



## Smart Start Program FAQs

Effective 7/20/2024

What is the Smart Start Program?

The Smart Start Program is designed for new Stylists coming into the business who are ready to launch their business. Earn major rewards by completing one (or more) steps in the first six full months with Ruby Ribbon.

*The Smart Start Program replaces the former Step into Success Program.*

### RUBY RIBBON SMART START PROGRAM

Earn Big Rewards Right from the Start!

STEP	TIME FRAME	REQUIREMENTS	RACK REWARDS
LAUNCH	First 14 days <sup>1</sup> End Date <input type="text"/>	<input type="checkbox"/> 300 PQV OR Goal Getter Kit Enrollment <input type="checkbox"/> Submit Smart Start Launch Checklist <sup>6</sup>	\$50 Ruby Rewards <sup>3</sup>
1	1st Full Month <sup>2</sup> Month <input type="text"/>	<input type="checkbox"/> 300 PQV	\$50 Ruby Rewards <sup>3</sup> <b>Sponsor BONUS:</b> Earn \$50 Ruby Rewards for every New Qualified Stylist <sup>5</sup> you sponsor by the end of your first full month.
2	2nd Full Month Month <input type="text"/>	<input type="checkbox"/> 750 PQV <input type="checkbox"/> Sponsor 1 New Qualified Stylist <sup>5</sup> New Stylist Name <input type="text"/>	\$100 Ruby Rewards <sup>3</sup>
3	3rd Full Month Month <input type="text"/>	<input type="checkbox"/> 1,000 PQV <input type="checkbox"/> Sponsor 1 New Qualified Stylist <sup>5</sup> New Stylist Name <input type="text"/>	\$150 Ruby Rewards <sup>3</sup>
4	4th Full Month Month <input type="text"/>	<input type="checkbox"/> 1,500 PQV <input type="checkbox"/> Sponsor 1 New Qualified Stylist <sup>5</sup> New Stylist Name <input type="text"/>	\$200 Ruby Rewards <sup>3</sup>
Each step can be independently earned. Missed a step? You're still in the game, run for the next step.			
COMPLETION BONUS	First 4 Full Months	<input type="checkbox"/> Complete all steps in your first 4 full months.	\$250 Ruby Rewards <sup>3</sup>
STAR BONUS	First 6 Full Months	<input type="checkbox"/> Promote to Star Stylist	\$250 Cash Bonus <sup>4</sup>
REWARDS POTENTIAL			UP TO \$1,050 TOTAL + Additional Unlimited Bonus Opportunities <sup>7</sup>

#### + TRAINING BONUS

Sponsor a new Stylist with a value added Enrollment Kit who completes her Launch & Step 1 to earn a Cash Bonus for you and your Upline, valued up to \$125.

<sup>1</sup> First 14 days = Join Date + next 14 days. <sup>2</sup> The first full month following your enrollment month. Ex: Joined May 1, first full month is June. Joined May 31, first full month is June. <sup>3</sup> Ruby Rewards will be awarded by the 15th in the next full month following the step that was achieved. <sup>4</sup> All Cash bonuses will be paid out on the 15th of the following month. <sup>5</sup> New Qualified Stylist (NQS) must have 300 PQV by the end of your step or enroll with the Goal Getter Kit. <sup>6</sup> Locate the Smart Start Launch Checklist in MyRubyU and complete by the end of your first 14 days. <sup>7</sup> Additional unlimited bonuses apply to the Sponsor bonus and Training bonus opportunities. Sponsoring more than one qualified New Stylist in any given step will satisfy sponsoring requirements in future steps. The Company reserves the right to change the program at any given time.

Effective 7/20/2024, V5

When does my 14 days start for Step 1?

Your first 14 days are calculated by looking at your join date + 14 days.

Example:

Join Date - 8/1

14 Days End Date - 8/15

How do I know my first full 14 days end date?

We suggest printing out the Smart Start Program Overview and add in your end dates in the open boxes under the timeline column.

What counts towards the PQV requirements?

Any order that generates personal qualifying volume counts towards the program requirements, including (but not limited to), customer and Party orders.

Where can I locate the Smart Start Launch Checklist?

For now, locate the Smart Start Launch Checklist in [MyRubyU](#) and be sure it is completed and submitted by the end of your Launch period.

What is included in the Launch Checklist?

To complete your LAUNCH requirement of the Smart Start Program, you must complete the below activities by the end of your first 14 days.

- Join with Goal Getter Kit OR have 300 PQV in sales
- Download and setup Ruby Connect App (free)
- Register for your 30 day Ruby Studio Free trial (Paid for if you use it)
- Complete New Stylist training
- Complete a personal styling appt
- Schedule your first Business Bash in person, on FB or in Ruby Studio
- Schedule your first Cami Flash in person, on FB or in Ruby Studio

How can I earn the Sponsor Bonus?

You have the opportunity to earn unlimited Ruby Rewards by the end of your first full month with the Sponsor Bonus, although you are not required to sponsor during Launch or Step 1.

