

MANCAVE™

The Official Guide

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I. THE MAN CAVE™ WAY

"Man Cave™ was founded with a simple vision – letting men be men. A Man Cave™ is a man's sanctuary, a place where he can get away from the stresses of life and be his true self. With products ranging from grilling, to poker, to beer accessories, to premium meats and more – Man Cave™ provides men with the essential items to be all that is man. Our revolutionary 'MEATings™' give guys everywhere the perfect excuse to hang out with the guys. A bunch of the guys together, something to drink in one hand, something to eat in the other – life is good"

Nick Beste
Man Cave™ Co-Founder

Man Cave™ empowers the everyday guy to be all that is man.

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II. MAN CAVE™ TERMINOLOGY

Man Cave™

Man Cave™ is a way of life, from the products we offer, to the good times each MEATing™ creates. It's where men can be men.

Advisor

Advisors are the independent businesspeople selling Man Cave™ products. Advisors market Man Cave™ products in a variety of ways, some of which include MEATings™ (see below), online sales, and individual sales. Advisors choose to be Man Cave™ Advisors because they want to control their own success.

MEATing™

MEATings™ are Man Cave's™ way of providing a setting where men can be men. MEATings™ provide a perfect opportunity to provoke product sales and advisor sign ups. Whether it's the Sunday of a national championship game or simply because it's a Tuesday, a MEATing™ should be a place of leisure and sociability. MEATings™ can happen anywhere; they don't necessarily have to happen in a Man Cave™. Advisors display and demonstrate appropriate food and products in a manner which guys will want to participate. There is no cost to attend a meeting and there is never a requirement to buy.

Host

Hosts provide the space for each Man Cave™ MEATing™. Whether the MEATing™ revolves around grilling, poker, or something else, the host makes the MEATing™ possible by inviting guests. Hosts are not required to supply anything for the MEATing™, unless he/she arranges it with the Advisor.

There is no cost to host a MEATing™. Hosts receive free product based on the following:

MEATing™ sales of \$0-799= 10% in FREE product value

MEATing™ sales of over \$800= 20% in FREE product value

The Sales Goal of each MEATing™ is \$1,000, if \$1,000 is reached then the host also gets the Golden Mug

Total MEATing™ Sales include host purchases and are calculated before shipping and tax and after discounts. For example: if a MEATing had \$700 in sales (before tax and shipping and after discounts) but before the Hosts purchases, he/she could get \$70 in FREE product for a total of \$770 in product received due to that MEATing or he/she could spend \$100 in order to get \$160 in FREE product, so they will get a total of \$260 in product. If he/she chooses to spend \$100 then that product must be paid for and he/she cannot use Free product towards it.

Please note that a host must pay shipping on items purchased using their free product value, and tax typically does not apply on the free items but it does on the shipping.

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The Golden Mug

There are only two ways to obtain a Golden Mug: becoming a Team Manager or Hosting a MEATing™ with over \$1,000 in sales. The Golden Mug is a 24 oz. mug that has a 24 karat gold rim and 24 karat gold Man Cave™ logo. The Golden Mug is the epitome of manliness and its aura should not be underplayed. Many men wish that they could buy the Golden Mug, but it is simply not for sale to the general public to keep its mystique and desirability high.

If a host earns the Golden Mug please check the box on the order form right above the credit card information which says "Has the Hosts MEATing produced \$1,000 in sales in order to receive the Golden Mug?"

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III. MAN CAVE™ BRANDS

Man Cave™

Man Cave™ is the brand of most of our products. The types of products currently under the Man Cave™ brand are:

- Grilling tools
- Grilling accessories
- Items for your Man Cave™
- Apparel
- Home Bar
- Poker

Man Cave™ Core Values:

- Durable and long-lasting
- Exciting, fun, and entertaining
- Manly

Man Cave™ also carries two other premium brands which are exclusively sold by Man Cave™:

The Kings Stock

The Kings Stock is our brand of premium meats and other food-related products such as spices, sauces, rubs, marinades, wood planks, and wood chips. Our entire line of meat products are all natural with no hormones.

