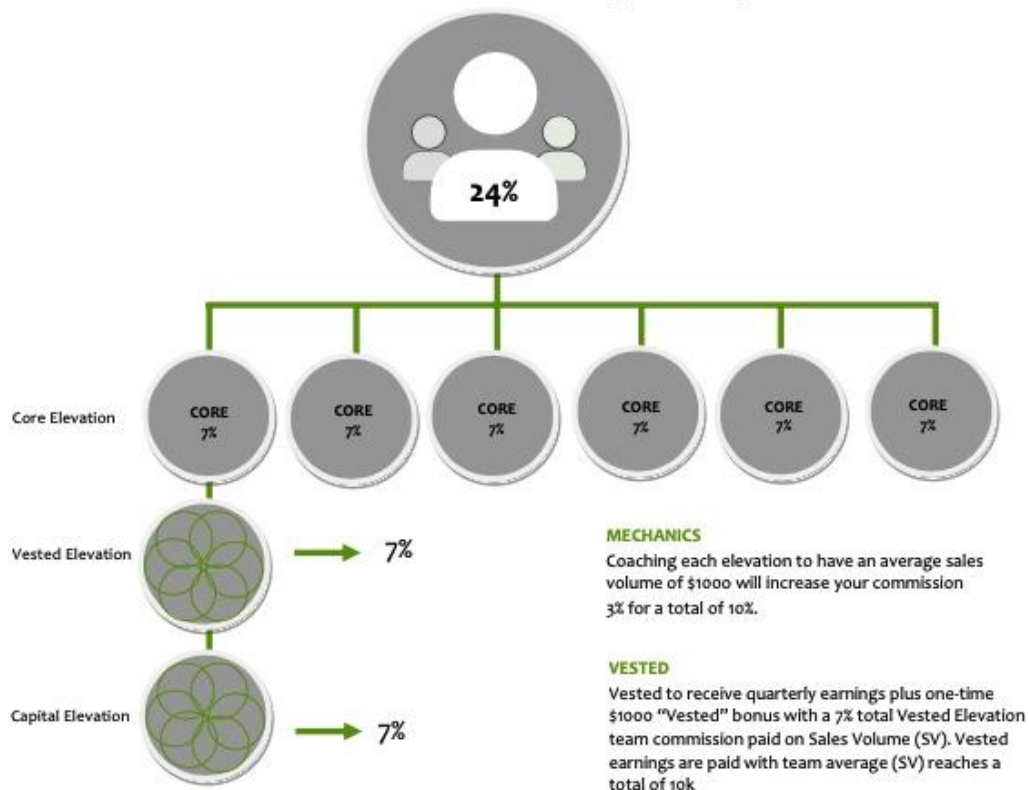
The commission ***estimates*** prepared by the company are based on industry standards and company projections; the average annual gross revenue for CannaCore Organics Partner building a complete team to the Capital Elevation is projected to be anywhere between \$30,000 and \$110,000. This projected average income does not reflect the expenses associated with building a CCO business. There will certainly be participants who will earn less while others will gain much more.

Success with CCO is a result of hard work, grit, and leadership support.

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FINANCIAL REWARDS

Commissions and Earnings Example



EXAMPLE

A Partner selling \$500.00 monthly in (SV) which includes, retail customers, preferred customers and personal sales. Having their Core Elevation completed with a monthly average (SV) of \$1000.00 and their Vested Elevation completed at an \$350.00 monthly average (SV) would produce \$1600.00 in monthly commissions with a projected annual commission of \$19,250.00. At this level, a Partner would also qualify for the Vested Earnings distribution that is paid out quarterly.

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Some Important Definitions

Partner: A Partner is who has completed an electronic or returned a hard copy Partner Membership Agreement and received approval. Partner status is a membership level, not an equity position.

1. Purchase the Core Launch kit.
2. Active: Maintain at least \$250 in **New Sales Volume**. (SV) is a combination of purchases made by your retail customers, Initial Preferred Customers, Initial Business Affiliates and product purchased for your personal or family use

Retail Customer: A Retail Customer is a non-Partner who purchases products at retail price from a Partners website or the company. Sales from product purchases made by retail customers assigned to a partner website count towards the Partner's SV and pay commission.

