



Work From Home Goldmine

America's Top Home-Based Business

By Craig Whitley

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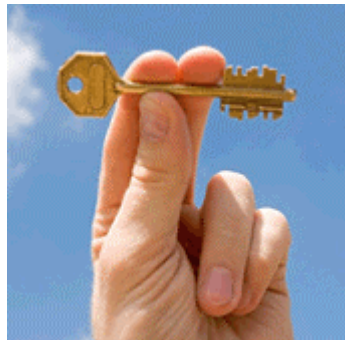
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Chapter 1: Why Should You Read This Book?

Thank you for making the wise choice to download this free book. Given the vast amount of free information available online these days, many people have come to believe that



something obtained freely, is something of little value. This is not the case with this book, as you will come to learn if you follow my solution to wealth and freedom. For I firmly believe that if you follow my advice and recommendations, you'll one day proclaim this book to be the most important information product you've ever read – the **golden key** that unlocked the door to the lifestyle you've dreamed about your entire life.

I realize that such a claim sounds like typical sales hype. But please erase that thought for a minute and allow me to explain what I hope to achieve by distributing this book freely. I promise that I will not enjoy any immediate financial gain by introducing you to my personal work from home goldmine, what I call “*America's top home-based business opportunity.*” I also promise that the free distribution of this ebook is not part of an elaborate scheme to upsale you on another product at a later time. Instead, I am distributing this book freely because I am building a sales organization of work at home associates that share my entrepreneurial spirit, financial goals, family values and passion for creating freedom in their lives. Freedom from the rat race we call life, freedom from debt, freedom to spend more time with your family, freedom to worship God more often and *freedom to do whatever you want to do, whenever you want to do it.*

So, will I ever gain any financial reward from distributing this book at no cost? The short answer is “Yes, a portion of my total monthly income stream comes from residual commissions I earn from people who read this book, then decide to join my sales organization and begins building successful home businesses of their own. In other words, I don't begin to prosper until you begin to prosper.

I will explain how this works later on in the book, because you will be entitled to the same opportunity to earn residual income if you elect to become an associate and begin America's top home-based business venture.

If you're serious about making significantly more money and building a better way of life for yourself and your family, this book has the answers and will point you in the right direction. How much money you make will depend on you and how much time and effort you want to devote to this home based business opportunity.

Can you make a fortune in this business? Yes, but once again, you have to put forth an effort. To help assist you in getting off to a successful start we provide a free online training program and educational resources to assist you in launching a successful home business of your own. But if you downloaded this book because you were looking for a "get-rich-quick" opportunity or a lazy man's way to riches, keep dreaming and move on.

If you haven't figured it out by now, "getting rich overnight" is an advertising hoax and myth. There is no such thing, and even if it existed, why would anyone want to reveal his or her secret? Trust me, I know too well. Over the past 30 years I've spent thousands of dollars chasing every moneymaking scheme you can imagine that was marketed by direct mail or online. I can save you lots of money, heartache and time by recommending that you quit chasing those deals and simply read this book. And by "read it," I mean read it from cover-to-cover. For this book is "the real deal," as we say deep in the heart of Texas.



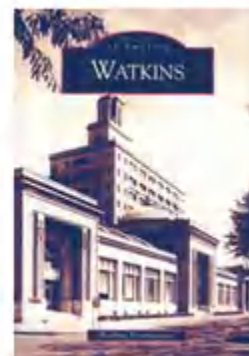
99.9% of the so-called "instant road to riches" books and money plans you see marketed online, on TV or through direct mail are either bogus or no longer working. If they were ever successful at all, chances are their time and place to make money has come and gone. For in most cases the author of such books and business opportunity plans has already milked the opportunity for all its potential worth and gain, long before opting to write a book and sell his or her so-called "secret blueprint" to making money overnight.

The business opportunity I have to share with you is **real** and been so for over a century.

Its business model works even better today than it did in the past. Once I explain it fully in this book you will come to appreciate its power and ability to remain successful year-after year.

I promise to present this moneymaking opportunity to you in a straight, forthright and honest manner. I will introduce you to a way of making money that has given hope, provided careers and answered the financial dreams and prayers of American families and entrepreneurs for 140 years. Yes, you read that statement correctly. I'm not talking about "a ground floor opportunity" with a startup company that may be here today and gone tomorrow. Instead, I'm introducing you to an American institution that was founded in 1868 and has over 50,000 associates in the U.S. and Canada running their own home-based businesses.

The company I speak of is Watkins Incorporated. Watkins is based in the small town of Winona, Minnesota and has a glorious and proud history. It was founded by Joseph Ray Watkins and originally called the J.R. Watkins Medical Company. Mr. Watkins first product was red liniment and he marketed it under the brand name *Dr. Ward's Liniment*. He went on to introduce many other products, including vanilla, cinnamon, black pepper and a wonderful antiseptic salve called *Petro Carbo* salve. I say "wonderful" because my family has used this product for over 75 years.



Many Americans, including myself, grew up with Watkins products in our medicine cabinets and kitchen pantries. If you are one of those, please keep reading, for today's Watkins is even better than ever, with 350 different products in all. The phrase I often use when talking about Watkins to those who grew up with Watkins products in their homes is, "*it's not your daddy's Watkins anymore – it's even better!*" I'll explain why later.

If you're looking for a business opportunity that has the potential to make you a healthy six-figure income in 3 to 5 years of committed part-time work, then keep reading. The great thing about the Watkins home-based business opportunity is that you get out of it what you put into it. So whether you want to make a few hundred dollars a month, several thousand dollars per month or tens of thousands of dollars per month, all are possible, but all are limited by how much time, effort, drive, desire



and determination you decide to commit to your *new home business*.

I want you to be honest and ask yourself, “*How many people have I ever met in my entire life that found a way to make a lot of money doing nothing?*”

I’m certain your answer was “*none.*” Even though Watkins, like any good business, will require planning and commitment to succeed, the Watkins home-business opportunity has numerous attributes that make reaching success with Watkins a really fun ride. Consider just a sprinkling of the attributes and benefits that make America’s top home-based business opportunity exciting and magical for folks like me:

- Your Watkins business can be started part-time and evolve into a full-time business if you continue to promote its growth.
- You can make a six-figure income while still running it as a part-time, second-income enterprise.
- It is a business you can conduct jointly with your spouse, giving you more time to be together and more joy in your lives. In fact, many of our most successful associates are husband and wife teams that started with one spouse conducting the business, only to be joined later by the other spouse when his or her eyes were opened by the power and magnitude of the Watkins financial compensation model.
- The moneymaking potential of the Watkins business model is not limited by your education or business experience, but how much effort you wish to put into running your home business. Whether you’re a stay-at-home mom with a G.E.D. certificate or a savvy corporate executive with an Ivy League MBA, you will find that Watkins offers everyone an equal opportunity to build a home business that has outstanding earnings potential.



Granted, the seasoned corporate executive has the experience and business know-how to substantially increase his odds of building a larger Watkins sales organization, and hence, greater

level of income. But some of our most successful associates are stay-at-home moms, widows and retirees with no college experience. Their success is largely driven by their belief in Watkins and Watkins products and a love for the service they're doing for others when they have the opportunity to introduce them to Watkins and Watkins products.

The first chapter of this book is almost over. In it, I've introduced you briefly to the company, talked casually about the power of the Watkins compensation model and been forthright about why I'm giving this book away freely. At this point I could direct you to a signup form and a very small percentage of readers might opt to join Watkins. But there is much more to tell you and much more you need to know if you're serious about launching a home-based business, increasing your income and improving your life.

I don't know if you believe in faith or not, but I firmly believe that faith is what led you to my book. Yet now that you have it before your eyes and have a hint of what this book is about, it is not faith that will determine whether you continue reading this book or not, but rather what your mind is thinking at this very minute – which is a combination of wisdom and your gut reaction. I hope, that by demonstrating I am not a high-pressure sales person, not full of hype and bull, and not claiming to make you instantly rich overnight, you'll come to respect and appreciate the level of honesty and sincerity I demonstrate in my writing, and make the decision to read this book in its entirety.



When you chose to download this book or receive it from a friend, you did so because you have a need in your life that you have interpreted to be a financial need. You've summed it up as "needing to make more money." But in reality, the need for more money is simply a need to solve other issues and problems in our lives. The following list represents examples of the differences that a Watkins home-based business can make in your life. Please look at the list below and see if any items on the list represent dreams or needs a Watkins business could solve for you.

A Watkins home based business could be the difference between:

- You living in debt or living debt free.
- Your children going to public school or private school.

- You driving a new car or a used car.
- You renting an apartment or buying your own house.
- You being a one-car family or a two-car family.
- You paying taxes every year or getting a tax refund.
- Your being able to see all of your children's sporting events or not.
- You taking your children to and from school or having them ride the bus.
- You being at home when your children come home from school or not.
- You're a full-time role model for your children or a part-time role model.
- You being able to afford family medical insurance or not.
- You owing a second home or not.
- You taking family vacations to exotic places or not.
- You being able to buy new clothes regularly or not.
- You dining at nice restaurants or at fast food establishments.
- You having a savings account or not.
- You having a retirement account or not.
- You having extra cash to give to your church and charities or not.



Chapter 2: Who Am I, and Why Should You Believe Me?

It's only fair that you should be wondering, "Who is Craig Whitley and why should I believe this guy?" The short answer is I'm a professional business consultant with many



years of experience in founding, building and managing companies. I'm also an Independent Watkins Associate and member of the Summit Group, a downline sales organization with about 6,000 Watkins associates in its membership. The Summit Group was founded Steve and Ginny Bretzke, one of the most successful husband and wife sales teams to ever represent Watkins. Should you elect to join Watkins with me as your sponsor, you will automatically become a member of the Summit Group as well, and enjoy the many privileges of Summit Group membership (discussed later in Chapter 18).

As a professional business consultant, I have been analyzing businesses for many years. Using professional methodologies and techniques honed over the past 20 years, I analyzed many work from home business opportunities before joining Watkins. Thus, when I refer to Watkins as a first-class company and the top home-based business opportunity in America, my opinion is not only that of a Watkins associate, but that of a trained business consultant that has analyzed companies and business operations for many years.

It's also important to point out that I'm considered by many of my peers to be an expert in e-commerce and Internet marketing. As such, I quickly recognized the huge online marketing and sales potential of a Watkins business, given the number of consumer products Watkins associates can sell and the ability for customers to place orders through me online. My expertise in this area will prove invaluable to you if you opt to use online marketing methods to promote your Watkins business (see Chapter 19 for more details on what I offer all associates that join Watkins under me).