The Kings Stock Core Values:

- Premium quality, all natural and no hormones.
- Unique flavors and products that cannot be found anywhere else

Amber Lynn

Amber Lynn products are high quality, thoughtful gifts guys can get for their significant others. By getting his significant other an *Amber Lynn* product, a guy can earn some time to be in his cave.

Amber Lynn Core Values:

- All natural, hand crafted and made in the U.S.A.
- Pleasant and unique scents

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IV. Man Cave™ Advisors

Advisor Discount on all Man Cave™ Products

People are more likely to buy things if they can see and touch them. Thus, having products at MEATings™ is a great sales strategy.

For demonstration: 50% off (excludes Mini Keg Dispenser, Portable Poker Table Top, Poker Chip Set, Neon Sign, and Intimate Night Kits which are all 30% off). Meat that Advisors purchase for demonstration at MEATings™ is also 50% off.

* Tip: when purchasing items for demonstration it is strongly recommended you purchase duplicate products (one for display and one for your use when demonstrating).

For re-sale: Items can be purchased using your direct commission as a discount. You must pay for items before they are shipped.

We recommend you purchase products such as the Grill Stone Pizza Set, Pop Off Bottle Opener and Poker Chip Set to let guests try out at MEATings™. Spices, rubs, marinades and wood chips are great to demonstrate. T-shirts and *Amber Lynn* products sell well when you have them on hand at MEATings™ for men to take home that night.

If you are going to order product for yourself you need to fill out and send in a Man Cave™ order form. Simply fill in what product you want as you would for any customer, and write "Advisor Personal Product" in the empty space in the lower right hand corner. You should also fill in your discount. Please note that there is a limit of 6 purchases per item per year for Advisor Personal and Demonstration Product (not including The Kings Stock Items).

If you are ordering product using your direct commission discount that is to be delivered to another person, fill in the quantity on their order form but put the amount that the customer is going to pay in the price box. Then write "Advisor Promotion (insert product name)" in the lower right hand corner empty space. We will then deduct the discounted amount for this product from your commission for that particular order.

Advisors pay Man Cave™ standard shipping rates on their purchases even when using their discount. Large orders will be charged special rates on a per case basis.

In the event that an Advisor makes a sale to an existing Advisor, the seller will receive no commission on that sale.

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Starter Kits

As previously stated, displaying and demonstrating product is key to higher sales. Man Cave™ has assembled the Essential Starter Kit as a low cost way for new advisors to begin their collection of Man Cave™ products. Starter Kits can be earned by Advisors so no cash is required up front.

Man Cave™ Essential Starter Kit: \$99 (Price includes shipping.)

- 3 PC Stainless Steel BBQ Tool Set
- One Premium Steak House Knife
- Stainless Steel Chicken Roaster
- Cast Iron Smoker Box
- 2 Lbs. Hickory Wood Chips
- Man Cave™ T-Shirt
- 2 PC. Basting and Injecting Set
- Pop Off Bottle Opener

**** If in the first month an Advisor's sales exceed \$999, the *Starter Kit is FREE!!* If sales do not exceed \$999, the \$99 can be deducted from your commission account for that month. If neither of these requirements are met, you will be charged the \$99 fee.**

Advisors do not get commission on Starter Kits.

There is a limit of one starter kit per Advisor.

Recruitment

Spreading the word about Man Cave™ is the most effective way you can achieve higher earnings. Advisors recruit two different types of people: MEATing™ Hosts and more Advisors.

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Advisors

Building your “team” is how you can make exponentially more money.

Recruiting people to be Man Cave™ Advisors allows you to be paid for their sales, *plus* sales from the Advisors *they* have recruited (see “Compensation” for details). Once you start your team it is a good idea to be a helpful “coach” to them. You should be giving them advice on creating their own strong teams and maximizing their own individual sales. If an Advisor becomes inactive, then his/her team “moves up” to fill the void spot in the team.

Recruiting Advisors is something that requires persistence. Be sure to email and call potential Advisors frequently so they do not lose interest. It is a good idea to send a well written email explaining Man Cave along with an attachment of the Man Cave Info document. Meeting the person and/or having them attend a MEATing helps too, but make sure that it doesn't slow down the process too much.

