



What is the Canada launch timeline?

Canadian citizens or residents can pre-register to become Chalk Couture® Independent Designers starting Saturday, January 12. They will be assigned a temporary ID for sponsoring purposes during pre-registration (having a temporary ID number that they can share with others will enable them to pre-register others to be on their future Teams, read on for more detail).

How does the expansion into Canada help me and Chalk Couture?

It may be no surprise that Canada is the number-one trading partner with the US! Because Chalk Couture is a category creating business, it will be as new and fresh to Canadians as it is to customers in the US, and we expect the market to be booming. That provides a wide-open opportunity for Independent Designers in the US and Chalk Couture as a company. After launch, US Designers have an extended field to recruit and expand their Teams! Our Canadian friends have been asking for Chalk Couture, and it's the next logical step for growth.

What is “pre-registration”?

Pre-registration is a way to express an intent to enroll as a Designer. It is not legally binding, and it doesn't cost anything to do. The pre-registration process allows the prospective Designer a “Temporary ID” number that they can share with other Canadians who also have an interest in becoming Chalk Couture Designers. The pre-registration website will only allow Canadians to use it (US prospective Designers should continue to register through the Join page on the Chalk Site).

How does the “pre-registration” process work?

Chalk Central will give a link to US Designers to send (along with your Sponsor ID) to friends and family who are interested in pre-registration. Prospective Canadian Designers will submit an online form and receive a confirmation email with a temporary Designer ID. When enrollment is open, all pre-registrants will be sent an email to enroll (within a specific time period) and keep their spot on a Team.

How is “pre-registration” different from enrollment?

Pre-registration is an intent to register. It isn't binding legally and costs nothing. It essentially “soft holds a place” for that individual so that when enrollment opens, they are placed in the spot of the “genealogy tree” they reserved (provided that their selected Sponsor, if Canadian, also enrolls). It also preserves the downline tree relationships of any Canadian individuals who enroll who have also registered using that Canadian's temporary ID—it's a way of getting a jumpstart on Team building before enrollment officially begins.

Can I send email(s) to prospective Canadian Designers?

That depends. Canada has more restrictive laws around unsolicited email than the US does. In the US, you're allowed to send unsolicited emails until someone opts out. In Canada, it's the opposite—you may NOT send emails unsolicited. You must have explicit permission BEFORE you send any emails, and you must have proof of this approval. You can get proof in a number of ways, for example:

- Ask customers to authorize contact through a post on social media
- Ask family and friends to get the word out to other family and friends.

Make sure to give a business card (both electronically and in person) that provides your Chalk Couture information (name, address, phone, and email). You can read more about Canada's anti-spam law (CASL) here: [Canada's anti-spam law \(CASL\)](#)

How will Chalk Couture support prospective Canadian Designers who have pre-registered?

Chalk Central is creating an exclusive Facebook group to support Canadians who pre-register where we'll provide insights and support on product, policies and procedures, websites, ordering, etc. to help prepare prospective Designers for official enrollment when they can begin actively selling and sponsoring. We'll also support them with live video, calls, and emails during the pre-registration period.

How does Canadian pre-registration affect their position on a team?

See above information about it placing a "soft hold" of their position in a Team.

What activities can I conduct with respect to prospective Canadian Designers prior to launch?

You are allowed to pre-market through personal contact, social media, calls, webinars, etc. However, your activities must be compliant with Chalk Couture Policies and Procedures. General proactive guidelines are as follows:

- You can direct prospects to the pre-registration page where they can express interest and receive a temporary ID.
- You can encourage prospects to participate in webinars and announcement activities sponsored by Chalk Central.

What activities should I avoid with respect to prospective Canadian Designers prior to launch?

Prior to launch, the following restrictions apply to Canada. US Designers are NOT allowed to do the following:

- Sell products to anyone in Canada or ship gifts of products to anyone in Canada.
- Mislead prospects by telling them that they are a Designer and therefore eligible to purchase products or sponsor other Designers prior to launch.
- Supply prospective Canadian Designers marketing and/or materials specific to the US. If you refer to any US materials, you should make it clear that the programs and policies mentioned are for current US Designers and may be subject to changes in Canada.
- Create any public social media pages, groups, hashtags, or any website that would suggest or imply endorsement by Chalk Central. For example, a group called "Chalk Couture Interest Group" is not acceptable. A more acceptable private group name would be "Cora Couturier, Chalk Couture Independent Designer, Canada Interest Group." All groups should be private.