Throughout this book I will share bits and pieces of information about myself so you'll get to know me better and understand why others call me a great mentor. But more importantly, it helps to know the person you choose to be your sponsor and mentor in Watkins. Having a great manager and leader that truly cares about your success can play a very important role in you becoming successful in Watkins quickly. I'm convinced I have the business savvy, marketing skills and mentoring abilities that, when combined with the tools and resources offered by both me and the Summit Group, will greatly assist you in building a highly successful Watkins business of your own.



If you decide to be a Watkins associate we will be **partners** of sorts. For I will not only be your sponsor in Watkins, but the person you will come to depend on most during your training period. I'll be on the front line, so to speak, answering your questions about the business, offering tips, advice and opinions to help you succeed in Watkins. I'm sure you'll agree that is far better to have some knowledge of the person you're depending upon for leadership than to sign up blindly under someone you know very little about. Thus, when I speak of myself, my background and qualifications, please understand that I'm not an egomaniac or "all full of myself" as we say in the South, I'm merely offering this information to give you confidence in the abilities and qualifications of the person you would be choosing to be your leader, friend and mentor if you decide to join Watkins.

My Early Years

I'm a native of Louisiana, born in the small paper mill town of Bastrop, Louisiana. My father was an accountant at the mill, which was owned by International Paper Company.



When I was 2 years old my father received a promotion that required our family relocating to Kansas City, Missouri. When I was 4, my father had an accident that resulted in head trauma. Not able to work for a while, my father resigned from his job and our family moved back to Louisiana to live on my maternal

grandparents small 32-acre farm, in the small Western Louisiana town of Anacoco, population 500.

Thus, I grew up as a farm boy, planting and harvesting practically everything you can imagine: corn, numerous varieties of peas and beans, carrots, lettuce, watermelons, tomatoes, cantaloupes, red potatoes, Irish potatoes, yams, squash, okra, oats and more. I was basically my Grandfather Brown's gopher, helping him plow the fields, plant and pick the crops and tend after 38 head of cattle and hundreds of hogs we raised on nearby properties.

I loved life on the farm, having the opportunity to learn so much about nature and the outdoors, hunting, fishing and playing baseball and basketball in a small town. Life was slow and simple. The biggest entertainment in our lives was my Little League baseball games and the monthly visit of our Watkins man.

Despite the comfort and warmth of growing up in a small country town in the Deep South, I always pictured myself a city boy and grew up daydreaming of fame in the business world and living in the Big Apple. I graduated valedictorian of my high school class and set out to conquer the world, quickly grabbing 2 college degrees in 4 years.

My Education

As for my education, I have two Bachelor of Science degrees, one in Chemistry and one in Zoology, from Northwestern State University (Louisiana). I've also completed MBA studies at the University of Houston.

Given my technical degrees one would think I might be a bit of a nerd with lack of sales and marketing skills. Such is not the case. I have an expressive and creative personality, an enthusiastic entrepreneurial spirit and a "never quit, never accept failure" attitude that motivates and drives me daily.

Granted, the technical side of me contributes to my analytical approach to studying a company like Watkins in great detail before opting to become an associate. But it's my creative juices, sales and marketing talents and management skills that take over when my business analysis is completed and analyzed.

In fact, as soon as I digested my analytical analysis of Watkins, I shifted into creative mode immediately and quickly proclaimed, “I can hit this one out of the park, just throw me the pitch.” I knew almost instantly that I possessed the skills to build a successful marketing model for Watkins products that me and my downline associates could follow to produce numerous successful home based businesses.

My Family

I’m 59 years old and happily married with four children. My wife Jonette and I have two sons and two daughters. Our two sons, Scott (age 27) and John (age 25), work in the energy business like me. John is married and lives in Indiana. He and his wife Brenda have one daughter (Lexy). Scott and Marina (age 21) live in Houston. Marina attends college and is majoring in Graphic Design. Our youngest daughter, Katerina, goes by the nickname Katia. Katia is 12 years old and is the only child we still have at home. We adopted Marina and Katia from Russia in 1999. They were 13 and 3 years old at the time of their adoption.

Katia is a fantastic athlete and keeps me young by insisting I play softball with her regularly. I stay banged up with bruises and sprained thumbs and fingers from trying to serve as Katia’s catcher almost every evening (she’s a fast pitch softball pitcher). I see the day fast approaching where my reflexes will not be fast enough to handle her arm speed.

Jonette is a second generation Italian-American. Her grandparents on both sides of her family emigrated from Sicily to the U.S. in the early 1900’s. Jonette graduated summa cum laude from Texas A&M, with double majors in History and English. Yes, I hate to admit it, but this Louisiana Cajun boy that grew up on a steady diet of LSU Tiger football, ended up marrying a 14-carot card-toting Texas Aggie. But unlike most ladies who detest football, I have a wife that calls football her favorite sport and enjoys watching NFL games with me on Sunday’s.

We’re very active members of the Catholic Church and regularly participate in numerous church activities and many charitable causes managed by various councils in our

church. I recently served a term as Grand Knight of our church's council of the Knights of Columbus -- a Catholic men's organization that raises money for numerous charitable causes.

My Business Experience

After graduating from college with degrees in Chemistry and Zoology I began a 38-year career in the energy and petrochemical industry as an Analytical Chemist with an



aerosol propellant company. I quickly rose through the ranks of the company, holding management positions in technical services, followed by sales and operations. By the age of 26 I had become Vice President of Operations, responsible for managing 123 employees and overseeing all of our manufacturing and distribution centers. Needless to say, it was a huge jump from growing up poor and living on a farm just 9 years earlier.

During the same year I turned 26 I proposed a new business venture to the owners of the propellant company I worked for, based on my desire to form an energy trading company, specializing in buying, selling and transporting natural gas liquids (i.e., propane and butane). Starting with nothing more than an idea, belief in my sales and marketing abilities and a capital investment of \$88,000 approved by our Board of Directors, I founded a sister corporation called Aero Energy.

I was promoted to Executive Vice President and essentially ran the operations of both the propellant and trading companies, which functioned as two sister corporations. The new trading company was profitable from the beginning and grew rapidly. . . By year 5 we had grown to \$160 million dollars per year in sales and making \$2.5 million dollars per year in profits.

In 1978 I was only 30 years old and already making \$100,000 per year. This easily placed me in the top 1% earnings bracket of the city I lived in at the time – Shreveport, Louisiana. But making so much money for other people, using my skill sets to implement my ideas and strategies, while not owning so much as one share of stock, began to eat at me. I was also experiencing job burnout for the first time in my life. I couldn't see myself going

any higher in either organization because the President of both companies was one of the company's owners.

Looking back, I was young, brash, naïve and cocky at the time. I felt invincible at times. But neither my success nor my high salary was enough to keep me happy. My entrepreneurial spirit was tugging at me to run my own business. By the age of 32 I made that dream come true. I was able to raise \$2 million of financial guarantees from two private energy firms and founded an energy trading partnership called Trio Energy Company. I was the General Partner of the partnership and owned 20% of the company.

Trio's first year sales were outstanding - topping \$46 million dollars. Profits during that first year were approximately \$250,000. Trio did very well for almost 3 years. Our industry went through a difficult time and 3 companies that owed me \$500,000 declared bankruptcy. I never recovered any of the monies they owed me. Suddenly, at the age of 34 I found myself struggling with something I had never experienced before – financial failure. That invincible feeling I once had escaped as quickly as air from a burst balloon.

My partners in the business became concerned and saw for the first time the financial risks we encountered daily in the high-flying world of energy trading. They expressed an interest in selling our company and we successfully completed the sale in 1984 to a petroleum company in Houston, Texas.

What I still refer to as a business failure wasn't really a failure in the true sense of the word. Granted, we sold the company I founded because the losses we had incurred shook the confidence of my investors, but after sustaining these losses I was forced to cut expenses, pull out of speculative trading ventures and continue building my core business. By the time my company was sold several months later I was making \$20,000 per month in gross profits.

Selling the company I founded and having to relocate my family to a city 12 times the size of Shreveport was a difficult and bitter pill for me to swallow. Despite the profitability of my company, I knew I had made bad judgments in choosing to do business with the 3 companies who stiffed us for \$500,000. To turn things around and regain profitability I was

forced to downsize my company and lay off people I loved and respected dearly. Having to do that changed my life forever. The experience humbled me, as it changed the course of their lives and destroyed the dreams they once shared with me.

The sale of my company required me moving our family to Houston, Texas to maintain my role as President and CEO of Trio and Vice President of the parent company, Bruin Petroleum. Five years later I left Bruin to become President of an energy consulting company that was acquired by Honeywell 5 years later. Shortly before the sellout to Honeywell, I resigned from my position in 1993 to join another energy consulting firm that was founded in 1947. I remain a Senior Partner of this firm and have been with them for 15 years. I work on consulting assignments around the globe and have been to 48 countries in the past 15 years. Most of my work, however, can be done from the comfort of my office in Houston.

Contrary to what one might think, I've been able to perfect my sales and marketing skills during my 19 years in the energy consulting industry. In the consulting business we are business developers at all times, despite having very few physical products to sell. Instead, the principal product we sell is our time, sold in the form of billable hours and consulting fees.

As you can imagine, it is very difficult to leverage one's time. You cannot sell the same hour of time twice. Unlike physical products like liniment or hand lotion, you cannot sell an hour of time over and over again. And in the consulting industry, the closest thing to residuals is the hope of repeat business from a satisfied client.

God, Family and Work

Throughout my life I've been a self-motivated individual. I have always been driven to not only succeed, but to set my goals ever higher as I grew older. In the early years of my career, my personal goals almost always evolved around money and earnings. Fortunately, I've matured over the years, learning probably more from the failures I've experienced in my life than from the many successful accomplishments of my life.

Being older, and hopefully wiser, I now maintain and seek the completion of family and religious goals and hold them higher than I do my business goals, but admittedly that is sometimes difficult to stick to, as life has a way of making this difficult at times. Still, I start each day with a daily goal of putting God first, family second and my job third.

It's important to realize that without a job or income, we're not doing a great job of taking care of our family and we don't have the financial resources it often requires to help with God's work. Thus, I also enter each day knowing I have to perform a juggling act between God, family and work to keep all of them important, but shifting from one to another as life, God, family and work dictates.

Only yesterday, I left work 2 hours early to be with my wife and soon to be 12-year old daughter Katia to hold Katia's hands and take photos while she had her ears pierced for the first time. To make my presence possible I had to go into work very early for 3 days in a row so that I could meet a project deadline that was due at the same time as Katia's ear piercing. Through that juggling act I was able to keep family ahead of work when it counted most.