Once you recruit an Advisor, have him/her look over the Official Guide, then complete the *New Advisor Form*, sign the *Advisor Agreement* and send both to Man Cave™ Headquarters.

An Advisor does not become an active Advisor until he/she sells his/her first item. This means that Advisors team members do not count towards moving that particular Advisor up to higher levels until they have sold their first items.

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Hosts

Recruiting people to host Man Cave™ MEATings™ is one of the Advisor's simple, yet critical tasks. Friends, family, current and past co-workers and other acquaintances are a great place to start. Many times, men are just waiting for an excuse to have the guys over, and Man Cave™ MEATings™ provide a unique twist to a traditional get-together by providing great tasting meats, fun products to try out, and valuable demonstrations.

Tips on building a network of potential hosts for MEATings™:

- At MEATings™, make sure to invite the guests to host a MEATing™ at their house.
 - There are a variety of different techniques for doing this, be creative and come up with enticing ways to do it. An example includes giving people free product if they agree to host.
 - It is also a good idea to play off of MEATing™ themes like large sporting events.
- Remind people about host benefits and discounts.
- Build a list of contacts/potential hosts to stay organized

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Compensation and Sales Requirements

Advisor Compensation

Advisors are paid commission based on sales at their own MEATings™ along with the sales of their referred Advisors.

Advisors can increase their income in the following ways:

- Increase direct sales by conducting MEATings™
- Recruit others to be Man Cave™ Advisors
- Work with your Team to increase *their* sales numbers.

Monthly earned commission is determined by (see Advisors Earning Chart):

- Your direct sales for the month
- Number of Advisors you have personally recruited
- Amount of your team's sales

Commission details and exceptions:

- Commission is paid on items sold before tax and shipping and after discounts.
- Commission is paid on the 7th day of every month, for the previous month's sales.
- When a customer is ordering from the Man Cave™ site there will be a prompt for them to give an Advisor credit for the sale. Please make sure if you have customers who order online that they give you credit for the sale so you get your commission.

Sales minimum

- Man Cave™ Advisors are required to have at least \$950 in quarterly direct sales to remain active. A deactivated Advisor will lose their team of referred Advisors and have to reapply for Advisor status.
- The sales minimum is not required by Senior Team Leaders, Directors or Executive Directors on their own direct sales.

Grace Period

- Advisors are allowed one Grace Period, in which they did not reach the Sales minimum of \$950. Advisors will not lose their team of referred Advisors in the Grace Period.

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Advisor Earnings Chart:

	ADVISOR	SENIOR ADVISOR	TEAM MANAGER	SENIOR TEAM MANAGER	DIRECTOR	EXECUTIVE DIRECTOR
Team Members in Level 1	0	1	3	6	10	15
Direct Commission	25%	25%	25%	26%	26%	26%
<p>Plus you will get paid for everything that the Advisors you sign up sell. Level 1 is the people that you directly recruit to be an Advisor. Level 2 is the people that those in your Level 1 recruit. Level 3 is then those people that your Level 2 people recruit.</p> <p>(Brothers, Cousins, Friends, Co-Workers, etc... are all great for building strong Levels)</p>						
Additional Level 1 Commission	-	2%	3%	4%	5%	7%
Additional Level 2 Commission	-	2%	3%	4%	5%	7%
Additional Level 3 Commission	-	2%	3%	4%	5%	7%

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V. The Man Cave™ MEATing™

Providing Meat at MEATings™

We recommend providing an ample supply of The Kings Stock meat at each MEATing™.

Buy meat at your discretion using your 50% discount

You purchase whichever types and quantities of meat you feel appropriate for the MEATings™ you advise. (If one MEATing™ says they're brat lovers, it makes sense for you to bring them lots of our delicious brats to demonstrate!)

These items are ordered in the same way as items you buy for personal use as an advisor. This means that the items must be paid for before they are shipped including shipping charges and tax.

Having the proper amount of food at a MEATing™ requires good organization and planning by the Advisor to work with the host. A typical rule of thumb is 0.5 pounds of meat per person attending (for perspective, think about going to a restaurant and ordering a half pound burger).

