

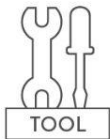


February Gather to Know

Celebrate All the Love



How Will You Share ONEHOPE



Opportunity Message

Research
Tested

Get Started with Award-Winning Wine



With ONEHOPE, you don't have to be a wine expert to start your business.

- We give you the tools you need and award-winning quality wines that are simple to sell.
- Our portfolio has received 100+ awards and over twenty 90+ point ratings.
- We're the only direct sales brand with a world-class Napa Valley winery.

Have Fun Earning an Income



It's a fun way to make up to 35% commission* selling wines, plus the opportunity to earn more by helping others.

- Enjoy swag, incentive trips to Napa, free wine, and more!
- There's no inventory required and you have the potential to earn your initial investment back in your first month.
- Belong to a fun and supportive community of wine lovers and do-gooders.

Make an Impact



Make a meaningful impact for any nonprofit.

- We're the only winery that donates 10% of your purchases to your Cause of Choice year round.
- Our community has enabled customers and hosts to donate to over 40,000 nonprofits locally and globally.
- Over 3 million meals donated, 30+ wells installed, and 6 schools funded.

ONE HOPE

HOW TO CRAFT
YOUR MESSAGE

Earn While Sharing Great Wine!

If you love drinking, learning, and talking about amazing wines, you have to try selling for ONEHOPE. I guarantee you'll have an incredibly fun experience earning good money, getting to know like-minded people, visiting Napa and so much more. ONEHOPE is very special to me because each bottle raises money for a great cause. It's the real deal!





20 **ONEHOPE TIMES** 07

The Greatest Side Hustle of 2024

This Side Hustle Comes with Wine!

ONE HOPE

Social Media 101

We Love ▶
Your Content!



@remytesser

The time is now! I'm a mom. I have 4 kids. I'm a Physician Associate and I'm a Wine-Entrepreneur 🍷 You too can have it all!

#sidehustle #wineentrepreneur
#beyourownboss #wine #napawinery
#multiplestreamsofincome
#winethatgivesback #nourishthefuture
#nevergiveup #funinbusiness

ONE HOPE

Social Media 101

We Love ▶
Your Content!



@onehopewinewithdana

✨✨✨ It's that simple; I smile and laugh because I am in love with what I do and how that makes an impact for others. I'll spend the extra 💵 on facials and skin care products 🙌🙌 - that's a WIN(E) in my book ✨✨✨

#itsallaboutthewineandnothingaboutthewine
#wineentrepreneur #onehopewine
#lovewhatyoudo #sidehustle
#poureverythingintoit

ONE HOPE

Social Media 101

We Love ▶
Your Content!



ONE HOPE

@amy_ebberts

“It’s only after you’ve stepped out of your comfort zone that you begin to change, grow and transform.” - Roy T. Bennett

Growth can be uncomfortable, that’s just a fact – but once you start to see the doors that open when you conquer those fears and start to step outside of what’s comfortable... damn, that’s where the magic is.

When was the last time YOU stepped outside of your comfort zone?

#authenticallyamy #onehope #onehopewine
#winelover #wineentrepreneur
#wineenthusiast #sidehustle
#networking #growth #growthmindset
#comfortzone #spreadjoy



Resource **Info**

Best Side Hustle Marketing Materials
(February 1 in Your Back Office)

- Social Shareables & Templates
 - Social Training Presentation
 - 3 x 15-Minute Setup for Success Training Videos
-

Plus, every Cause Entrepreneur will be receiving a Best Side Hustle printed newspaper to share on social!



Social Media 101

Content Creation Challenge Giveaway!

15 Winners!

Details

Get educated by the best!

15 lucky winners will be randomly selected and contacted by **Bond & Brand** to schedule their group session. The winners will be in training sessions of 3 groups of five.



Steps to Enter

By March 1st, 2024

1. With what you learned in the social media training, make at least 5 posts on Instagram or Facebook
2. Use the hashtags":
#wineentrepreneurs or
#causeentrepreneurs and
tag us @onehope
3. Engage with 3 @onehope posts
(Like, Comment, Share, Save)

ONE HOPE

Social Media 101



Sharing - Do's & Don'ts

ONE HOPE



Do

- Share personal story of why you joined.
- Share openly about the products you love .
- Emphasize how ONEHOPE is all about making a positive impact.
- Share the exciting trips you've earned through your hard work.
- Share how much fun you have connecting with other people.