The true beauty in a full-time Watkins business, which is what I'm working towards building, is that I would not have had to go into work early for 3 mornings in a row to make my presence at her special event possible. Instead, if I was working full-time from home I could have told Katia, "Baby, you and Mom can make the appointment anytime you like, for Dad can go anytime." That is the freedom I'm building for myself now, and the same freedom I can help you build in your life as well.

I view my Watkins business as an essential ingredient in my life. For it provides the means, the vehicle and the path for me to once and for all achieve the freedom I've been missing throughout my life, and through that freedom I can keep my priorities for God, family and work in the right order on a more consistent basis.

More About My Personality

I am self-motivated and live by the slogan, “Focus on the next golf shot.” I’ll explain what that means to you non-golfers. In golf, the mental game, the one that is played between



the ears and not between the borders of the fairways, is just as important as a golfer’s physical game. Every golfer has several bad holes during the course of playing an 18-hole round. Even Tiger Woods has 1 or 2 bad holes in a given round. Of course, to Tiger, a bad hole may be a bogey or a missed putt, while the average golfer like myself may have several double and triple bogeys in a given round.

The average golfer lets a bad hole or a bad shot “get in his mind.” I’ve played golf with many friends and business contacts who have become so angry over a bad shot or a bad hole that they couldn’t forget it, couldn’t put it behind them, and ended up letting it destroy their entire round of play. Good, experienced golfers, have learned a lesson from this mistake and realize that when they hit a bad shot, they must forget about it immediately and focus on their next golf shot -- playing the entire round, “one golf shot at a time.” In effect, they’ve come to learn through countless bad experiences on the golf course that they will shoot lower scores by forgetting every bad shot they have immediately and quickly diverting their attention and focus to their next shot.

I point this out because it is a very important ingredient in my recipe for success. Naturally self-motivated people do far better in direct sales than persons with skeptical personalities or people that fear hearing objections or the word “no” when trying to close a sale. If you fall into that category you will benefit greatly from regularly listening to motivational tapes or CD’s and reading motivation books. Most successful sales persons regularly listen to motivational CD’s or read motivation books. Even though I’m highly self-motivated I never miss an opportunity to listen to a motivational CD or read one or two motivational books during any given year. I also point this out to you because it is far better

to have a self-motivated leader like myself, than one who comes across dejected or in a foul mood all the time.

You'll find me enthusiastic and positive almost all the time, but never over the top, never to the point that it sounds fake or phony, for my enthusiasm and love for this business is genuine. My friends will tell you I'm easy to talk to and always willing to share a story or be a mentor. Some think of me as the "wise old sage," that has a unique talent for being able to make friends at all age levels. Young people seldom feel the age gap between us. In fact, most of my friends are younger than me. I mentioned this observation to an older friend of mine recently and he said, "*Hell Craig, you're about to be 60 years old, statistically the vast majority of the world population is younger than you.*" To which I responded, "*Gee, thanks for that uplifting reminder.*" :o)

My Online Marketing Skills

Approximately 10 years ago, when the Internet as we know it was still young and had only been available to the public for about 4 years, I began to explore the world of Internet marketing, learning how to program in HTML and building websites. My first few sites were built on free hosting platforms like Tripod.com.

Eventually I broke out and started acquiring my own domain names, paying for hosting services and creating content sites. One of my first sites was Tourette-Syndrome.com at <http://www.tourette-syndrome.com>. It was built as a labor of love for my son John, who suffered from Tourette Trifecta, a combination of Tourette Syndrome, OCD and ADHD. The site quickly became very popular and soon was getting 20,000 visitors per month. The site was intended to inform others about Tourette Syndrome and to serve as an information hub to those with Tourette Syndrome.

The Tourette Syndrome website also quickly became a huge consumer of my time, as countless mothers were contacting me via email asking lengthy questions that often took many hours to answer. I still host the website today, but now allow visitors to help one

another through a message board I host for them. John's Tourette Syndrome condition, which was always considered mild, went into remission about 4 years ago.

I've shared this short story with you because it represents how I first became involved with building websites. After Tourette-Syndrome.com I began building websites aimed at the work-at-home market niche, then expanded my part time web operation to building content sites (i.e., information sites) covering numerous subjects and running Google ads on my sites to gain revenue when my website visitors would click on the Google ads I hosted on my websites. An example of a site I currently own and operate that makes money from Google ad revenue can be found at <http://www.dcdomainnames.com>.

At my peak I was running over 400 websites running Google AdSense ads. In the course of two years time I made over \$184,000 with this business model. Despite this early success, I never felt it was a business model I could count on long-term. I felt all along that I had been swept into a fad that had swiftly growing competition and my revenues would eventually plummet as others entered the market and Google continued to change and enhance its search engine algorithms. This belief later proved to be true and I found it more and more difficult to make the high level of income I had become accustomed to from this part-time work from home web enterprise.

To prove that I was able to accomplish this level of earnings from my online marketing efforts, I'm pasted a snippet summarizing my earnings from Google below. It confirms that I earned \$184,239.59 from over 5.4 million ad impressions and 882,595 ad clicks.

Totals	5,405,951	882,595			\$184,239.59
Averages	2,980	486	16.33%	\$34.08	\$101.57

The vast amount of knowledge I've gained from my online marketing experiences has made me a search engine optimization (SEO) expert. Having SEO experience is essential for success in most Internet business activities. Thus, when I learned Watkins offers e-Associate websites for processing online sales, and later discovered that the Summit Group provides its

members a free Watkins associate recruiting website, I knew instantly I had discovered a business that would benefit immediately from my online marketing experience and SEO skills. Immediately after signing up with Watkins I began to build a unique online marketing program to serve several purposes:

- Make my business and the business of any associates I recruit stand head and shoulders above other competition we have online.
- Take orders for new Watkins product sales.
- Recruit and sponsor new associates.
- Repeat this process 24/7 – 365 days per year.

The online marketing program I've built was designed to not only benefit me, but to benefit you as well, if you elect to have me sponsor you as a Watkins associate. The program I speak of is one that allows me to sell most of my Watkins products and recruit most of my Watkins associates using online marketing methods. I'm happy to say it works very well and will be taught to you if you sign up under me.

Whether you're 18 years old, a young mother with small child, a corporate executive or a retired widow, I have a unique God-given ability to communicate and relate with you. I guess that having young children and young employees in my life has kept me young for my age. By the same token, I relate well to older people because I work with people older than myself, I regularly assist my elderly mother and father who have numerous health problems and I regularly work with older people in various church-related activities.

I point out these qualities because I want to assure you that regardless your age, my age and experience can be a great asset to you. I sincerely believe I can play a very important part in your financial future if you elect to become a Watkins associate with me as your sponsor.

Chapter 3: Why Choose Watkins?

Why Did I Choose Watkins?

After reading about my life in the previous chapter I'm certain your next two questions are: "With all your success in life Craig, why did you need a second-income source and why did you choose Watkins?" Gee, I thought you would never ask! :o)

One thing about life that never changes, is change itself. Just when you think you have everything figured out, your life changes and goes in a new direction. Until a year ago I seldom thought about retirement. Mentally, I had told myself I wanted to retire at the age of



66, the generally accepted age for retirement these days, as that is when you qualify for full social security benefits. Then one day a young man in my company asked me, "When in the hell are you going to retire Craig?" I really didn't like his tone of voice or the way the question sounded. Then, only two weeks later, two younger partners in the firm asked the same question. It was the first time I realized that others were thinking of me as being near retirement age, and that I was no longer being viewed as "*one of the boys*." Instead, I was being put into the same category as some of the generally accepted "old-timers" in my firm.

These happenings caused me to think more about retirement and what retirement would be like for me, whether I was truly prepared financially, etc. Given my personality and workaholic nature, I knew two things were certain about my future retirement. First, unlike other retirees from my firm, I have no desire to become a part-time energy consultant in my retirement, because that is not retirement in my opinion. Secondly, I'm not a rocking chair and TV sort of guy. I know that when I retire I really don't want to stop working altogether, I simply want to move on to another venture, but one I can: (1) do from my home, (2) pick and choose the hours I want to work, and (3) enjoy the same income stream

I've been accustomed to fulltime, while only working part-time. Obviously, that very last point is an important criteria and one that pushed the Watkins business opportunity to the forefront of the businesses I studied. I'll elaborate more on this later.

As mentioned earlier, when growing up in rural Louisiana my family lived on my maternal grandfather's farm. We called my grandfather Papa Brown, and Papa Brown was huge lover and user of Watkins products. Just hearing the word "Watkins" evokes the most heartwarming memories and nostalgic feelings within me.

I can vividly recall as a young boy running barefoot along side the paneled truck of the "Watkins man" as he approached our house. I no longer remember his name, although he visited us monthly. Papa Brown always seemed to know when the Watkins man was coming, although he never called before his arrival. My grandfather didn't drive, thus the Watkins man likely knew he would always catch grandfather home. My sister Pam and I would sit with Papa Brown in rocking chairs on our front porch as we watched the Watkins man display his wares.

We were always totally captivated by his sales demonstrations of the Watkins man. Our eyes would be big as saucers and our minds mesmerized by the soft words of the Watkins man as he opened his big black leather case, with the Watkins logo displayed on each side in gold lettering, to unveil his product line and demonstrate the latest and greatest Watkins product. His performance was always flawless and there was never a time Papa Brown wouldn't buy at least one product.

These fond memories still evoke the smell red liniment, Petro Carbo salve, vanilla and cinnamon in my brain as if it took place yesterday. It was the 1950's and America was indeed a fun and innocent place to live. The regular visits of our Watkins man were one of the highlights of our lives. Papa Brown believed heavily in the power of Petro Carbo salve. We used it to treat every scrape, scratch, cut, puncture wound and burn any member of our family experienced.



If a triple antibacterial ointment existed in those days, we certainly didn't know about it. If it did exist, I'm certain Papa Brown would not have purchased it unless it was sold by Watkins, and even then the Watkins man himself would have had to prove it was better than Petro Carbo salve. We were a Watkins family, with Watkins vanilla, walnut and banana extracts, black pepper and cinnamon regularly used by my mother, grandmother and aunt.

At the age of 17 I went away to college. Valedictorian of my high school class, I was successful in landing a scholastic scholarship to Louisiana State University (LSU). While in college, Papa Brown's health began to deteriorate. By the time I completed college he was in a nursing home. Mom and Dad somehow lost track of the Watkins man, and being a young man enjoying a career in business, I didn't give much thought to Watkins for many years.

