

Sportsmen's Direct Inc. (SDI)

ProStaff FAQ

(Rev. 8-24-11)

Welcome to Sportsmen's Direct! If you have yet to join our ProStaff because you're unsure of "what you're getting into," we hope these Frequently Asked Questions (FAQ) will help.

Why do we need the Terms and Conditions "legal mumbo-jumbo"?

These FAQ are supplemental to our ProStaff Agreement/ Terms and Conditions. We didn't want to write all of the legal stuff any more than you want to read it. We believe in honesty and integrity and the power of a handshake, but, unfortunately, not everyone does. We must legally protect all of us (ProStaff, retail customers, manufacturers and SDI) from those with malicious intent. Check out the end of this document for our Terms and Conditions explained "man to man" / "person to person".

What's up with the ProStaff thing?

SDI ProStaffers get a 20% discount. They can also sell our products person to person. We show our appreciation by paying commission. If a ProStaffer sends people to our website, and those people buy products or join the ProStaff, the ProStaffer gets commission on that too. We pay commission 4 levels deep and provide other perks and benefits.

So, you're talking about levels. Is this a pyramid scheme?

Absolutely not. We're here to sell products. We feel that "word of mouth" advertising is the best way to sell unique or "niche" hunting and fishing products. Our advertising is done through our ProStaff. The more ProStaffers that join, the more advertising our products receive. That's why everyone receives business cards and decals when they join.

What is a pyramid scheme?

Wikipedia states that, "A pyramid scheme is a non-sustainable business model that involves the exchange of money primarily for enrolling other people into the scheme, without any product or service being delivered. Pyramid schemes are a form of fraud."

What is Direct Sales/ person to person sales?

Direct selling is marketing and selling products, direct to customers away from a fixed retail location. Person to person sales uses "word of mouth" advertising. Even when products are sold in retail stores, most are still promoted by "word of mouth". Why not pay the promoters? That's exactly what we do. With SDI, you can either sell products direct to your customers or you can direct your customers to our website. Simply enroll and pay the one time ProStaff Kit fee.

Why should I purchase a kit to join the SDI ProStaff?

- 1) 20% ProStaff discount for life
- 2) Eligible for ProStaff Perks
- 3) Earn DirectCash \$50 product credit “bounty” when you recommend new innovative, high quality, American-made products that we add to our product line
- 4) Buy our exclusive products at your 20% discount and resell them
- 5) Earn commissions when you direct customers and new ProStaffers to our website
- 6) Support American manufacturers and Legacy Outdoors Christian Kamp (L.O.C.K.)
- 7) No minimums, no quotas, no monthly requirements, no annual fee, no kidding!

What is ProStaff Perks?

The goal of ProStaff Perks is to provide our ProStaffers with specially negotiated discounts or upgrades on products and services that Sportsmen’s Direct does not carry. Simply provide your name and ProStaff ID# to the business owner to receive the “Perk” with your purchase. The business owner will also provide a donation to Legacy Outdoors Christian Kamp (L.O.C.K.), Inc non-profit savings fund. It’s a win-win for everyone.

What is Legacy Outdoors Christian Kamp (L.O.C.K.)?

It is our “big hairy audacious goal” to launch a hunting and fishing Christian camp as an outreach to kids and their families. While hunting and fishing sports and the Christian faith used to be handed down to the next generation, this is no longer the “norm”. Our dream is that L.O.C.K. will help ensure that both of these legacies live on. ProStaff Perks and individual donations will enable us to apply for 501(c)3 status with the IRS.

Why do I have to give you all of my personal information to set up an account?

We need to know where to send your products, what personal info you want printed on your business cards, and the fishing/hunting info helps us choose products that will appeal to you.

Do I need to join the ProStaff to order products?

No, anyone can order products and pay retail prices as listed.

If I join, when will I get my ProStaff ID#?

We will send it to you in a “Welcome to our ProStaff” e-mail and it will also be printed on your custom business cards. We mail the business cards and decals separately so that your order can go out immediately. We know you want your products as soon as possible!