- Remember that items needed for a MEATing™ should be ordered with sufficient lead time. It can take anywhere from 1-3 weeks depending on supply. This is crucial for ordering needed supplies for MEATings™.

Utilizing the Host

It is really important to utilize the host as best as possible at a MEATing™. There are three things that hosts can be especially useful for:

- Signing up other Hosts and Advisors
- Selling product
- Giving a helping hand during the demonstration

Have the host give a pitch about hosting a MEATing™ where he/she talks about how easy it was for them and how much FREE product he/she got. They can talk to friends who are potential Advisors and convince them that they would be good at it. It may be beneficial to work out some sort of incentive plan for the Host based upon how many other hosts and Advisors that he/she signs up (i.e. \$20 extra in free product for every Host and \$50 for every Advisor*). The Host should push people to buy more because the Host will get more of a discount and possibly the Golden Mug. The Host is your greatest asset in getting people to buy things and is the primary reason that many people make purchases, so use them!

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Finally, have the Host help with a grilling demonstration. If you need help cutting meat, handing things out, taking things off the grill, checking things on the grill, etc... the host can help you make it a smooth process. Make sure the Host is aware that he/she may be called on to help in some capacity. You can make it fun and will likely recruit more Hosts and Advisors by showing the guests how easy it is to be an Advisor by involving the Host in the MEATing™.

*This would be something you compensated him/her for, not Man Cave™. Note that you would however be able to use your discount; so, if you gave \$20 in free product it would only cost you \$20 minus your direct commission.

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SETTING UP A MEATIng™ WITH A HOST

Communicate with Host

Communication between the Advisor and the host is very important in having a successful MEATIng™. It is important to get accurate information about the number of men attending the MEATIng™ and to properly plan the MEATIng™ set-up/layout.

Selecting a MEATIng™ Date

Give hosts a certain date that work for you to do a MEATIng™, rather than letting them pick any date which may lead to them continually pushing off the decision.

Invitations

It is recommended that invitations be sent out in a timely fashion so Guests can make any arrangements necessary in order to attend the MEATIng™, as well as a reminder invitation a day or two prior. Man Cave has post card invitation/reminders available for sale if an Advisor would like (please see "Marketing Materials").

MARKETING MATERIALS

Man Cave™ also has marketing materials available for Advisors to purchase if they want. There are 7 items available:

- Full color post card invitations (3.5" x 5.5") which explain a MEATIng and get guests pumped up to attend! Has room for a host to fill out his/her information to send to guests as a reminder- \$0.12
- Full color bifold pamphlets (8.5" x 5.5") which explain Man Cave™ and being an Advisor- \$0.25
- Quarter sheet flier (4.25" x 5.5") on orange paper with black ink which explain Man Cave™ and being an Advisor with the Man Laws on the back- \$0.05
- Business cards (2" x 3.5") - double sided black with Man Cave logo and Advisors info. - \$0.11 (minimum quantity of 500), \$0.095 (if 2,500 or more are ordered)
- Quarter sheet flier (4.25" x 5.5") on orange paper with black ink which explain have a Grooms MEATIng™ from a Groom's perspective- \$0.05
- Poster Size Man Laws (24" x 36") – on white corrugated plastic with black ink which list the Man Laws. - \$14.00
- Man Cave™ Banner (24" x 48") – on black vinyl with Man Cave™ logo - \$29

***Advisors are responsible for paying an \$8 flat fee for any amount of Marketing Materials they wish to order.**

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MEATing™ Planning With Host

Advisors should check with the host to see what the layout of the home is and what equipment can be used. The type of grill the host has affects the timing/grilling of meats and may possibly mean that the Advisor should bring another grill. Mapping out where to prepare, grill, and display the food is also important, because the Advisor should be able to communicate with guests at the MEATing™ while preparing all the food. Advisors should also discuss with hosts any food or drinks in addition to the meat provided by the Advisor that will be at the MEATing™. During a MEATing™ you will need a place for the following:

- Display Products
- Prepare Food
- Display Food
- Supply Table
- Room for guests