It was not until the mid-90's and the advent of the Internet that Watkins surfaced once again in my life. I was visiting my parents in Louisiana when my son John cut himself and required first aid. I went to Mom and Dad's medicine cabinet looking for Petro Carbo salve. Shocked to find they didn't have any on hand, I searched the Internet to find out how I could purchase Watkins online or locate a nearby dealer.

That's one of the major changes in Watkins these days. No longer does the door-to-door business model exist in the same manor it once did for Watkins. That's not to say you can't succeed at selling Watkins door-to-door, but there are many modern ways to market Watkins products that are much easier and far more successful. The image of a Watkins

dealer as a modern day peddler has been dead for years. I'll share more about ways to market Watkins later, but for now, I'll limit my comments to how I came about using Watkins again.



I went crazy when shopping for Watkins on that day. If I recall correctly, I simply called the number on the Watkins website, called them to find a local Watkins associate, and placed the order directly. I ordered two

cans of Petro Carbo salve (one for me and one for my parents), red liniment, white liniment, double-strength vanilla for both households, cinnamon, and several more products. I was like a kid in a candy shop, happy to find an old friend and happy to bring visions of Papa Brown and the Watkins man back into my life again.

For the next few years I occasionally thought and wondered about the Watkins business model and their compensation plan. But the thought would soon fade away without me making a mental note to check it out. It was not until 2007, when my younger business partners ruffled my feathers with talk of my retirement, that I decided to commence a personal study of home-based business opportunities that included a review of Watkins.

The Research That Led Me to Watkins

As noted previously, I'm a professional business consultant, with 19 years of experience analyzing companies, their business models, their management, what drives their success, how well they perform in certain markets, etc. Thus, I was "in my zone," as one would say, when I decided to begin researching home-based business opportunities I could start part-time and build into a fulltime six-figure income by the time I retire in 6 years or less.



I'm accustomed to earning a significant six-figure income annually, so the compensation component of my criteria list was set high. Specifically, I was in search for a business that could earn me six figures in 3 to 5 years working part-time, with a minimum level of \$300,000 per year in 6 or 7 years after I opt to go with it full-time.

When defining the opportunity I was looking for my definition for "full-time" was not 40 hours per week. Instead, I defined full-time as 20 to 25 hours per week -- about double the amount of time I would put into the new venture when working it part-time as a second income source. If anything requires 40 or more hours of your time you're (1) not retired, and (2) have little freedom in your life.

It never ceases to amaze me how people, old and young alike, are always looking for the next new fad or some revolutionary idea when it comes to making money. It's what my

Dad refers to as "The next Big Deal." The old saying "*You can't see the forest for the*



trees" always comes to mind when I see someone pass on the idea of joining Watkins. They frequently use excuses like . . . "Watkins has been around far too long, I'm looking for a startup company so I can get in on the ground floor," . . . "I'm looking for something new and hip," . . . "There are

many other products like these," or "if Watkins is such a good deal, how come I've never heard about it?"

The thing that people who share this point of view often overlook is that Watkins must be doing something right to remain in business for 140 years. What I try to point out to new prospects, even those that are skeptical about **any** company in the network marketing business, is the need to conduct their own due diligence. After all, I would much rather see you joining Watkins because you became personally convinced that Watkins is the right opportunity for you, rather than relying on a strong sales pitch from me or someone else to convince you. History has demonstrated over and over again that a person is much more likely to start a new business motivated with a sense of purpose, vigor, drive and determination that will carry them through to success "*if they were convinced it would work before they ever started.*"

Watkins Stands for Endless Integrity

Since joining Watkins I have been fortunate to hear recordings of presentations made by Irwin and Mark Jacobs, Chairman and President of Watkins, Incorporated and have become even more impressed than I ever thought possible with this fine company. Both Irwin and Mark are adamant about the importance of being honest when discussing our unique home-business opportunity with prospects. They emphasize that although one can make a lot of money representing Watkins, it is not a "get rich quick" opportunity, but rather an opportunity that does provide terrific income potential for those willing to invest the time and effort it takes to continuously grow their respective Watkins businesses.

After hearing the remarkable candidness and honesty that comes from every sentence Mr. Jacobs utters in every speech he delivers, I have become immensely proud to represent Watkins and it makes meeting the public and discussing Watkins products easier for me than I could have imagined. We have a great company managed by concerned and caring leaders.

On a daily basis, 50,000 Watkins associates are regularly proving we can build a bigger, more successful company without having to use hype, inflated statements or promises we can't keep. Instead, just like 140 years ago when Mr. Watkins was the only sales person in our company, we're building our Watkins businesses based on the strength and quality of the products, our service to our customers and a superb code of ethics that demand we represent each product and ourselves in a professional, trusting and respectful manner at all times.

How many times in your life have you come across a salesman, particularly from a network marketing company, that made you feel like you needed to take a shower after being



around them for 5 minutes because there was so much bull and hype in his sales delivery? I know I've come across more than my fair share in my lifetime. You'll never have a Watkins associate make you feel that way. Watkins is a class act, the oldest company in the network marketing industry and a leader in their field for a reason – namely, they produce quality products and handle and treat both their customers and their

associates like family. Watkins customers buy Watkins products because they want to, and because they need them -- not because they're forced to buy them by a pushy over-the-top sales person.

Dare to Take My Challenge

If you're interested in joining a network marketing or direct sales company, and are skeptical about representing Watkins or selling Watkins products, I offer you the same challenge I made to myself during my research. Namely, make a list of what's important to you and answer the questions. I can greatly assist you in that effort by providing you the list I made, and seeing if they are important to you also.

Simply take the time to properly research and answer the 15 simple questions I have provided on the following page. They are same 15 questions I asked myself. In the next chapter I'll provide my answers to the same questions for you to use as you wish. I firmly



believe that if you conduct the proper due diligence and research, it is virtually impossible for you to join any company other than Watkins. The 15 questions I recommend you find answers to are as follows:

1. How long has the company been in business?
2. How good is the company's reputation?
3. How good is the company's management?
4. How good is the company's line of products -- in terms of quality, standards and meeting the needs of consumers?
5. Will the company stand behind its line of products?
6. How large is the company's line of products?
7. What is the likelihood that the products will be consumed and re-ordered?
8. What is the likelihood that new sales will come from word-of-mouth orders and testimonials by your customer base to others?
9. How good is the company's compensation plan?

10. Does the company offer new associates training and educational materials to help them launch successful businesses?
11. How big can your territory be?
12. How strong is your upline and what type of support and service can you get from your sponsor and upline?
13. Will the company offer you website(s) to market your home-based business?
14. Will there be substantial income tax deductions and benefits derived from this business?
15. Lastly, and most importantly, "When you think of the company or the company's representatives, do the words or phrases "over-hyped, deceptive, high-pressure, embellishment, ra-ra mentality, B.S., deceitful, get-rich-quick, etc." ever cross your mind?"



I can assure you that if you perform this due diligence exercise and answer each of the questions above correctly, you will cease looking for "*the next Big Deal*." You'll easily conclude that the optimum home-based business choice for you is a Watkins products business, and you'll gladly accept the opportunity to represent Watkins with tremendous pride and enthusiasm.

I'll give you a hint when it comes to speeding up your research effort. Review the final question in the list and narrow your search down to only companies that **DO NOT use these sales tactics** to be successful. Any company that has to resort to these measures has issues and problems that will either eventually take them under or turn you away from them sooner or later. There is no hype when it comes to Watkins. It may not be the next *Big Deal*, but it still remains the ***Real Deal*** for folks like you and me -- 140 years after the company's founding!

If you're not good at searching for facts online, I'm happy to share with you my own answers to the 15 questions in the next chapter. I'm certain my answers will include some

information about this great company that you were not aware of before now. Perhaps my own answers to these questions will assist you in determining if this home-based business opportunity is the right business opportunity for you also.

Feel free to drop me an email at craig@watpros.com if you have any questions regarding the Watkins home-based business opportunity that are not included in my list of 15.

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Chapter 4

Putting Watkins Under the Microscope

Although I encourage you to perform your personal research on Watkins, actually challenging you to find your own answers to the list of 15 questions I used when reviewing numerous work-from-home business opportunities, I think its only fair that I let you know what I founded and concluded. After all, given the fact that I've concluded that Watkins is America's top home-based business opportunity, it is only right that you should know what supporting evidence I have to support my conclusions.

I didn't include this chapter in my first draft of this book because I didn't want to taint your mind, but instead preferred you come to your conclusion about Watkins being a great home-based business opportunity on your own. However, I gave a draft copy of this book to 3 friends and business acquaintances to review before I called it completed and all 3 came back asking, "Well what were your answers to the 15 questions, Craig?" and "Why didn't you reveal your answers to the questions that you established as your criteria?"

All three friends suggested that the book would not be complete without the addition of this chapter. I've titled this chapter "*Putting Watkins Under the Microscope*" because I felt that "*Conclusions from My Research Project – My Personal Answers to the List of 15 Questions,*" which is what this chapter is really about, was simply far too long for a chapter title.

Before providing my personal answers to my list of 15 questions I would like to draw your attention to a disclaimer I have at the end of this book. Being a business consultant, I do this more out of habit, but it's always a wise thing to do during this day and age. For no matter how great an opportunity might be, the measure of its greatness is not only in the eyes of the beholder, but its outcome for any individual is a variable -- varying from one person to the next based on the effort and time they put into the business, their talents, skills, circle of friends and contacts, personality type, personal needs and level of desire, determination,

fortitude, patience, motivation, need, heart, organizational skills, management skills and extracurricular activities, just to name a few.

My Personal Answers to the List of 15 Questions

Note: Each of the 15 questions will be illustrated in black bold-faced wording, while my answers will be illustrated in blue bold italics.

Question 1: How long has the company been in business?

Answer: Easy, 140 years. Watkins, Incorporated was founded in 1868



by Mr. Joseph Ray Watkins as the J.R. Watkins Medical Company. He started the company from the kitchen of his family home in Plainview, Minnesota with a single product, red liniment, which he branded as Dr. Ward's Liniment. He printed a mark on the bottle and labeled it a "trial mark bottle," and founded the first-ever money-back guarantee. He believed so much in his product that he told people that they could try the product down to the trial mark line and if they were not completely satisfied with the product, he would offer them a full refund of their money. Thus, from its very beginning, the Watkins company has always marketed with honesty and integrity and made products that worked. Today, the company still offers a money-back guarantee on all products we sell. Watkins even offers a money-back guarantee on its \$39.95 new associate sales kit. By 1875 Mr. Watkins sales of red liniment outgrew the manufacturing capabilities of his home. It was then that he decided to move the company to the location of its current headquarters in Winona, Minnesota – then a large booming lumber town with 5 railroads and a large port on the Mississippi River. Yes, the Watkins history is very rich and enjoyable to read. I challenge you to find an older company that will give you the opportunity to represent them.