Preferred Customer: A Preferred Customer is who receives at least one order through our Preferred-Ship program. A Preferred Customer qualifies for product purchases at discounted prices; plus, a Preferred Customer will also receive periodic product specials available only to Preferred Customers and Partners. These Purchases from the Preferred Customer website count towards the Partner's SV and pay commission. Preferred Customers are not eligible to receive commissions or override or launch other Partners.

Business Affiliate Customer: A Business Affiliate Customer is someone who qualifies for product purchases at wholesale prices. These Purchases from the Business Affiliates website count towards the Partner's SV and pay commission. Business Affiliates are not eligible to receive commissions or override or launch other Partners.

TEAM: Those people directly Sponsored by their active Partner. Your team consists of all Partners on your all your Elevations.

Preferred-Ship: This is an optional program that allows both Preferred Customers and Partners to have the products of their choosing automatically sent to them on approximately the same day each month at a discounted price.

Core Elevation: The first level of enrollment for an active partner.

Vested Elevation: The second level of enrollment for an active partner.

Capital Elevation: The third level of enrollment for an active partner.

Vested: You are considered a Vested Partner when you:

1. Are personally Active;

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2. Your core team (SV) is an average of \$500
2. Have filled your Vested Elevation with active partners.
3. The vested Elevation team average (SV) is at 10k.
4. Kept this volume for 90 days.

Vested Bonus: you will now be eligible to receive a one-time \$1000.00 bonus based on the Vested Elevation requirements being fulfilled.

Elevation Override: A 3% extra commission bonus once the requirements are met. They are offered at all elevations. This is when each Partner in an Elevation has an average (SV) of \$1000.00 or higher.

Cure Time: If a Partner fails to maintain the sales volume (SV) requirements to keep active, they will have the following number of days (30) to bring their Sales Volume (SV) back up to meet their Elevation requirement before they are removed from the program. The Partner will not receive commission while they are inactive.

Sales Volume (SV): This is the total sales amount of a Partner.

Core Launch kit: A one-time purchased promotion kit to start a partner business.

Wholesale Price: The 20% discounted price Partners and Preferred Customers pay.

Retail Price: The price suggested by CCO for the sale of CCO products to Retail Clients.

Compression: Due to a Partner going inactive and removed from the company, this will break the level until that person is manually replaced, there is no auto compression. The National Director approves these decisions.

Earnings: This is the net earnings that CannaCore Organics releases to be shared by Vested Partners.

Annual Renewal: CCO Partners are required to renew annually by signing a new agreement the month before their anniversary date to keep their CCO business active. You will have one grace month to renew your expired membership, but you will not be eligible for any current commissions at that time; you relinquish all rights as a CCO Partner. The annual renewal amount is \$15.99.

Reassignment: Due to a Partner going inactive and removed from the company, this will break the level until that person is manually replaced, there is no auto compression. The National Director approves these decisions. No current Partner can be reassigned.

Technology Fee: After 90 day the Partner is charged a 12.99 monthly fee for their backoffice software, cloud storage and company email.

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CannaCore Organics may change this Compensation Plan with 30 days' notice. Any changes will be printed in a new document and delivered to the Partner by email or by some other reasonable means. THESE POLICIES CONTAIN STATEMENTS REGARDING THE CANNACORE COMPENSATION PLAN. THERE ARE NO GUARANTEES REGARDING INCOME, AND THE SUCCESS OR FAILURE OF EACH CANNACORE PARTNER, LIKE ANY OTHER INDEPENDENT BUSINESS, DEPENDS UPON EACH PARTNER OWN SKILLS AND PERSONAL EFFORT. YOU SHOULD NOT RELY ON THE RESULTS OF OTHER CANNACORE PARTNERS AS AN INDICATION OF WHAT YOU SHOULD EXPECT TO EARN.

