

# The Logic of Increasing PV

As everyone is building their businesses and plotting their growth, it's important to make sure that we thoroughly understand and take advantage of the percentage leaps that will give the biggest returns.

## The Brilliance Of Going To The Next Level:

**When you increase your PV (at the Director level) from 2,000 PV to 2,500 PV (a 500 PV increase) ~ this is a 25% increase in volume (PV) and gives you a return of 36.4% increase in bonus dollars**

**The next biggest jump: increasing your PV from 2,500 PV to 3,000 PV (another 500 PV increase) is a 20% increase in PV and gives you a return of 32.2% increase in bonus dollars.**

**Example:**

**2,000 BGV Director earns a gross bonus of \$870.00**

**3,000 BGV Director earns a gross bonus of \$1,545.00**

**And...as you are growing, it's a good idea to pay attention to the other jumps in volume:**

**4,000 PV = 28% (plus 27.7% product profit in each case)**

**5,000 PV = 30%**

**7,000 PV = 32%**

**10,000 PV = 34%**

**By raising your own "bar" you get full advantage of the earnings plan. What does it take to raise the "bar"? Help the people you've sponsored to reach their goals (monthly bonuses, Free Product Level, building groups). With all the tools available for us, building a strong group is easier than ever. Remember... **you can't say the wrong thing to the right person and you can't say the right thing to the wrong person...HOWEVER, you *DO* have to say *SOMETHING* to *SOMEONE*!****

***Your Business Group Volume (BGV) is the volume generated by you and your group ~ this is a group result!***