Question 2: How good is the company's reputation?

Answer: *Watkins has an impeccable, outstanding reputation that, like the company, is 140 years old. But let's be fair here. The true answer is Watkins has an outstanding reputation with anyone who is familiar with Watkins or ever used*

Watkins products. A few short years ago Watkins management hired an outside business consultant



to review the company and make recommendations on how to build a stronger, even more successful company. The consultant did a survey and determined that only 1 out of 22 American households was familiar with Watkins. In the 1940's and 1950's the Watkins brand had a much

higher recognition because it used a different business model with 135 district offices or stores around the country, and thousands of door-to-door salesmen calling on the public. I for one see great value in the consultant's findings. Allow me to explain. The way I see it is I can represent a 140-year old company with 350 different products with a great reputation that only 1 out



of 22 households knows about. This is a huge positive. For it means there is a lot of fertile ground to be plowed, the marketplace is not saturated. It's even better than a ground-floor opportunity. I took the total population of the U.S. and Canada and divided it by 50,000 Watkins associates. That revealed there are only 1½ (i.e., 1.5) Watkins associates for every 10,000 residents in North America. You see what I

mean by fertile ground? This is huge benefit for anyone who joins Watkins.

Question 3: How good is the company's management?

Answer: Watkins, Incorporated was founded in 1868 by Joseph Ray Watkins. Mr. Watkins died in 1911. Both before his death and afterwards the company was managed by Watkins family descendents until 1978, when it was sold to Minneapolis entrepreneur and multi-millionaire Mr. Irwin L. Jacobs. Mr. Jacobs is CEO of several large corporations, including Genmar Holdings, Inc. the world's largest



pleasure boat manufacturer. He began Genmar in the 1970's with the acquisition of Larson Marine, the oldest boat manufacturing company in America at the time of his acquisition. Genmar Holdings represents the combined business of 13 different boat manufacturers that Mr. Jacobs has

acquired over the years. Mr. Jacobs started his career working in his father's business, Northwestern Bag, Co. At the age of 33 he purchased the ailing Grain Belt (beer) in 1975 for \$4.1 million with his company I.J. Enterprises. Shortly after his acquisition of the firm Mr. Jacobs liquidated the company and sold the Grain Belt brand a few months later to G. Heileman Brewing Company and profited \$4 million (The Wall Street Journal July 30 1980). He later sold the property with the brewery to the City of Minneapolis in 1989 for \$4.85 million (Star Tribune 18 February 1989).

Irwin Jacobs has owned and/or founded many businesses in his life. His current business interests include: Watkins Incorporated, Genmar Holdings, Jacobs Trading and FLW Outdoors.

Mr. Jacobs founded FLW Outdoors, the parent organization of the Wal-Mart FLW Tour, a series of sportfishing tours best know for its bass

fishing tournaments, which were developed with an eye toward media coverage in general, and television coverage in particular. Watkins is a sponsor of the FLW tour.

Mr. Jacobs saved Watkins from bankruptcy in 1978. Before his acquisition the company had finally fallen into the hands of Watkins family descendents whose management skills and abilities lacked the experience, wisdom and talents of their predecessors. Under Mr. Jacobs' leadership Watkins sales quadrupled from 1978 to 1990. By 1999 the Watkins products line totaled 350 products.

The company is stronger today than ever before, thanks to the



leadership of Mr. Irwin L. Jacobs, who serves as Chairman of the Board of Watkins, and his son Mark Jacobs, who is President and CEO of the company. Mark was only 14 years old when his father purchased Watkins. You might say that Mark grew up with Watkins and was a Watkins salesman before becoming part of the Watkins management team and working his way up through the ranks to President and CEO of the company. All one needs to do is hear one of the many famous speeches that Irwin or Mark have made at Watkins International Business Conferences to know that these two great leaders are not only passionate about the products they manufacture, but they have wonderful family values and live by a personal code of ethics that they follow daily and pass on to every Watkins associate on a regular basis.

Mark and Irwin emphasize that all associates are expected to be honest and forthright when selling Watkins products and recruiting new Watkins associates. Irwin talks often about the value system his hard-working father taught him growing up in the bag business, buying and reselling grain bags. He points out that although we have the

opportunity to build a six-figure income selling Watkins and many have done so, we should never sell the company as a “get-rich quick” business, for just like any business we will get out of it what we put into it.

One cannot be around Irwin and Mark Jacobs for very long without developing an immense appreciation for their honesty and feeling the appreciation and concern they have for their products, their customers and their associates. You don’t have to be a Watkins associate for very long to realize you couldn’t have picked a brighter, more caring owner and management.

Mr. Jacobs has put Watkins back on the map again and the network marketing business model has placed the company on solid ground, giving all Watkins associates the opportunity to make far more money than the door-to-door Watkins salesmen of the 40’s, 50’s and 60’s could have ever dreamed of making.

Question 4: How good is the company's line of products -- in terms of quality, standards and meeting the needs of consumers?

Answer: Since 1868, Watkins has been producing and distributing superior quality Over The Counter (OTC) remedies such as salve, liniments, cough/cold products etc. in the United States and Canada



through its direct selling company, which is one of the largest in the world. Watkins was one of the first U.S. Food and Drug Administration registered establishments.

Watkins blended natural ingredients, combined with cutting-edge science, have been successfully sold through catalog,

direct sellers and the Internet. Watkins product line includes tried and proven pain-relief remedies, anti-aging botanicals for skincare, nutritional products and dietary supplements, gourmet ingredients (with the best natural extracts and spices), earth-friendly cleaning products and general lotions and potions for personal care.

The Watkins' entire product line received superlative reviews for packaging, quality and range from visitors from more than 24 countries at the Gulf Beauty Show held in Dubai, United Arab Emirates in May 2004.

Watkins products are made to very high standards. Once you become a Watkins associate and begin reading and learning more about its extensive line of products you quickly learn that each product has standards and strict specifications that were developed after extensive research and after considerable planning to ensure they are “best in class” when compared to their competition. In other words, Watkins research scientists perform extensive research of medical studies and scientific documents, compare specifications of competitive products and then design products that meet or exceed the competition.

Case in point, take Centrum[®], American’s leading multi-vitamin in terms of popularity and total sales volume. Centrum With Lutein[®] contains 250 mcg (micrograms) of lutein. Lutein has made the news a lot over the past couple of years because medical studies confirm it improves vision. However, Centrum With Lutein[®] does not have the lutein levels the medical studies claim are required to improve vision.

Watkins Eye Care Formula has 5.5 mg (milligrams) of lutein and zeaxanthin blend, which contains the minimum level of lutein medical studies claim are required to improve vision. This is what I mean about using extensive research to support every formula of their supplements

line to ensure they are designed to work properly and meet or beat the competition.

Question 5: Will the company stand behind its line of products?



Answer: Watkins still stands behind the same money-back guarantee that Mr. Watkins invented in 1868, offering a money-back guarantee on every product it manufacturers and sells, including the new associate sales kit. The company became world famous for inventing the money-back guarantee. Thus, it only stands to reason that it has no plans to ever pull away from it.

Question 6: How large is the company's line of products?

Answer: The product line tops 350 different products in several major consumer categories. A complete list of current products sold by Watkins follows at the end of this book in the reference section. A brief outline and description of the complete products line is also provided in Chapter 8 of this book.

Question 7: What is the likelihood that the products will be consumed and re-ordered?

Answer: *I'll be very candid with you and let you in on a secret. This is an extremely important question and one that always has to be answered "very consumable and highly likely to be re-ordered" anytime*



you're looking at selling products for a network marketing company. If you find that you can't answer this question positively, keep searching for another network marketing company. Two big reasons many network marketing companies fail is because they either (1) don't have a broad enough line of products, and (2) they produce products that don't sell via word of mouth or instill a

desire to reorder (i.e., continue using). These days, there are far too many juice products sold via network marketing that can only be sold successfully by pushy sales persons and high pressure selling tactics. Such is not the case with Watkins products. Watkins manufactures numerous products that people use every day in their homes. Once they completely consume a Watkins product they are highly likely to reorder the product because (1) the products work, (2) the consumer finds the product to be better than competitive products and (3) many customers develop a close bond, what I call a "warm and fuzzy feeling" about our products. Many people have used Watkins products for years and have the same nostalgic love for the company's product line that led me back to Watkins. We get countless testimonials from people about the quality of our products and how well they work.

Let's face it, if you have to always make a big sales pitch every time you need a customer to order, what are the chances they are going to

develop a close relationship with you and remain a long-term customer? Not a very high probability, right? This is not the case with Watkins products. In fact, many of our sales are made by simply passing out catalogs to friends, families and co-workers, having them order, then reorder again and again, trying new products and reordering ones that are consumed.

The secret of having a network marketing company that works and has a long lifetime, is producing consumable products, for with consumable products you'll have associates that you recruit who will use the products personally over and over again, not because they have too, but because they want to, and most importantly, you'll have customers that will do the same.

Question 8: What is the likelihood that new sales will come from word-of-mouth orders and testimonials by your customer base to others?

Answer: I've more or less answered this in the previous question. The answer is there is a high likelihood. But to prove it, consider what the bulk of the Watkins product line is and ask yourself, are these products (1) used in the home or used personally, and (2) are they consumable products that will likely be reordered. The major product lines are:



- *Flavorings and extracts like vanilla, banana, caramel, butter, coconut, peppermint, orange, almond, maple, peach, lemon, etc.*
- *Spices like cinnamon, oregano, sage, dill, rosemary, thyme, cilantro, cloves, basil, chili powder, cumin, paprika, parsley, nutmeg, etc.*
- *Seasonings like black pepper, sea salt, flavored salts, Blazin' Cajun, etc.*

- *Home cleaning products like laundry detergent, dishwashing liquid, window cleaner, liquid hand soap, tub and tile cleaner, toilet bowl cleaner, Bio-Drain opener, etc.*
- *Personal care and beauty products like hand lotions, foot lotions, body mists, bath salts, shampoo, hair conditioner, body creams, hand and cuticle salve, body oils, foot care products, etc.*
- *Vitamins and nutritional supplements like Superfood Multiple vitamins, children's chewable vitamins, Mood Plus, Brain Plus, Osteogen (calcium supplement), Balanced Ginseng, Female Formula, Eye Care, Aloe Vera juice, Linimax (for joint pain), Garlic Oil, etc.*
- *First aid and medicinal products like Petro Carbo salve, Watkins red liniment, Watkins white cream liniment, Menthol Camphor, Supercold Cough medicine, menthol drops, Warming Analgesic balm, pain relief spray, pain relief burn cream, menthol rub, cough syrup and decongestant, Beef Iron and Wine tonic and Icy Blue menthol gel.*
- *Home care products like room fresheners and insect repellents.*
- *Weight management products like Soynilla, Thera Trim and Reduce Plus.*

Question 9: How good is the company's compensation plan?