Do I have to wait for my ProStaff ID# to get the discount?

No, as soon as you add the ProStaff Kit to your shopping cart and check out with your other purchases, you will automatically receive your discount. You’ll see your discount after you put in your credit/debit card # and before you “confirm” your order. The website will “remember” you and automatically apply your discount from then on.

Do I get a bigger discount if I buy a larger quantity?

Some of our products are priced so that you save more if you buy in volume. For example, it's less expensive per tail to buy 20 Nuggies than to buy 10 and even less to buy every color together as a Pro Pack. If you choose to buy for you and your buddy, you can charge your friend whatever works out best between the two of you.

How do I refer people who want to buy something or join the ProStaff?

Give them your ProStaff ID#. When they set up an account, they will put in your ID# in the box after "I was referred by _____". That's how we link them to you for commissions.

What if my buddy joins the ProStaff but forgets to put in my number?

If they put in your name, we'll likely figure it out. We strive to give credit where credit is due.

Why can't I post my ProStaff ID# on a public website or in mass media?

If someone posted their ProStaff ID# as a paid full page ad in a hunting or fishing magazine or on paid TV advertising, it would be not be fair for everyone else. Don't post your ProStaff ID# in any kind of paid media. Thanks for helping us keep this fair for everyone!

When will I get my commissions?

Commissions are paid on the 15th of the following month.

How can I choose to receive my commissions?

- 1) Paper check mailed to the address in your on-line account
- 2) Deposit into DirectCash product credit account (attached to your on-line account)
- 3) Donation to Legacy Outdoors Christian Kamp (L.O.C.K.), Inc Non-Profit

What is DirectCash?

DirectCash is a product credit account which is available immediately for product purchases at ProStaff pricing. DirectCash cannot be converted back to cash, but it may be used towards payment of shipping/handling and sales tax.

What DirectCash bonuses are available to ProStaff?

DirectCash bonuses are available for each new product line added to the website based on your referral. Send all referrals to us via e-mail for tracking purposes. If you know the product manufacturer or inventor personally, please contact them first to let them know what we'll be contacting them for more information.

How do I use the DirectCash that I've accumulated?

When you check out on the website, it shows you how much DirectCash you have available next to a box where you type in how much you would like to apply to your order.

Who can I enroll as ProStaffer?

Anyone who is 18 years and older, a legal resident of the United States or Canada, who completes our on-line Enrollment Form and purchases a ProStaff kit. It's also very helpful if this individual has internet access, a valid e-mail address and a debit or credit card. Mom & Pop/owner/operator retail stores are also welcome to join our ProStaff.

Who can I sell to?

We have no designated "sales territories," so you can sell to whomever you meet. You could end up with customers and ProStaff all over the US and Canada. When they order on our website, we send their order directly to them so you don't have to handle inventory or shipping.

What should I track for tax purposes?

Consult your tax advisor for details. If you are eligible for 1099, you will receive one from us. Note to tournament fishermen: discuss with your tax advisor what portion of your tournament expenses may be deducted as part of your SDI business.

Should I host Sportsmen's Direct "parties"?

You are not required to host Sportsmen's Direct "parties", BBQ's, pig roasts, wild game dinners or Super Bowl parties, but you are more than welcome to do so if you would like.

How should I handle message boards?

Before you post, make yourself aware of their rules and regulations. Some sites will not allow you to post links to other websites or to write about any products other than their sponsors'. You could get your posts pulled down or get kicked off of their site. Ask people to private message, e-mail or call you and then you can say whatever you like. Take advantage of open product discussions to chime in about one of our products and see where the thread leads.

Can you explain the Terms and Conditions without the "legal mumbo-jumbo"?