Don't

- Make promises about specific income amounts or suggest that ONEHOPE has transformed your lifestyle financially.
- Make misleading statements about income claims or benefits (even if it's true for you ;)



Do

- Showcase wine bottles, labels, the Winery.
- Showcase pairings of wine with food.
- Showcase people having fun at your Wine Tastings.
- Emphasize the pleasure of savoring wine focusing on quality over quantity. (No need to pour a bottle of wine into a glass).
- Educate about the responsible use of alcohol, including its cultural and social aspects.



Don't

- Avoid implying or endorsing excessive alcohol consumption, which may be harmful to health and safety.
- Refrain from suggesting that alcohol can solve personal problems or replace professional advice or treatment.
- Be mindful of the context when discussing or showing alcohol. Avoid doing so around children or at events primarily intended for minors.



Key Programs to Support You!

Introducing Partner in Wine Passes



ONE HOPE

► PROMOTION PERIOD
FEB 1ST – MAR 31ST


NEW! Partner in Wine Passes

WHO All CEs in Fast Start AND any CE who joins in February

WHAT Each CE in Fast Start will receive (3) \$50 off a Join Kit “Partner in Wine Passes” to offer

WHEN These passes are valid through the end of March!

DIGITAL PASS



WILL YOU BE MY PARTNER IN WINE?

Use this code to join me and save \$50 on your Join Kit!

CODE#1

SAVE \$50

ONE HOPE

► PROMOTION PERIOD
FEB 1ST – MAR 31ST




Unique codes will
be emailed to each
CE in Fast Start

Two Reminder emails
will be sent to the CE to
remind them of their codes
to share before expiration.

NEW! Partner in Wine Passes

HEY, FAST START
Superstars!


 \$50 OFF JOIN KIT

ONE HOPE
PARTNER IN WINE
Pass
\$50 OFF JOIN KIT

**YOUR FAST START JUST GOT
SUPERCHARGED!**

We're giving you THREE exclusive \$50 off Join Kit Partner
in Wine Passes to share with new Cause Entrepreneurs.

SHARE NOW



STEP:1

Share your Partner In Wine Passes:
CODE#1 | CODE#2 | CODE#3
Valid through March 31, 2024.

These can be shared with
3 prospective CEs to use
during CE Enrollment
as promo code

ONE HOPE

Words to Say!

To get you started as a Wine Entrepreneur we have a Join Kit that will make it easy and fun for you to get started right away.

You get - a Tasting Kit inside with 6 bottles of our best wines and all the materials to host your friends right away and show them a Napa Valley Wine Tasting Experience!

You will also get cool swag and so much more. The best part is the Kit is usually \$199, however, I can offer you a \$50 off pass towards your Join Kit to get started!



3 WAYS TO EARN
TASTING KIT CREDITS

Tasting Kit



Arrives on your customer's doorstep before the event.

RESEARCH TESTED



6 Bottles of Wine (chosed from 2 kits!)



Wine Tasting Guide



Event Guide



Host Opportunity Card



CE Opportunity Card

Value to the Host

- \$180 Value
- Tasting Kit Credit still applies
- 10% in Rewards
- 10% in Donations
- An enhanced experience

CONTACT INFO		PICK YOUR WINE:	
Name	<input type="text"/>	<input type="checkbox"/> NO POINT RATINGS	
Email	<input type="text"/>	<input type="checkbox"/> BEST SELLERS	
SHIPPING		<input type="checkbox"/> FOUNDER'S FAVORITES	
Address	<input type="text"/>	<input type="checkbox"/> BUILD YOUR OWN	
City	<input type="text"/>	Qty	Wine Selection
State	Zip	<input type="text"/>	<input type="text"/>
BILLING		<input type="text"/>	
Credit Card No.	<input type="text"/>	<input type="text"/>	
CVC	Exp.	<input type="text"/>	
Address		<input type="text"/>	
City	<input type="text"/>	<input type="text"/>	
State	Zip	<input type="text"/>	
FREQUENCY		<input type="text"/>	
1st	2nd	3rd	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Order Form

Earn Tasting Kit Credits (UPDATED)

OLD WAY

Every \$500 Qualified Event
Got You 1 Tasting Kit Credit

Scenario 1

EVENT #1	\$350
EVENT #2	\$700
<hr/>	
TOTAL IN SALES	\$1,050



1

TASTING KIT
CREDIT

Scenario 2

EVENT #1	\$1,050
<hr/>	
TOTAL IN SALES	\$1,050



1

TASTING KIT
CREDIT

ONE HOPE

Earn Tasting Kit Credits (UPDATED)