Answer: *The compensation plan is outstanding. You start from day one with a 25% commission on all personal sales that can increase up to 39% with bonuses as your downline and the total sales volume of your downline grows. The compensation*

plan pays on up to 4 levels of associates under you (i.e., your downline). A complete, detailed outline of the compensation plan is provided in the reference section at the end of this book.

Question 10: Does the company and/or its upline leadership group offer new associates training and educational materials to help them launch successful businesses?

Answer: Yes, Watkins provides training CD's and pamphlets for associates covering many different subjects. These training aids are very reasonably priced. For example, the training CD's are priced at only \$2.00 each. These training and educational aids are designed to help you launch a successful Watkins home-based business, sell more products and sponsor more associates.

In addition to what Watkins has to offer in the form of training, the Summit Group of Watkins associates provides its members a free online resource center for training all Summit Group members, both new and old. The Summit Group can be thought of as your upline if you join Watkins through me. To become a member of the Summit Group you simply need to have a Summit Group member like myself become your sponsor in Watkins. Once you become a member of the Summit Group, any person you successfully recruit (and sponsor) will also become a member of the Summit Group and enjoy the benefits of Summit Group membership, which includes many training tools and resources.

The Summit Group training website at TSGnet.com is a password-protected, members-only training center that is chocked full of tutorials, training aids, articles, audio files, a message board, sales statistics of our leaders and much more. As a member of my Watkins downline, when you sign up with Watkins through links in this ebook, from my

website, or from my personal Summit Group recruiting website, you will also become a Summit Group member and have access to our online training site. I promise you, there is so much information on the training site you can literally spend several days digesting the wealth of training information the Summit Group offers its members.

Question 11: How big can your territory be?



***Answer:** The entire continent of North America is your sales territory. You can sell to anyone in the 50 states and Canada. Recall that you will have a WatkinsOnline.com website of your own. Anyone in North America can order from your site and you will get credit for the sale and commissions when they enter your Watkins ID number on their order. Likewise, you can also take catalog or phone orders from anyone in North America.*

Question 12: How strong is your upline and what type of support and service can you get from your sponsor and upline?

***Answer:** This is an extremely important point for several reasons, but*



they all boil down to one central reason – and that is the fact that success breeds success. It is entirely possible to join a network marketing company and be successful whether or not your upline leaders are successful or not.

Likewise, it is possible to enjoy success whether or not your upline provides training, support and advice. But people who succeed without mentorship from their upline are typically people who are naturally

gifted at sales, marketing and recruiting and have good business skills and business sense before becoming a network marketer.

The 3 Ships: However, most people lack the business savvy and experience required to “hit the ground running” without a little hand-



holding from time to time. Given that fact, you will find that successful network marketing organizations are ones that have an education and training system in place and great leaders

that provide what I call the “3 Ships” to their respective downlines (i.e., the associates they recruit).

The “3 Ships” a good upline can provide you are: mentorship, partnership and friendship. If you don’t feel you can gain the benefit of the 3 ships from your sponsor in Watkins or any other network marketing organization you should either (1) try to find a new sponsor that will provide the 3 ships, or (2) try to find a new network marketing company or business opportunity that provides the 3 ships.

Allow me to explain. First I will need to provide you some background information to allow you to know who your upline leaders would be if you joined Watkins. Then I’ll tie the 3 Ships into the picture and give you a few things to consider about the importance of your upline, our commitment to the 3 ships and the role of the Summit Group.

Your Upline: When you join Watkins as a Watkins associate you will be signing up under another Watkins associate called your sponsor. For



example, if you sign up with Watkins from links within this ebook, from one of my websites, or from my Summit Group website, you will be joining Watkins with me as your sponsor. I will not only be your

sponsor, but also your immediate upline leader. “I don’t make a dime

until you make a dollar,” so it is in my best interest to see you become successful and get the training and support you need.

Your 2nd upline Watkins team will be my personal sponsors in Watkins -- David and Fran Daisey, Gold Managers with Watkins. David has been extremely helpful in my success with Watkins and is always available to back me up in the event you have a question or problem I can't answer or haven't tackled before. Once you join Watkins and obtain your unique Watkins ID number, you will be able to login to the WatkinsOnline.com website and view the contact details of the 2 upline leaders immediately above you, which would be the contact details for me and the Daisey's.

Your 3rd upline leader would be Jerry Fochtman. Jerry is a Bronze Executive with Watkins and the senior Training Manager for the Summit Group of Watkins associates. Steve and Ginny Bretzke, founders of the Summit Group and one of the most successful associate couples in Watkins history, sponsored Jerry. The Summit Group is also the largest single sales organization (i.e., downline) in Watkins.

A True Watkins Family: I might also note that Jerry Fochtman is the brother of Ginny Bretzke, Steve Bretzke's wife and partner in Watkins.



One thing you'll see a lot in Watkins is the presence of many family members that others have introduced to the Watkins home-based business opportunity. At first glance you might not give this tidbit of information a moment's thought, but stop a minute to consider the powerful statement that is made by the fact that some of Watkins most successful associate teams are multiple husband and wife teams from the same family. I believe this

fact is a powerful testimonial of what a great home-based business opportunity Watkins really is for you and me.

I can recall upon learning that many Watkins associates like the Daisey's and Bretzke's have introduced the Watkins business opportunity to family members that have gone on to build highly successful high income-earning Watkins businesses of their own, it struck me that this fact is the ultimate testimony of how great the Watkins business opportunity truly is to you and me. For, if Watkins wasn't North America's top home-based business opportunity, would Watkins associates invite and



encourage their family members to join also?" Imagine for a moment the true beauty of being able to start a work-at-home business that you can invite your son, daughter, parents, or close friends into joining – a business that allows them to set their own hours and income goals . . . build their respective businesses without interfering with your own Watkins business, but instead helping you grow your business as well. That's the power of network marketing. You do not create competitors when you introduce others to Watkins. Instead you expand your network of associates, and they not only build their own income and sales organizations but also add to your income level to boot. Imagine the joy that would come from introducing your family members to Watkins and seeing them build their own successful Watkins enterprises.

Our Commitment to the 3 Ships and You: Jerry, Dave and I take the "3 ships" seriously and are genuinely interested in your success. To demonstrate our commitment I will cover each of the "3 ships" separately, starting with mentorship.

Mentorship. Steve Bretzke created the Summit Group, the Summit Group recruiting website and the Summit Group training website



because he learned a long time ago the importance of staying in touch with your downline and providing your sales organization with resources for associate training and education, along with marketing tools and regular conference calls to assist them in selling

products and recruiting new members. Every Summit Group member receives their own free recruiting website and free membership to the Summit Group's associate training website. The training website is loaded with information, advice, selling aids, marketing tools, useful articles, an associates forum (i.e., message board), audio files, sales statistics off Summit Group members and much more. You will come back to the training site again and again because the depth and volume of information is unbelievable. Steve and Jerry are always adding something new and valuable for our members.

Steve and Jerry have passed down to all Summit Group members a business plan and sales model for you to follow that can play a huge role in your success as a Watkins associate. Your immediate upline



leader will be me, Craig Whitley. Above me, as noted earlier, are Summit Group members and Watkins Gold Managers, David and Fran Daisey. We both owe Steve and Jerry dearly for our own success in Watkins, but David, Fran and I were experts in the business world before joining Watkins and share the common goal of being Watkins leaders you can trust, respect and appreciate for our mentorship and assistance in helping you build a successful Watkins business. We know what we can do and the extent we will go to help train and lead associates that demonstrate

they are serious about building a Watkins business. Support and mentoring will be provided by me from several different fronts, including: email, my websites, my online forum, phone (when requested), Skype, my Watkins newsletter, electronic books and Powerpoint presentations. David Daisey will serve as my backup when needed. He also distributes a Watkins newsletter he writes regularly for our downline. Being a Gold Manager, there is little that David hasn't experienced or can't answer if I don't know the answer. As noted earlier, "we don't make a dime until you make a dollar," so your success with Watkins is very important to us.

Partnership: *Your Summit Group upline treats our downline members as if we're all members of a large partnership, because in successful network marketing organizations we are truly partners helping each*



other out when needed. For example, the Summit Group has a weekly conference call you can either call into each week and hear live, or login to your Summit Group training website at TSGnet.com and download audio files we keep on archive for each phone call. Thus, from Steve to Jerry, and Jerry to David and David to me, we treat every associate in our downline as a partner that is helping build our extended sales organization one day at a time, with all associates working in unison, effectively helping build their personal income levels, and at the same time contributing to the residual income stream of their upline leaders. For more info on how the compensation model works, you can review Watkins International Compensation Model in the reference section of this book.

Friendship –The Watkins network marketing business model promotes friendship, not only with your upline and downline members, but also



with other Watkins associates you will come to meet over time. We share ideas with one another, tips on selling and recruiting, stories about our families and just about anything that

friends share with friends. Within a month of my joining Watkins I found myself sharing stories about my family with my sponsor, David Daisey. My discussions and correspondence came natural, for David is a good listener and is a caring individual that is not only interested in my success, but in me as a person. We share these traits in common with one another.

I have found that through Dave and Fran Daisey's experiences, in both the business world and Watkins, they have come to understand the



importance of people's lives and lifestyles and the implications they have on a Watkins associate's business. We both understand that what goes on in the lives of our associates affects many things about their respective Watkins businesses,

including when you have time to market, the types of people you will be marketing to, the types of products you will most likely be selling to your client base, what sales methods you prefer over others, etc.

Granted, it is not essential that you become friends with your upline leaders for you to gain success on your own with Watkins. But it makes life a whole lot easier if you can think of your sponsoring associates as active mentors, partners and friends. After all, who wants to join a

business where your mentors and partners cannot come to be thought of one day as friends?

David and I look forward to becoming your mentor, partner and friend in Watkins. We're not pushy people. We don't force ourselves into your lives. We offer to help those that request help, seek guidance and desire our assistance. When you reach out to us we respond as quickly as possible. We don't use strong sales tactics or try to pressure our associates to work harder. We know from experience that if you're serious about building a successful home-based business you'll seek our advice and guidance when needed, and we'll respond as quickly as possible.

