

COMMISSION PROGRAM

BML has designed a three-part commission structure. Part I pay commissions to representatives who sell BML's web optimization (or other services) directly to the client. Part II pays commissions ("passive income") to you for every web-landing page (or other BML services) that your team members sell directly. Part III pays commissions ("residual income") to you for every web-landing page for which a client pays the monthly optimization fee of \$59.99—whether this client is your direct one or any of your team members' on the first seven tiers underneath you. The opportunity is absolutely tremendous. You can build a small part-time business, or you can dig in and build a significantly large business, which could generate substantial income levels. It's up to you!

BML COMPENSATION PLAN

BML offers an exciting and lucrative compensation plan. The structure of the plan is to reward handsomely those who directly sell the company's SEO program and web-design packages. In addition, the BML compensation program provides commissions for sales generated by teams organized and developed by individuals ("representatives"), the members of which sell the company's SEO program and other services.

COMMISSIONS

BML's compensation program allows representatives to earn commissions in three ways:

1. An representative can earn commissions for direct sales made by the representative of SEO/Web-Landing Pages and Web-Site Design Packages (see "**Commissions for Direct Selling**" below).
2. A representative can earn "passive" commissions for sales of the SEO/Web-Landing Pages and Web-Site Design Packages made by the representative's team each month (see "**Commissions for Team Sales**" below).
3. An representative can earn "residual" commissions, which are a part of the recurring monthly web-optimization fee paid by the representative's clients or by clients of the representative's team (see "**Commissions for Residual Income**" below).

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COMMISSIONS FOR DIRECT SELLING

SEO/WEB-LANDING PAGES

BML pays representatives for every direct sale made; regardless of whether accomplished in person or by telephone, to a client who enters into a SEO Application and Agreement for a web-landing page. (The SEO Application and Agreement is available for download at www.bigmouthadvertising.com.) Representatives earn this one-time commission once the company receives (1) a fully executed and complete SEO Application and Agreement with all required information for the company to produce the web-landing page and (2) good funds to pay for the contracted services. The commission rates follow:

- | | |
|--|--------------|
| 1. SEO/Web-Landing Page (\$599.99) Package | \$200 |
| 2. SEO/Web-Landing Page (\$599.99) Package | |
| <i>Less \$100 promotional offer* (for a sale of \$499.99):</i> | \$150 |

** Promotional offer valid until Jan. 31, 2012.*

WEB-SITE DESIGN PACKAGES

BML pays representatives for generating web-design business directly with clients. The company offers four web-site design packages (see Web-Site Design presentation available at www.bigmouthadvertising.com) for which commissions are paid as follows:

- | | |
|--|--------------|
| 1. Essential (\$999.99) Package | \$100 |
| 2. Signature (\$1,799.99) Package | \$150 |
| 3. Elite (\$2,499.99) Package | \$175 |
| 4. Prestige (\$3,499.99) Package | \$250 |

COMMISSIONS FOR TEAM SALES

The company is a strong believer in team sales efforts. As such, BML pays commissions to the entire team of representatives in the up line from the representative who generates the direct sale. Whether the direct sale is for a SEO/web-landing page or for a web-design package, the team is rewarded the same. Commissions follow:

First-line representative above the direct sales person:	\$30
Second-line representative above the direct sales person:	\$30
Third-line and all lines above the direct sales person <i>share</i>*:	\$30

NOTE*: If there is **only one third line** above the direct sales person, then the third line receives \$30.

If there are **third and fourth lines** (i.e., two lines), the \$30 is shared ($\$30/2 = \15 each).

If there are **third to fifth lines** (i.e., three lines), the \$30 is shared ($\$30/3 = \10 each).

If there are **third to sixth lines** (i.e., four lines), the \$30 is shared ($\$30/4 = \7.50 each) and so on.

EXAMPLES OF COMMISSION CALCULATIONS

Assumptions:

Commissions

Sales Rep \$150
 First line Rep \$30
 Second line
 Rep \$30
 Third line
 Representative \$30 shared

orders/mo. 2

Reps/tier 3

Commissions	Rep- Direct Sales Rep Line#	Month 1			Month 2			Month 3		
		# Reps	# Orders	Payout	# Reps	# Orders	Payout	# Reps	# Orders	Payout
150	1	1	2	\$300	1	2	\$300	1	2	\$300
30	2	3	6	\$180	6	12	\$360	9	18	\$540
30	3				18	36	\$1,080	27	54	\$1,620
30	4							81	162	\$4,860
15	5									
10	6									
7.5										
	Totals			\$480			\$1,740			\$7,320

Notes

1. The primary assumption driving this spreadsheet is that each representative sponsors 3 new representatives each month; each writes 2 orders.
2. In the first month, the direct sales representative writes 2 orders (2 orders x \$150 = \$300) and also recruits 3 representatives; each writes 2 orders (3 representatives x 2 orders each x \$30 = \$180), for a total of \$480 in earned commissions.
3. In the second month, the direct sales representative writes 2 new orders (2 orders x \$150 = \$300) and recruits 3 additional representatives, bringing the total representatives in line 1 to six representatives. Those 6 representatives each write 2 orders (6 representatives x 2 orders = 12 orders x \$30 = \$360), and they each recruit 3 representatives (line 2) who write 2 orders each (6 representatives x 3 recruits each x 2 orders = 36 orders x \$30 = \$1,080).
4. In the third month, the direct sales representative writes 2 new orders again (2 orders x \$150 = \$300) and recruits 3 additional representatives, bringing the total representatives in line 1 to 9. Those 9 representatives (line 1) each write 3 orders (9 representatives x 3 orders x \$30 = \$540), and they each recruit 3 representatives (line 2) who write 2 orders each (27 representatives x 2 orders x \$30 = \$1,620). In addition, the 27 line 2 representatives each recruit 3 line 3 representatives, for a total of 81 line 3 representatives who each write 2 orders (81 representatives x 2 orders x \$30 = \$4,860).
5. After just three months, the numbers indicate \$7,320 of monthly income. If you continued this growth pattern, the fourth month would produce \$16,140 of income.

