

Controlled Network Marketing: A Revolutionary Growth Model for NuVo & G3

Overview

Controlled Network Marketing (CNM) is a transformative business development strategy designed to scale high-impact programs by empowering expert leaders in niche markets. It combines personal development, community engagement, and revenue sharing to create a self-sustaining, purpose-driven economy within targeted industries such as **fitness** and **golf**.

This model is currently being applied to two flagship programs:

- **NuVoWay LifeStyle Coaching (Fitness & Wellness)**
- **G3 Golf Professionals Program (Golf & Life Management)**

Core Concept: Purpose-Driven Expertise + Warm Market Development

At the heart of Controlled Network Marketing is **the expert** — a highly trained individual positioned as the trusted leader and central figure within their local community. Each expert builds and nurtures a “**warm/hot**” **network of members**, fostering deep relationships and consistent engagement.

These experts don't simply sell a product — they build a **movement** around a lifestyle, a skill, and a mission.

Structure of the Model

1. Expert Development

Each program identifies and trains **experts** in a specific area:

- **NuVoWay LifeStyle Coaches (Fitness & Wellness)**
- **G3 Golf Professionals (Golf & Performance)**

Each expert becomes the face of the program in their local community and is given a **complete support system**, including:

- Brand training and certification
- Sales and communication resources
- Access to NuVo and G3 digital platforms
- Product alignment with the NuVo Consumer Goods Divisions

2. Building a 100-Member Downline

Each expert builds a core group of **100 paying members** at \$100/month.

Membership Includes:

- **One personal session per month** (Fitness Training or Golf Lesson)
- **Access to the Local Market Program** (\$300 annual value)
- **Access to the NuVoWay or G3 LifeStyle Management App**

Monthly Revenue per Expert: \$10,000

Expert Retains: 60% = \$6,000/month

This base downline creates a **predictable monthly income**, establishes expert credibility, and serves as a launchpad for further community growth.

3. Scaling to 500+ Members for Market-Scale Programs

Once the 100-member base is solidified, experts are encouraged to scale up their community:

- **Group coaching**
- **Online masterclasses**
- **Community events**
- **Referrals and brand-building**

These members (up to 500+ per expert) pay:

- **\$25/month**
- **For access to the Local Market Program and the Life Management App**

Monthly Revenue at 500 members: \$12,500

Expert Retains: 60% = \$7,500/month

Combined with the downline revenue, top experts may earn **\$10,000–\$15,000/month** while remaining fully aligned with their passion and purpose.

The Local Market Program

Each member gains access to a curated **Local Market Program**, which includes:

- Health & wellness products
- Sports gear & apparel
- Local service provider discounts
- Nutritional guidance and recipes
- Mindset and lifestyle education
- Social events and team-building opportunities

This program is deeply integrated with our NuVo Consumer Goods Division, giving every expert a **warm audience** to promote additional offerings.

The App: Life Management at Your Fingertips

The NuVoWay and G3 Golf Life Management Apps are tools to help members:

- Set and track goals
- Access custom content
- Book appointments
- Monitor health, fitness, or golf progress
- Engage with local and global communities

These digital hubs keep members engaged, connected, and loyal.

Key Benefits of the CNM Model

Stakeholder	Benefits
Expert	<ul style="list-style-type: none">- Earns up to \$15,000/month- Builds a purpose-based community- Grows personal brand with full platform support
Member	<ul style="list-style-type: none">- High-value personal coaching- Access to premium digital and local programs- Inclusion in a like-minded lifestyle tribe
NuVo / G3	<ul style="list-style-type: none">- Rapid, organic expansion- Built-in product market- Strong brand loyalty & purpose alignment

Conclusion: Transforming Communities Through Purpose & Profit

Controlled Network Marketing is **not MLM**. It is a **guided, values-driven system** that creates authentic leaders and thriving micro-economies across multiple industries. With built-in education, tools, products, and digital infrastructure, we empower experts to succeed — and in doing so, uplift every life they touch.

Next Steps

If you're interested in becoming a:

- **NuVoWay LifeStyle Coach**, or
- **G3 Golf Professional**

...let's begin your training and launch your first 100-member downline.

Together, we'll build the next generation of community-driven professionals — leading with love, living with purpose, and earning with integrity.