NEW WAY

NOW, When you reach \$500 and \$1000 in a month, you'll get Tasting Kit Credit(s). (2 max)

Scenario 1

EVENT #1	\$350
EVENT #2	\$700
<hr/>	
TOTAL IN SALES	\$1,050



2

TASTING KIT
CREDIT

Scenario 2

EVENT #1	\$1,050
<hr/>	
TOTAL IN SALES	\$1,050



2

TASTING KIT
CREDIT

ONE HOPE



Tasting Kit Credit Program Updates

► PROMOTION PERIOD
MONTHLY



NOTE: We have sunset “Earn a Tasting Kit Credit with \$500 Qualified Events”

A yellow rectangular sticky note with a slight shadow, tilted slightly to the right. It contains the text "Don't Forget!" in a black, handwritten-style font.

Don't Forget!

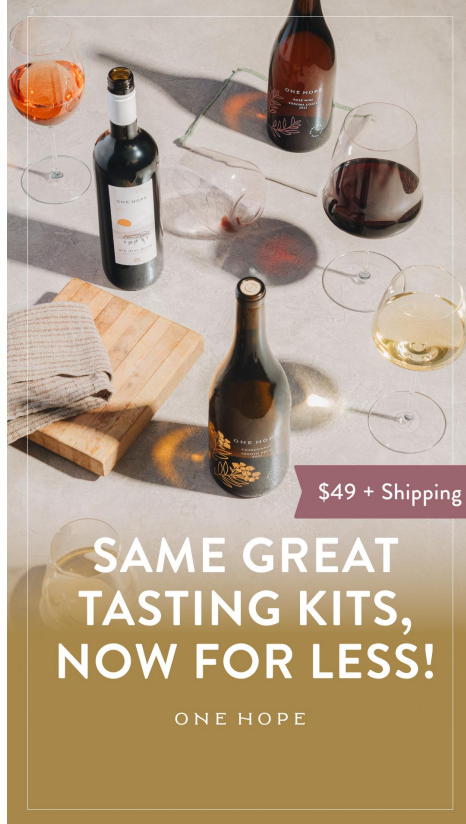
Close your \$500+ Qualified
Events by February 8th to
claim your Tasting Kit Credit.





TASTING KIT *Pricing Update*

Tasting Kit Price & Shipping Updates



\$49 + Shipping

**SAME GREAT
TASTING KITS,
NOW FOR LESS!**

ONE HOPE

Pricing Update!

NOW ONLY
\$49 + Shipping

Starting Feb 1st

Includes BOTH Curated Kits.

(Best Sellers + Award Winners)
& Build Your Own Tasting Kits)

Shipping Update

FLAT FEE
\$20

Starting Feb 1st

**Includes Tasting Kit
Credit Redemption &
all Kit purchases.**

The same incredible printed materials available in each kit.



(1) Event
Guide



(8) Wine
Tasting Guides



(4) Host
Opportunity Cards



(4) CE
Opportunity Cards



(10) Order
Forms

ONE HOPE



Introducing
the
**Host
Promotion**
that
cannot
be missed

► PROMOTION PERIOD
FEB 1ST – MAR 15TH

Host Promo

ONE HOPE

HOST & EARN!

Free

4-Pack
Valued Over
\$236



ONE HOPE

Earned
at an Event
of \$500 in
Sales

► PROMOTION PERIOD
FEB 1ST – MAR 15TH

Use the Host Promotion
to find your next Host!

FOR QUALIFIED EVENTS OF
\$500+, HOST RECEIVES

\$50 in
Reward Points

&

\$50 for
Charity

+

This Fabulous **4-Pack**

Host Promo

HOST & EARN!

Free

→ 4-Pack
Valued Over
\$236



When you reach \$500+ in wine
sales this pack is all yours!