Please comply with all Policies and Procedures and do not adopt any social media names, domain names, etc., which incorporate Chalk Couture or any geographic designation affiliated with Chalk Couture.

CANADIAN CITIZENS who have pre-registered may share the opportunity with other Canadians, but they may not represent themselves as a Chalk Couture Independent Designer prior to official enrollment.

If I have friends in the Canada market, will they be able to buy from me?

No. Canadian customers will not be allowed to purchase products from US Designers. Likewise, US customers will not be allowed to purchase from Designers in Canada.

If a Canadian prospective Designer’s upline does NOT enroll, will he/she “compress” up to the next Designer, whether in the US or CAN?

ALL Designers, regardless of country, should be informed about who their initial Sponsor is and have a choice of their initial Sponsor. Because Canadian pre-registration is an “intent to enroll,” their selected Sponsor may not enroll when the time comes. If that happens, the enrolled Designer will be contacted by Chalk Couture regarding their Sponsor options to either be compressed to the next Designer within the tree or placed elsewhere.

SELLING

What Chalk Couture products will be available in Canada?

It’s anticipated that all Chalk Couture products will be offered.

Will products be priced differently in Canada?

Yes. All products will be priced according to the Canadian dollar exchange rate and may be adjusted for duties. Prices for Canadian customers will be shown in CAD on Canadian Chalk Sites and in the Canadian catalog.

Is Personal Volume calculated differently for Canadian products than US?

No. PV is currency neutral. So any product will carry the same amount of PV regardless of where it is sold or what currency is used to buy it. PV will continue to be based on 60% of retail price paid in US dollars.

Are Canadian retail prices inclusive of tax or are taxes added at the time of checkout?

Taxes will be added at the time of checkout and will be calculated using the prescribed tax rates based on the shipping address of the order.

Will the Watts of Love Transfer be available for purchase in Canada?

Yes. The Watts of Love program will also be active for Canadians to participate.

Will Canadian product promotions and other customer offers be different than in the US?

It is not anticipated that promotions will be different in the two markets. Though they may be required to be varied from time to time, depending on legal differences and requirements.

What are the shipping rates on orders shipped to Canada?

We’re working with our fulfillment center to get the best shipping rates possible. We will create and release a shipping table as we approach the launch date.

SPONSORING

Will the Designer Starter Kit for Canada contain the same items as the US Starter Kit?

Yes, however Canadian Designers will receive the items in two kits—a required kit and an “add-on” kit. The required kit is priced at \$19 CAD (plus shipping) and includes business essentials like our Business Builder-Vision Board and Ask Me How Transfers, Start-Up Guide, Thank You Cards, and the latest catalog. The add-on kit is priced at \$110 CAD (plus shipping) and includes Transfers, paste, surfaces, a Small Squeegee, and that month’s Club Couture™ Transfer.

Can Designers in the US order or access Canadian versions of marketing materials, such as catalog?

Designers in both countries will be able to see all assets in their Designer Office, but note that US Designers can sell only in the United States, and Canadian Designers can sell only in Canada.

Are there any changes to the compensation plan for Canadians?

We've made every effort to align compensation plans as closely as possible in both the US and Canada. Keeping plans consistent will help Designers more easily lead international Teams. Any changes made are primarily for currency and exchange rates and specifically defining terms as required by Canadian law.

Will Canadian Designers be paid commissions the same as US Designers?

Yes, the commission structure in Canada will mirror the US. We are upgrading the platform we use to pay commissions by switching to HyperWallet. Hyperwallet is a user-friendly payment platform and global settlement network which will allow Chalk Couture to easily distribute funds across countries and in different currencies. More details about HyperWallet will be released as we get closer to implementation.

Will Canadian Designers be able to earn Trip Points for incentive trips?

Yes. Equal qualifications and measurements will apply.

Will Canadian Designers be allowed to attend Leadership, Convention, and Couture Tours?

Yes to all (we also envision holding Couture Tours in Canada).

Can future Canadian Designers recruit in the US? If yes, when and how?

Yes, and when enrollment is open. During pre-registration, Canadians may only share the future opportunity with other Canadians.