Important Questions to ask Host before MEATing™

- Where and when the MEATing™ will occur?
- Any special driving directions?
- How many guests will be attending and will they all be eating?
- What kind of grill is to be used?
- Where will the guests be during the MEATing™?
- Is there adequate space to prepare/demonstrate, do the grilling, and display the food and items? And where will these activities occur?
- Where is the grill located in respect to where the MEATing™ will occur?
- Will there be an adequate amount of charcoal or propane to fuel the grilling?
 - Do they have a charcoal chimney or some way of starting the grill?
- Will the host provide any beverages or food?
- Are there any food related issues that need to be addressed? (i.e. allergies, vegetarian needs, etc)
- Are there particular preferences as to what type of meat is being provided?
- You might even want to ask if the host would be willing to split the cost of the MEATing™ with you.
- What type of audience will be attending the MEATing™? (i.e. poker lovers, sports nuts, religious groups, women, etc.)

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Things to Bring to MEATing™

- Man Cave™ products to demonstrate / display
- Tables for items to display, food preparation, etc.
- Catalogs
- Order Forms
- Calculator
- Tooth picks for sampling
- Durable plates (Plastic works well)
- Knife and fork to prepare samples
- Food display signs
- Aluminum foil
- Paper towels
- Baking trays (something with sides) to put food on when it is done on the grill
- Unscented baby wipes (they are handy to clean your bbq tools with when you are done using them)
- Additional food or beverages (if you are providing it)
- Ziploc bags
- Pens
- Sharpie
- Cash (small denominations to make change)
- Masking tape
- Duct tape (because no man should leave home without it!)
- Small set of tools (see above)
- Your schedule/calendar (so you can select MEATing™ dates with potential hosts)
- Raffle tickets (if you are going to raffle off an item)
- Any other items for games which you might play to sign up Hosts
- Notebook for miscellaneous notes
- Your Official Guide, MEATing™ Tip Sheet and any other applicable Man Cave™ materials.

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VI. PRODUCT ORDERING: Payments, Shipping, Warranties, Returns

Customer Orders

When ordering an item from Man Cave™, customers must fill out all information on the Man Cave™ order form. All cash or check payments are to be made out to the Advisor. Credit cards can be processed by Man Cave™ (see "Payments" below). Advisors collect all order forms and payments at the end of each MEATing™. Advisors relay the order information via the electronic Man Cave™ Order Form to Orders@mancaveworldwide.com and make payment to Man Cave™ Headquarters via credit card.

All orders must be turned in to the Advisor within 3 days after the MEATing™ occurs. Advisors must submit all orders within 5 days after the MEATing™ occurs.

The Man Cave™ Order Form is a 3-piece sheet.

- White sheet goes to Man Cave™ (mail, fax, or scan and email)
- Yellow sheet is kept by Advisor
- Pink sheet is given to customer as a receipt

The host's order form should be clearly marked by checking the box located near the Name portion of the order form. Also, please also check the Golden Mug box if it is earned.

**Any monetary discrepancies on the order form are the responsibility of the Advisor and will be billed accordingly.

Ordering Tips:

- The chance of making a sale when the customer brings an order form home is much lower than those that order at a MEATing™ – so closing as many sales as you can at the MEATing™ is ideal.
- Roughly 30 minutes before you leave a MEATing™, announce to the group that you will be leaving shortly, so they should turn in their order forms soon. You should then set up an order taking station (you sitting at a table with order forms, catalogs, calculator, pens, and change) near the guys so they can observe each other making purchases.
- When somebody fills out an order form make sure that you add on shipping and the appropriate sales tax.

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Payments

Man Cave™ accepts cash, check, and credit cards as payment methods. Check payments are to be made out to the Advisor. The Advisor must pay Man Cave™ via credit card. Items must be paid for before shipping of items occurs.

If Advisors wish to be able to accept credit cards, they can do so through Man Cave™ Card Services. You simply submit the order form with the credit card information fully filled out and Man Cave™ Card Services will process the card. Please note that guests' credit card payments will incur a 4% processing fee which must be paid for by the Advisor; however the Advisor will not incur a fee when making personal payments to Man Cave™.

It is essential that all information be completed on the order form such as customer and Advisor information, MEATing™ date, item quantities and totals, and payment information. Missing information may lead to delays in the ordering, shipping, and payment process. Items will be shipped after payment occurs.