COMMISSIONS FOR RESIDUAL INCOME

Most businesses only compensate sales people each time they make a sale or for trading their time for dollars. That model prevents sales people from building an ongoing income stream if they slow down or stop their sales efforts. But, with BML, in addition to the commissions paid per sale, we want our representatives to have a future “residual” income stream as part of their reward for doing a great job selling for the company today! “Residual income” is where the representative continues to get paid a specified amount of money every month that the company receives money from the representatives’ clients or from clients of the representative’s team.

Specifically, the BML SEO/Web Optimization Program calls for a recurring monthly payment of \$59.99 from each client. BML will pay 15% of the company’s “residual income”---i.e. \$9.00 in total from every \$59.99 collected each and every month. From every recurring monthly web optimization fee received by the company, the following “residual” income commissions for monthly fees received will be paid at each level listed below:

Direct representative	\$0.25
First-line representative above the direct sales person:	\$0.50
Second-line representative above the direct sales person:	\$0.75
Third-line representative above the direct sales person:	\$1
Fourth-line representative above the direct sales person:	\$1.25
Fifth-line representative above the direct sales person:	\$1.50
Sixth-line representative above the direct sales person:	\$1.75
Seventh-line representative above the direct sales person:	\$2

In short, BML engages everyone to build a protective team. This plan can generate significant amounts of money each and every month for those who successfully build and manage their team.

For example, if you sponsor four people who each sell four deals per month and those people sponsor four people per month who each sell four deals, etc., after applying the residual income commission rates shown in the table below, in this hypothetical example, a Representative would earn \$167,481 as monthly residual income.

	Commission			Monthly
	Rate	No of Reps	# deals/mo.	Commission
Front line	\$0.25	1	4	\$1
2nd line	\$0.50	4	4	\$8
3rd line	\$0.75	16	4	\$48
4th line	\$1.00	64	4	\$256
5th line	\$1.25	256	4	\$1,280
6th line	\$1.50	1024	4	\$6,144
7th line	\$1.75	4096	4	\$28,672
8th line	\$2.00	16384	4	\$131,072
Totals	\$9.00	21,845	32	\$167,481

MINIMUM SALES REQUIREMENTS

Anyone can participate in selling the BML SEO program or other services or team building as they wish. There are no requirements as to the minimum levels of sales or team building an representative must produce in order to be eligible to earn commissions. However, the company does expect that each representative generates his or her first direct sale within 2 weeks of signing the Non-exclusive Sales Representative Agreement and reserves the right to terminate an representative's agreement if the first direct sale is not achieved in the designated time frame.

NO COST TO PARTICIPATE IN THE BML PROGRAM

The company does not charge participants any fees, whether upfront or otherwise, to participate in this program.

CHARGE-BACKS TO COMMISSIONS PAYABLE

In the event that a client of the company, for whatever reason, requests its money back, whether under the company's money-back guarantee or otherwise, commissions that were payable or previously paid to a representative will be charged back to the representative in the following pay period. BML offers a Referral Fee program which Representatives may offer to existing or prospective clients, family, friends or business associates. For every appointment set by a third party, which results in a closed deal by a Representative, BML will pay \$75 to the third party and deduct the same amount from the commission payable to the Representative for the direct sale.

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PAYMENT OF COMMISSIONS

The company pays its representatives no later than the 15th day of each month for the commissions earned during the previous calendar month. Whenever possible, the company prefers to remit commissions to its representatives electronically via ACH transfers. If, for any reason, it is not possible to transfer payment for commissions via an ACH transfer, the company will pay those representatives by check, which will be deposited to U.S. Postal Service no later than the 15th day of the month. Commissions will be issued, whether electronically or by check, to the individual or entity listed on the Non-exclusive Independent Sales Representative form submitted by the representative.

TAXES AND THE INTERNAL REVENUE SERVICE

The BML compensation plan treats all representatives as independent contractors. As such, each representative will receive an IRS Form 1099 by January 31 each year for the commissions paid during the previous calendar year. The company recommends that each representative consults with his or her accountant or professional advisor to ascertain when income taxes, including self-employment taxes, must be paid and for any guidance as to any potential tax deductions or tax guidance related to the BML business. This responsibility to comply with the requirements of the Internal Revenue Service rests solely upon the representative. Moreover, the Company does not provide any tax or legal advice regarding these matters.

ADDITIONAL INCENTIVE FOR REPRESENTATIVES

BML offers additional support and incentives to representatives who perform. BML believes that Representatives should have their own web landing page to promote their business as agents for BML. In that regard, if a Representative, in his or her first 30 days (measured from the date the Representative signs the ISA) sells (and BML gets paid for) four (4) web landing pages, BML will produce a web landing page for the Representative and post and optimize it on the Internet for one month at no charge.

Thereafter, the Representative will be responsible to pay BML the monthly fee of \$59.99 for optimization. However, for every month that the Representative sells (and BML gets paid for) four (4) web landing pages, BML will not charge the Representative the \$59.99 monthly fee for the following month. What better way to promote a Representative's new business with BML and have a tool to demonstrate to prospective clients that the Representative's own web landing page is optimized and ranks on the first page of a Google search.

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