ONE HOPE



Customer Promotions

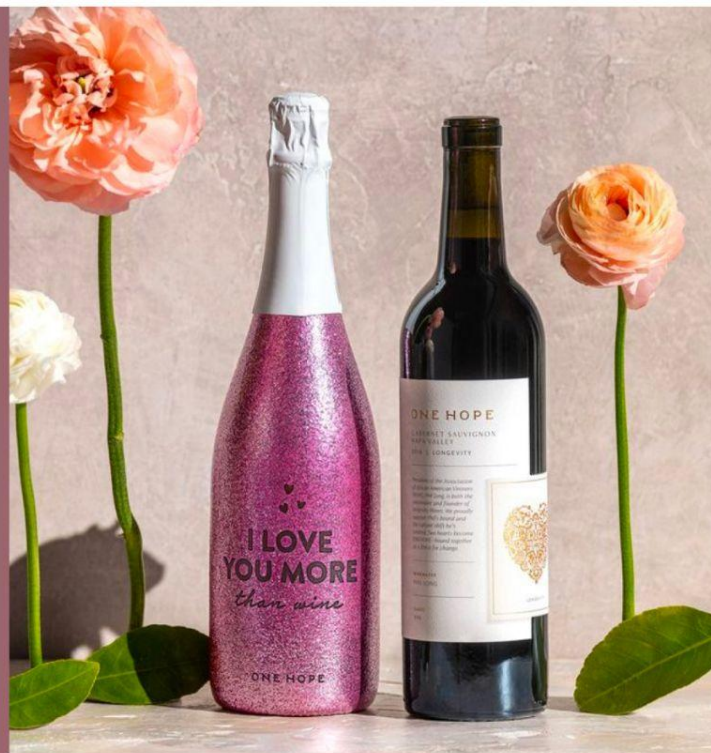
► PROMOTION PERIOD
FEB 1ST - FEB 29TH

February Purchase with Purchase

50% OFF
The Perfect Pair

~~\$124~~ \$62

INCLUDES: "I LOVE YOU MORE THAN
WINE" SPARKLING ROSE & LONGEVITY
CABERNET SAUVIGNON



ONE HOPE

► PROMOTION PERIOD
FEB 1ST – FEB 29th

Wine Club Member Appreciation Pack

Wine Club
Members Only!

SAVE
30%
ON THIS
Member Exclusive
4-pack

~~\$266~~ **\$186** + Free Shipping



- Russian River Reserve Chardonnay
- Brunello di Montalcino Sangiovese
- Hospitality Pinot Noir
- Cheers to You! Shimmer Sparkling Brut *Exclusively in Gold*

ONE HOPE

Are You Ready to Take a Trip??



ONE HOPE

You Are Invited to Earn a Trip of a Lifetime!



► PROMOTION PERIOD
FEB 1ST–APR 30TH

ONE HOPE

Heart of Napa Trip – Prize Levels

LEVEL 1

500 POINTS

Earn Your “Best Friends”
Pink Shimmer
Sparkling Rosé Duo



LEVEL 2

1,500 POINTS

Earn a 3 day/2 Night Stay for Two
(with Unlimited Wine)
at Estate 8 in Napa, CA



LEVEL 3

2,000 POINTS

Earn an Exclusive
State-of-the-Art Dinner
at the ONEHOPE Winery



ONE HOPE

► EARNING PERIOD
FEB 1ST–APR 30TH

How to Earn Napa Points



ACTIVITY	POINTS	CASH
Close a Qualified Event (<i>Unlimited</i>)	100	-
Achieve Rock Star (<i>Fast Start CEs Only</i>)	250	-
1st Time Promote to LCE	250	\$50
1st Time Promote to SCE	500	\$100
1st Time Promote to ECE	800	\$200
1st Time Promote to Director	1,000	\$1,000

How to
Earn Napa
Points and
\$\$\$\$



► EARNING PERIOD
FEB 1ST–APR 30TH

How to Earn Napa Points - MENTOR

MENTOR POINTS:

Earn more points when you help your Level 1 CEs reach their goals!
There's no limit to how much cash you can earn when you mentor.

ACTIVITY	POINTS	CASH
Help L1 CE Achieve Rock Star <i>(Unlimited)</i>	250	-
Help CE* 1st Time Promote to LCE	125	\$25
Help CE* 1st Time Promote to SCE	250	\$50
Help CE* 1st Time Promote to ECE	400	\$100
Help CE* 1st Time Promote to Director	500	\$200