1) SDI responsibilities:

- A. ProStaffers earn commissions based on the Compensation Schedule. Each ProStaffer you sign up lets you tap into another level of commissions, down to a maximum of 4 levels. Once you sign up 4 ProStaffers, you're eligible for the max.
- B. The Prostaff ID# is how we track who gets credit for the sale. If a retail customer makes a purchase and doesn't put in the ID#, we don't know who gets credit.
- C. SDI reserves the right to change commissions and other business related stuff. But we will always give everyone fair notice of at least 30 days.
- D. There are no territories for ProStaff. We assign new, "unreferred" ProStaff on a revolving/geographic basis, as fairly as possible.

2) ProStaffer responsibilities:

- A. You are not allowed to resell our products on the internet. If you want to sell products at a local show or event, please contact us for authorization. Please promote our products in an ethical and fair manner.
- B. You are not allowed to reproduce our logos or trademarks in any manner without getting our permission.
- C. Advertising your ProStaff ID# in paid media is not allowed. We want to keep it fair for all.
- D. Coupon codes are for personal use only (not to be shared).
- E. Check out the blogging policy (see section 6 below).
- F. You are an important part of our marketing and we appreciate you. However, you are an independent contractor and cannot officially speak for or on behalf of SDI. This goes both ways, as you are not liable for what we do or say either.
- G. You are not an employee of SDI and are responsible for all your own tax stuff. If you are eligible for 1099, you will receive one from us.
- H. You agree to be truthful and recommend new ProStaffers who are 18 or older and are legal US or Canadian residents.
- I. If we give you stuff, you can't reproduce it without permission.
- J. If you're holding an SDI event, it wouldn't be truthful for you to offer someone else's products, or products that you make, as part of the event. Keep things separate and it will be clear.
- K. Unless you tell us not to release your contact info, ProStaff contact info will be released to other ProStaffers or customers when needed.
- L. We reserve the right to audit your records related to SDI. We don't know why we would, but still need to reserve the right to do so.

3) General:

- A. ProStaffer must buy a ProStaff kit and complete the on-line enrollment form to be eligible for benefits.
- B. If you don't tell us how to pay you, your commissions will go into DirectCash.
- C. You can quit anytime that you like and we can terminate the agreement anytime as well. Neither of us is making a lifelong commitment. No pressure.
- D. SDI reserves the right to change things.
- E. State of Michigan laws apply to our company, because that's where we are incorporated.

4) Specific: This section is pretty straight forward. If you still have questions, please email or call us. We would be happy to answer your questions.

5) Sales and Enrollment Obligation: If you are a ProStaffer and don't ever sell anything or enroll another ProStaffer, that's totally OK with SDI. If you joined to get the discount, that's cool. You will remain a ProStaffer with no obligations.

6) Blogging Policy/ Internet Rules & Regs:

A. Internet Guidelines:

- 1. We would love it if you would contribute to our Facebook Fan page, write product reviews on the website, comment on our Blog posts and on other forums. But if you don't, that's OK too. If you do post, don't make any monetary promises or leak any confidential info.
- 2. Always represent yourself as an Independent ProStaffer and that your views or comments are your own, not that of SDI.
- 3. We want the web traffic to go to our website. Don't use any meta-tags or search-based advertising for SDI products to direct traffic away from our site.

4. As an independent contractor, you cannot officially speak for or on behalf of SDI unless we give you permission to do so.
- B. Confidential info:
1. ProStaffers will often get an inside-line on things. Please don't leak info. You would be amazed how competitive the market is.
 2. The SDI logo and related trademarks can't be used or reproduced without our authorization.
- C. When you're writing comments out in cyberspace, please be aware what you say and do does indirectly reflect on SDI. If we decide that your actions are "over the top", we could terminate our relationship, etc. We hope that never happens, but we have to be prepared for the worst and hope for the best.
- D. If you are going to sell a product that competes directly with one of our products, you need to notify the SDI president in writing.
- E. You are legally responsible for things that you write. That goes for things totally unrelated to SDI. This is a general statement. Again, if you go "over the top", SDI reserves the right to end our relationship, but we hope it never happens.
- F. If media wants an interview with you to talk about SDI, please let us know in advance if possible. We want to help both of us "look good". :)