Earn \$50 in Ruby Rewards for every New Qualified Stylist you sponsor by the end of your first full month.

What is a New Qualified Stylist (NQS)?

To earn Steps 2 thru 4 of the program, the Stylist participating in Smart Start must sponsor 1 new Stylist who either enrolls with the Goal Getter Kit or achieve 300 PQV by the end of your step.

Does my new Stylist have to qualify by the end of the month or by the end of her 14 days to count for my Smart Start requirement?

Your new Stylist has until the end of your full month to count towards your Smart Start requirements.

Example:

Jenny is in her third full month with Ruby Ribbon (June)

Jenny sponsors Becky on June 29th

Becky must enroll with the Goal Getter Kit OR achieve 300 PQV by June 30th and for Becky to count as a New Qualified Stylist for Jenny.

Do the sales requirements have to happen in the calendar month?

Yes, except for the 300 PQV in the first 14 days. Sales will not carry over from one month to another.

If the first 14 days and my first full month overlap, can my volume be combined?

Yes, there will be instances when the Launch Step and Step 1 overlap and any volume brought in will count towards both requirements. If a new Stylist joins in the second half of the month, this will likely occur.

What if I sponsor more than one Stylist in a month, do I earn more?

For Steps 2 thru 4, if you sponsor more than one New Qualified Stylist in that month, then any additional new qualified Stylists who enroll underneath you can count towards the future months' requirement.

Do the enrollment kits carry volume?

No. Going forward, our enrollment kits will not carry qualifying volume. This allows us to offer the new Training Bonus (below) and all other cash bonuses.

I sponsored and qualified 3 Stylists in my first 14 days (or first full month), did I meet the sponsoring requirements of the program?

Yes! If you earned Launch by achieving 300 PQV in 14 days (or enrolled with the Goal Getter Kit), then the 3 New Qualified Stylists will carry you through the sponsoring requirements of the entire program. Now, just get to work on selling and promoting!

I sponsored a New Qualified Stylist in my first full month, but missed the PQV requirement; can that new Stylist now count towards Step 2 in my second full month?

No, a new Stylist will only count if you meet the volume requirements for that month. New Qualified Stylists will carry over if there is a surplus, meaning you have achieved the requirements and then have additional.

What if I complete all (or some) steps early and ahead of the timeline?

You are a rockstar! To earn through this program, you must complete each step in the specified timeline to receive Rewards. You cannot advance through the program but you can get back on track at any time if you miss a step (or two).

*Note: If you sponsor and qualify 2 New Stylists in your first full month (Step 1), one of them will carry over into your Step 2 requirements for your second month. You will just need to sell the minimum in your second full month to complete that step.*

I missed a step in the program, can I continue?

Yes! Each step of the program is earned independent from one another. If you miss a step, keep going for the next one!

I missed achieving Step 1 sponsoring requirement but going to hit Step 2, do I need to sponsor 1 or sponsor 2 Stylists to achieve Step 2?

The steps are independent and not cumulative. If you missed Step 1, you still only need to enroll 1 New Qualified Stylist for Step 2 qualifications.

As a sponsor, how do I earn the Training Bonus?

The Training Bonus is open to any Stylist (in Smart Start or not) that sponsors a new Stylist with the Goal Getter or Savvy Stylist Kits who goes on to also complete her Launch and Step 1 in Smart Start.


How much and when is the Training Bonus paid?

The Training Bonus will be paid on the 15th of the month, following your new Stylist's completion of her Step 1 timeline. The Training Bonus is paid to the Sponsor (or enroller) of the eligible new Stylist AND the Sponsor's Upline.

**TRAINING** *Bonus*

Score CASH Rewards when you sponsor & mentor a new Stylist through Smart Start!

KIT	SPONSOR BONUS	UPLINE BONUS
Business Basics	X	X
Savvy Stylist	\$50	\$20
Goal Getter	\$125	\$50

 **RUBY RIBBON**

Sponsor must have personally enrolled the qualified new Stylist. The Upline Bonus is paid to the Sponsor's enroller. New Stylist must complete her Launch and Step 1 of the Smart Start Program for the Sponsor & Upline to be eligible for a cash bonus. All Cash bonuses will be paid out on the 15th of the following month after the New Stylist completes her Launch and Step 1 of the program. Eligible with new Stylists that enroll 1/20/2024 or later.

How can I track my progress towards Smart Start?

Download and print the Smart Start Overview document and track manually.

**When are Smart Start Rewards awarded?**

Ruby Rewards will be awarded by the 15th in the next full month following the step that was achieved. All Cash bonuses will be paid out on the 15th of the following month.

**How long will I have to redeem my Ruby Rewards?**

We will issue all Ruby Rewards with a 30 day expiration from the date of issuance. Ruby Rewards can be applied towards full priced items, excluding the new arrivals category.

**How will I know if I have earned it?**

Ruby Ribbon will send an email to the Stylist when Ruby Rewards or cash is released into the account based on earnings.