If David or I see something you may be overlooking that could make a positive difference in your Watkins business, we will contact you by email with our suggestions. If you need to talk by phone I offer a toll-free phone number (1-866-759-5158) for you to leave me messages and requests. I then follow up promptly as possible.

When you're expecting someone to assist you when you need advice, a helping hand or a sounding board to bounce new ideas off of



occasionally, its hard to be in the network marketing business for very long without coming to realize that new friendships are quickly forged with upline members who are responsive to your needs and helping you

build your Watkins business.

But this is not the only area where friendships will be formed after you begin your Watkins business. You will quickly find that many of your customers will become close friends as well – interested in you as a person and concerned for your well-being and your family.

These friendships will grow over time. You will not only be viewed as their personal “Watkins Man” or “Watkins Lady,” but you’ll be someone they come to know and trust through your concern for them as well. As such, you should treat them like friends from the beginning. They could easily become your customer for life, so think of their best interests when selling them, not in how much money you will make from them. Selling Watkins is about ongoing sales of consumable products, not about making the biggest one-time sale of your life. One thing I can assure you is this . . . if you join Watkins, the number of people in your life that you can come to count on as true friends will grow accordingly as your business grows.

Question 13: Will the company offer you website(s) to market your home-based business?

Answer: Yes, Watkins will offer you a choice of two websites, one is free and the other costs \$19.95 per month. If you sign up under me and become a member of the Summit Group, you will receive two additional websites totally free of charge. One is your Summit Group recruiting website and the second is your Summit Group training and education resources website. Lastly, if you sign up directly under me I will also offer to provide you the free- rental use of one of my domain names, a free pre-designed website template, a free web editor and content manager and free web hosting so that you can manage your own marketing site for your Watkins business. Thus, in total you will have not one, but 4 websites that will allow you to market Watkins products, recruit new Watkins associates for your downline and train and educate yourself on how to become a



better, more successful, Watkins associate. More details about each type of free website you'll receive are provided below:

- **Your FREE WatkinsOnline.com Associates Website and Web Hosting.** – When you join Watkins you will receive a free WatkinsOnline.com website similar to this one (see <http://www.watkinsonline.com>).
- **The WatkinsOnline.com e-Associate Website** – For an additional \$19.95 per month you can receive a website identical to this one (see <http://www.watkinsonline.com/whitley>), but with the exception it will have your name and Watkins ID already recorded on the front page. You may notice that this site looks identical to the first site outlined above. And that is true with one significant and important exception. For you to get credit for orders placed on the free Watkins website your customer will need to know your Watkins ID number and type it in a special place on the order form for you to get commission credits for the sale. With the Watkins e-Associate Website your Watkins ID is automatically stamped into everything on the site so that when anyone comes to your site and places an order they will not need to know or require your Watkins ID for you to get credit for the sale,
- **Your FREE Summit Group Recruiting Website and Web Hosting** – The Summit Group recruiting website is located at [TGSinfo.com](http://www.tsginfo.com). To see my free Summit Group new associate recruiting website go to <http://www.tsginfo.com/index.php?rc=CW4992> . If you choose to sign up for Watkins through me you'll get a free Watkins associate recruiting website just like the one you'll see



when you click the link above, but with your name and signature on the home page. This site is generated for you and a link to it is emailed to you within 48 hours after you sign up for Watkins on my Summit Group signup page.

- **Your FREE Summit Group Exclusive Training Website** – You will not gain free access to the Summit Group training and marketing resources website until you sign up for Watkins as a Summit Group member.



Since it's a private membership site with all the goodies located behind a password-protected area it is impossible for me to show you what it contains. But the physical URL address for the site is <http://www.tsgnet.com>. Within 48 hours of you joining Watkins as a member of the Summit Group you will receive via email our private membership login instructions (i.e., username and password) to this site.

- **Your FREE Marketing Website for Promoting Your Watkins Business and Recruiting New Watkins Associates** – provided by me, Craig Whitley. This is a unique, one-of-a-kind offer, not offered by Watkins or any other member of the Summit Group.

The Details: As an active member of my downline I will provide you “rent-free” use of one my many moneymaking themed domain names, complete with free web hosting, free web design, free email accounts and a free web content manager with text editor so that you can begin building your very own marketing and promotions site for your Watkins business. I'll teach you how to drive free web traffic you'll receive daily at your marketing website over to your free Summit Group



recruiting website and your Watkins products ordering site. This process will help you gather free leads for new associate signups, as well as free customers for new Watkins product sales.

Question 14: Will there be substantial income tax deductions and benefits derived from this business?

Answer: Yes, without a doubt. There are many income tax deductions associated with your own work-at-home business. There are also a lot of great books that will teach you what you can and cannot deduct once you start your home-based business. A few I can recommend are shown below:

1. [*JK Lasser's Small Business Taxes 2008: Your Complete Guide to a Better Bottom Line \(J K Lasser's New Rules for Small Business Taxes\)*](#) by Barbara Weltman (Paperback - Nov 27, 2007)
2. [*Small Business Taxes Made Easy: How to Increase Your Deductions, Reduce What You Owe, and Boost Your Profits*](#) by Eva Rosenberg
3. [*Tax Savvy for Small Business: Year-round Tax Strategies to Save You Money*](#) by Frederick W. Daily and Diana Fitzpatrick (Paperback - Nov 30, 2006)
4. [*Beat the Taxman 2008: Easy Ways to Save Tax in Your Small Business, 2008 Edition for the 2007 Tax Year*](#) by Stephen Thompson (Paperback - May 23, 2008)
5. [*Home Business Tax Deductions: Keep What You Earn*](#) by Stephen Fishman and Diana Fitzpatrick (Paperback - Dec 12, 2007)

Question 15: Lastly, and most importantly, "When you think of the company or the company's representatives, do the words or phrases "over-hyped, deceptive, high-pressure, embellishment, ra-ra mentality, B.S., deceitful, get-rich-quick, etc." ever cross your mind?"



Answer: *In reality, this final question should be the first question and last question you ask yourself when considering becoming a distributor or associate of any company. The correct answer to the question is obviously "No." If your research results in a "Yes" answer to this question you should drop the company like a hot potato and continue looking – settling only on companies for your consideration that you can answer "No" to this question.*

I purposely saved this question for last because I wanted to demonstrate through my answers to the first 14 questions that both Watkins and your upline leaders (i.e., myself, David Daisey and Jerry Fochtman) believe in building home-based businesses the old-fashioned way – without over-hype and without deception or high-pressure sales tactics. We never paint the Watkins business as a "get-rich-quick" opportunity, or use ra-ra cheerleading techniques and "mixers" to recruit new associates. We never take chances or steer you in a direction that might tarnish Watkins' impeccable reputation.

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Chapter 5: The Phone Call That Sealed the Deal

Consider for a minute what you've learned about me thus far and why my conclusions about Watkins should be meaningful to you. You've learned that I have 19 years experience as a professional business consultant. I regularly analyze businesses and business models for a living. No one at Watkins tried to recruit or sponsor me. Instead, I came to Watkins and asked to join, but only after I had concluded it was the best and foremost home-based business opportunity in North America.

Recall that I was investigating home-based business opportunities to settle upon a business I wanted join as a part-time associate and build the income up over a 3 to 5 year period to reach or exceed the level of six-figure income I currently enjoy as an energy consultant and partner in a major energy consulting firm.

To meet that goal, I just didn't want to join Watkins under just any given associate. My experience in founding and building businesses has taught me that the fastest way to



success is to duplicate the success of others -- what some might call a *copycat* approach to business. Thus, I was only interested in joining Watkins if I could be sponsored by a highly successful Watkins associate that would teach me the ropes quickly, candidly share what works and what doesn't work and lend me a helping hand when I needed one. I'm happy to say I was very successful in finding a sponsor that fulfilled all my goals and more. Allow me to share with you how I went about finding my sponsors, David and Fran Daisey, Gold Managers in Watkins.

I'm on the Internet almost 24/7 and many friends will tell you I'm able to research and find things online that others find impossible to locate or dig up. Once I made up my mind that Watkins was the home-based business opportunity I was looking for and I wanted

to join under someone that had enjoyed immense success with Watkins, it didn't take too much digging for me to discover that one of the most successful, if not "the" most successful associate in Watkins is a gentleman named Steve Bretzke. He and his wife Ginny have been with Watkins since 1990 and founded the Summit Group of Watkins associates. From reading various articles online I was able to determine that his downline (i.e., the Summit Group), has over 6,000 members. Now that's a huge chunk of the total group of Watkins associates, which is estimated at about 50,000 strong.

In finding out about Steve and Ginny's immense success with Watkins I also discovered that he was the founder of the Summit Group, and one of his most successful associates was his brother-in-law, Mr. Jerry Fochtman. I was able to locate pictures of both Jerry and Steve online. After giving it a lot of consideration and establishing that both of these guys have very large downlines, I then determined that it was highly probable that although they definitely had the experience and savvy to teach me the ropes, they might lack the time I wanted from the person I would choose to be my sponsor, particularly since Jerry is also the Training Director of the Summit Group. I also figured I would have access to both of them if I needed it at some point.

Looking back, I underestimated Steve and Jerry's abilities. They've always responded to my questions and needs very promptly. But having ruled them out as my sponsor at the time, the real fun began when I decided I would try to locate a successful associate sponsored by Jerry. I figured it might be akin to finding a needle in a haystack. Indeed, it took some effort to find the person I was looking for, but through a lot of online searches I discovered that Dave and Fran Daisey were extremely successful with Watkins and Jerry was their direct sponsor.



Once I discovered David I gave him a call to introduce myself and explain how (and why) I had come about finding him. He laughed and acknowledged that this was a "first" and that he'd never heard of anyone doing so much research and determining in advance whom they would like to be sponsored by. A summary of my phone conversation follows in the

next paragraph. It may very well sum up your feelings also. If they do, you and I already have something in common.

I told David in that initial conversation that I was a no-nonsense, no B.S. sort of guy. I told him that although I believed in the power of network marketing I detested most



network marketing companies because their reps were pushy, high pressure and loaded with over-hyped sales pitches and B.S. that assumed everyone they recruit just stepped off the turnip wagon. I explained that I had come to the conclusion through research that only 5 or 6 network marketing companies are worth considering or talking to, and I had decided that Watkins was one of them. I went on to tell him what my goals are and why I was considering Watkins, and asked if we could arrange a 3-way conference call between David, Jerry and I on the following Saturday, with three conditions. Those three conditions were:

- I wanted straight talk, no sugar coating or hype.
- I wanted to share with them a business model I had in mind for running a Watkins business and wanted their honest assessment of whether it would work or not. I explained that if they felt my method for building and growing a Watkins business wouldn't work, I would be on my way and thank them for their time.
- I wanted their confirmation that Watkins truly wasn't like the other companies I see in network marketing and didn't use high pressure sales tactics, lies, tricks or deceit in recruiting new members. Specifically, I wanted to hear the company's stance on these issues and examples of how they had built their own highly successful Watkins businesses.