**The Upline Leader is the first Upline of equal or higher paid-as rank in a calendar month.*

How to
Earn Napa
Points and
\$\$\$\$



In your Fast Start? – Let's get to Level #1



Heart of Napa

INCENTIVE

	Feb '24	March '24	April '24	GRAND TOTAL	TOTAL CASH
TOTALS	350	100	100	550	

CE Points

	Point Value					Cash Bonus
Qualified Event (unlimited)	100	1	1	1	300	
Hit Rock Star (FS CEs only)	250	1			250	
1st time promote to LCE	250				0	\$50
1st time promote to SCE	500				0	\$100
1st time promote to ECE	800				0	\$200
1st time promote to DIR	1,000				0	\$1,000

Mentor Points

	Point Value					Cash Bonus
Help Level 1 CE Hit Rock Star (unlimited)	250				0	
Help CE* 1st time promote to LCE	125				0	\$25
Help CE* 1st time promote to SCE	250				0	\$50
Help CE* 1st time promote to ECE	400				0	\$100
Help CE* 1st time promote to DIR	500				0	\$500

ONE HOPE

All Cause Entrepreneurs - How to Get to Level 1



	Feb '24	March '24	April '24	GRAND TOTAL	TOTAL CASH
TOTALS	600	0	0	600	\$50

<u>CE Points</u>		Point Value			Cash Bonus	
Qualified Event (unlimited)	100	1			100	
Hit Rock Star (FS CEs only)	250				0	
1st time promote to LCE	250	1			250	\$50
1st time promote to SCE	500				0	\$100
1st time promote to ECE	800				0	\$200
1st time promote to DIR	1,000				0	\$1,000

<u>Mentor Points</u>		Point Value			Cash Bonus	
Help Level 1 CE Hit Rock Star (unlimited)	250	1			250	
Help CE* 1st time promote to LCE	125				0	\$25
Help CE* 1st time promote to SCE	250				0	\$50
Help CE* 1st time promote to ECE	400				0	\$100
Help CE* 1st time promote to DIR	500				0	\$500

ONE HOPE

All Cause Entrepreneurs - How to Get to Level 2: 1,500 Points



	Feb '24	March '24	April '24	GRAND TOTAL	TOTAL CASH
TOTALS	600	850	100	1,550	\$150

<u>CE Points</u>		Point Value			Cash Bonus
Qualified Event (unlimited)	100	1	1	1	300
Hit Rock Star (FS CEs only)	250				0
1st time promote to LCE	250	1			250
1st time promote to SCE	500		1		500
1st time promote to ECE	800				0
1st time promote to DIR	1,000				0

<u>Mentor Points</u>		Point Value			Cash Bonus
Help Level 1 CE Hit Rock Star (unlimited)	250	1	1		500
Help CE* 1st time promote to LCE	125				0
Help CE* 1st time promote to SCE	250				0
Help CE* 1st time promote to ECE	400				0
Help CE* 1st time promote to DIR	500				0

All Cause Entrepreneurs - How to Get to Level 3: 2000 Points



	Feb '24	March '24	April '24	GRAND TOTAL	TOTAL CASH
TOTALS	575	1,075	450	2,100	\$200

CE Points	Point Value					Cash Bonus
Qualified Event (unlimited)	100	2	2	2	600	
Hit Rock Star (FS CEs only)	250				0	
1st time promote to LCE	250				0	\$50
1st time promote to SCE	500		1		500	\$100
1st time promote to ECE	800				0	\$200
1st time promote to DIR	1,000				0	\$1,000

Mentor Points						Cash Bonus
Help Level 1 CE Hit Rock Star (unlimited)	250	1	1		500	
Help CE* 1st time promote to LCE	125	1	1		250	\$25
Help CE* 1st time promote to SCE	250			1	250	\$50
Help CE* 1st time promote to ECE	400				0	\$100
Help CE* 1st time promote to DIR	500				0	\$500



Support To Help You Earn Your Way to the

Heart of Napa

The Best Side Hustle of 2024!

Important Dates for Upcoming New/Updated Support

Updated

Discovery Calls

3-way casual sponsoring conversation with Chris & Cindy

New

Book, Sell, Sponsor

10-minute LIVE Training messages on Facebook Community

Every Monday:
Feb 5, 12, 19, and 26
10 am PT/11am MT/12 pm CT/1 pm ET

FEB

2024

sunday	monday	tuesday	wednesday	thursday	friday	saturday
<small>JANUARY</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<small>MARCH</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31			1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

New!

Virtual Meet ONEHOPE

Weekly Zoom Chat on Tuesday:
@ 4 pm PT/5 pm MT/6 pm CT/ 7 pm ET

Weekly

New CE: Getting Started Call

Welcome Call on Mondays & Wednesdays