Important Payment Information:

- Only Man Cave™ employees will see order forms/customer information

Shipping

Once payment is received, orders will be shipped directly to the customer, along with the receipt. Customers will receive their items 1-4 weeks after their order, depending on whether the item is in stock. Meat is shipped in shipping coolers packed with dry ice. The customers will receive a receipt for their purchase.

Shipping costs are calculated based upon:

- \$8 one time initial fee
- + \$2 for every additional item
- + \$5 one time fee if there is a meat item

For example:

- If someone orders 1 chicken roaster and 1 smoker box the shipping would be \$8 (initial fee) + \$2 (for the additional item)= \$10
- If someone orders 1 chicken roaster, 1 smoker box, and 2 orders of Godfather Stuffed Pork Chops the shipping would be \$8 (initial fee) + \$2 (additional item) + \$2 (additional item) + \$2 (additional item) + \$5 (one time meat fee)
- If someone orders just 2 packages of Godfather Stuffed Pork Chops the shipping would be \$8 (initial fee) + \$2 (additional item) + \$5 (one time meat fee)

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Lifetime Guarantee

Man Cave™ offers a Lifetime Guarantee on all of its products as described on the Man Cave™ order form. To use the Lifetime Guarantee the customer must contact Man Cave™ and provide their sales receipt along with the product (see the Man Cave™ Order Form for further details). When exercising the guarantee, the customer is responsible for shipping charges both ways. Man Cave™ is responsible for the guarantee and it affects Advisor commissions in no way.

Returns

Returns are not accepted by Man Cave™ (unless done so in the 3 day period immediately after purchase as explained on the Man Cave™ Order Form). If item is damaged, broken, or not correct upon customer receipt, the customer must contact Man Cave™ Headquarters. We will deal with defect situations on an individual basis.

Notice of Cancellation

Please read the Notice of Cancellation clause on the Man Cave™ Order Form for details. Customers have the right to cancel an order within 3 business days of their purchase by contacting Man Cave™. In this event, the Advisor's commission will be deducted accordingly.

*During a MEATing™ you need to briefly explain the Notice of Cancellation, this could be as simple as quickly reading the paragraph on the order form.

Catalogs and Order Forms

Advisors will receive 20 catalogs every 3 months free of charge. If an Advisor would like additional catalogs they can be purchased for \$1.00/catalog. Please note that Advisors typically do not give catalogs to customers...if someone would like a catalog to take home and look over then they can, otherwise it is wise to get the catalogs back from the guests before you leave the MEATing™ and direct interested customers to the www.mancaveworldwide.com website (be sure the customer references the Advisor when ordering so the Advisor receives the proper commissions).

Order forms are free; please notify Man Cave™ when you need additional copies.

*Advisors are responsible for paying a flat \$8 fee to ship Catalogs and/or Order Forms.

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VII. LEGAL / ADMINISTRATIVE

Because Advisors are independent business owners, Advisors are responsible for filing their own taxes. It is ultimately the Advisors responsibility to report the appropriate the amount of earned income (Including bonuses and other earnings) to the IRS and your state's Department of Revenue.

Man Cave™ recommends that Advisors contact their state offices and the IRS office (1.800.829.1040 or www.irs.ustreas.gov) to request information for small business owners and direct selling business requirements. Advisors are also recommended to meet with a professional tax advisor for specific information on filing your income taxes. Tell your tax advisor you are a Man Cave™ independent business owner, not a Man Cave™ employee.

Advisors are also responsible for adding sales tax to the price of all items and/or shipping, in accordance with their state and local tax laws. Man Cave™ will submit all sales tax to the correct authorities, but it is the Advisors duty to charge the correct amount. If you would like additional information on this, or help finding the applicable rates for your area contact Man Cave™ for help.

VIII. CONTACT MAN CAVE™

Customers can reach Man Cave™ at the information below after MEATings™ to place additional orders, sign up to be a host, inquire about being an Advisor, or for anything else needed.

Phone: 1.888.333.1735
Email: info@mancaveworldwide.com
Web: www.ManCaveWorldwide.com