I am pleased to say that I couldn't have been more delighted by the outcome of our conference call. Jerry, David and Watkins have not only met my goals of what I was looking for in a company and my upline, but they've far exceeded my expectations.

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Chapter 6: A Brief History of Watkins

The Birth and Rise of Watkins

Heretofore you've learned that Joseph Ray Watkins founded Watkins in Plainview, Minnesota in 1868. His first product was red liniment, the same red liniment we still sell today. In the beginning, long before Watkins became a household word, Mr. Watkins sold the red liniment product under the brand name and label, *Dr. Ward's Liniment*.

J.R. Watkins was an entrepreneur that went on to build a fortune selling liniment and numerous products he created later. He was not a doctor, but instead an entrepreneur and believer in the power of herbs to treat and cure many common ailments of the day.



Although many products in the early Watkins line can be attributed to the genius of J.R. Watkins, his first product, the very red liniment that inspired Mr. Watkins to launch his business, was actually the brainchild and invention of Dr. Richard Ward. Mr. Watkins purchased the formula and rights to the brand from Dr. Ward, who had a great product, but lacked the business savvy and sales and marketing skills of Mr. Watkins.

Watkins, the company, grew rapidly in the early 1900's and by the 1930's was the largest direct sales company in the entire world. In fact, during the Great Depression years of the 1930's Watkins actually grew in size, adding infrastructure, new regional facilities and most importantly, adding new jobs. In fact, as a result of its success during the depression, the public labeled Watkins a "depression proof company."

During the 30's and 40's Watkins built numerous regional warehouses, manufacturing facilities and retail counter stores around the country. At one point the company was growing so fast it was building a new manufacturing building on its premises every 2 years, eventually occupying an entire city block of downtown Winona. During the mist of this growth, Mr. Watkins even hired a world famous architect from Chicago named

George Maher to design a ten-story manufacturing plant at one point. This building was a marvel to behold, advanced in every aspect – the most modern manufacturing plant of its kind anywhere in the world.

At its peak in the door-to-door sales era, Watkins had 135 counter stores in the U.S. and Canada, along with manufacturing and distribution centers outside North America in South Africa, New Zealand and Australia.

Watkins was founded on the “door-to-door” direct sales model. J.R. Watkins started delivering liniment by wagon. The door-to-door model worked successfully for almost 90



years. With the exception of the World War years, most housewives could be found at home, not at work. Thus, there was usually always someone at home to call on during the daytime hours. This was long before the arrival of personal computers, so online sales were out of the question. America did not outsource its labor-intensive jobs to foreign countries. Manual labor could be found everywhere you went, particularly in rural areas.

Thus, the door-to-door, farm-to-farm, plant-to-plant sales model was an ideal way to market Watkins products.

One only has to study why J.R. Watkins moved his thriving liniment business from Plainview, Minnesota to Winona, Minnesota to realize why he was so successful early on. In the 1870's, Winona had 20,000 residents, a big city for those days, and was home of a huge lumbering business, being based on the Mississippi River. Winona also had 5 railroads that when through the city. Most of the workers in Winona worked at the lumber mills or worked as lumberjacks.

Talk about “*Liniment Heaven!*” Can you imagine how many men went home every night with muscle aches and pains? And J.R. knew his product would work. He also knew that it took a few days for the liniment to kick in and produce wonderful, powerful results. J.R. believed in his liniment’s powers and abilities so much that he placed a trial mark line on every bottle, and told every new customer that every drop liniment from the top of the bottle

down to the trial mark line was basically free, because if they didn't go below the trial mark he would give them a 100% refund of their money if they were not satisfied with the product after giving it a try. For J.R. knew that before the customer would get to the trial mark, their aches and pains would have gone away. Now how's that for marketing innovation?

Mr. Watkins was an icon in his time. He traveled the globe in search of the purest and finest sources of herbs, pepper, cinnamon and other spices for his product line, just as the company still does today. For example, Watkins vanilla comes vanilla beans grown in Madagascar, the same as it has been for over 100 years.

Mr. Watkins company was not only the first international direct sales company in the world, but for many years it was the largest direct sales company in the world. His direct sales force grew to become an American institution. "Watkins men" became part of Americana, transcending from selling Watkins products from wagons in the 1800's to selling Watkins products from paneled trucks, vans and station wagons in the 1900's.

I can recall when growing up in rural Louisiana our Watkins man having a large black leather products case with the Watkins label in gold letters on the outside of his case. The case opened up like a large tackle box with multiple shelves. Looking into that case each month was like gazing under the Christmas tree on Christmas morning.

The "Watkins man" brought more than products to his customer base. In the early days he was one of the few forms of communication in rural America, relied upon for bringing the latest news about national and world events, the going price for wheat or corn on the commodity exchange, the latest storms to hit the area, etc. It was a different world -- one that would eventually change and have a dramatic impact on the company and its future.

The Death of J.R. Watkins

Mr. Watkins died in 1911 while vacationing with his family in Jamaica. He and his first wife Mary Ellen, who had preceded him in death in 1904, had two sons that died at very young ages, and one daughter, Grace, who was born in 1877. Grace was approximately 34 at the time of J.R. Watkins death and his only living child. Grace immediately became the largest shareholder in Watkins. Control of the company passed on to his nephew, Paul

Watkins, and his son-in-law, Ernest Leroy (E.L.) King Sr., who married Grace in 1904. Paul Watkins was a graduate of Harvard, very bright and articulate, and became President of Watkins after J.R. Watkins death.

The Paul Watkins Era

Paul Watkins did an excellent job of managing the company until his death in 1931. He was responsible for taking the company international, with the opening of its Winnipeg, Manitoba, Canada manufacturing plant in 1913 and for making Watkins the largest direct sales company in the world by the 1920's. Throughout his presidency the company continued to grow and expand.

The E.L. and Bud King Era

After Paul's death E.L. King Sr. took over as Chairman and President of Watkins. Watkins continued to grow and expand in the 1930's – not only surviving the Great Depression years, but also expanding and adding jobs and maintaining profitability during this time.

E.L. King Sr. stepped down as President and Chairman of Watkins in 1944 and died 5 years later in 1949. His son "Bud" took over as President. Historical publications note Bud as owning 10% of the company. Bud did well managing the company for several years, but had the misfortune of running the company during the beginning of what later proved to be bad 25 year period. For, by the mid-1950's social behaviors and trends starting changing in America, having a dramatic and negative impact on the door-to-door sales model that had made Watkins famous and a household name.

The James N. Doyle Era

In 1962 an attempt to sell Watkins to Charles Pfizer and Company by Grace Watkins King (Bud's mother) and Mary Eleanor King (Bud's sister), was botched when Bud King refused to sell his 10 percent share. Upset by Bud's holdout, Grace chose a new President for Watkins in 1964, an outside management consultant named James N. Doyle. However, Bud remained the Chairman of Watkins. James Doyle convinced Grace Watkins King he could turn the company around and that the secret was to move the company into the world

of cosmetics and colognes, allowing the company to compete with firms like Avon that were growing rapidly and prospering in the 1960's. This move into cosmetics and colognes later proved to be a big mistake. James Doyle ran Watkins for 9 years and historical records reveal his attempt to reinvent the company was very costly, leading to large financial losses every year of his leadership.

The David and Fred Watkins Era

In 1972, Bud King fired James Doyle and installed his son David as President of the company. Prior to his appointment to President of Watkins, David was manager of Watkins Canadian operations and had ten years tenure with Watkins. David's brother Fred also became a Vice President of Watkins at about the same time.

During their brief six years of management the company did see a growth in sales, but financial losses mounted as they tried unsuccessfully to introduce a new line of gourmet foods marketed under a different brand name (J. Zachary), another brand called Liberty Street and a General Store concept aimed at marketing Watkins products through a retail outlet.

By 1978, the end was near for David and Fred Watkins. At one point in the 1940's Watkins had as many as 10,000 independent sales representatives. However, by 1978 the number of Watkins sales persons had dropped to 5,000 and the company had experienced significant financial losses.

The company's management had run out of ideas and options. Its only choice was to seek federal bankruptcy in 1978. This marked the end of an era, but the rebirth of Watkins under a new owner and leader. For the federal bankruptcy court rejected the company's emergency plan and in December 1978 the company was sold to Minneapolis businessman, Mr. Irwin Jacobs, who still remains owner of Watkins 30 years later.

Reflecting on What Happened

The door-to-door business model worked well for Watkins for about 90 years. By the mid-1960s the “door-to-door” direct sales model was struggling. America was going through dramatic social changes. Grocery stores changed from “mom and pop” operations to large retail chains, the age of huge discount chains had arrived and the era of stay-at-home housewives was rapidly disappearing. Women simply were not at home for Watkins salesmen to call on during the day.

The age of “fast food” enterprises had also arrived, and with more women working in the workplace there were fewer cooking at home and using Watkins products, but instead



turned to fast foods to feed the family after a long days work. Many women elected to join startup companies like Avon and Mary Kay Cosmetics, making it more difficult to field a sales force and actually creating competition for the sales model that Watkins employed.

Trying to combat these changing forces, Watkins made many changes to its product line in the 1960's and 1970's – adding cosmetic lines to compete with Avon and brands like J. Zachary that failed to turn a profit. These failures can be attributed to Grace Watkins decision to make James Doyle the company President and poor management decisions made by descendants of the Watkins and King families, who lacked the business savvy and innovation talents needed to turn the company around.

My personal opinion is that Mr. Watkins grandson (Bud) and great grandsons (David and Fred), along with James N. Doyle, lost sight of what made Watkins a force in the direct sales world and what made Watkins famous – namely, its superior product line and its market niche. J.R. Watkins was clearly an innovative marketer ahead of his time. Paul Watkins, his nephew, was a highly educated, intelligent and leader with vision that died too early. Almost a hundred years after J.R.'s founding of Watkins, the company found itself with the first-ever manager from outside the family. Mr. James N. Doyle, a management consultant with a B.A. in Economics from Knox College and an M.B.A. from Northwestern University in 1948.

Indeed, he appeared to have the credentials to run the company, but in hindsight he had the worst track record of any manager in the company's history.

The company clearly had an out-of-date sales model for the 1960's and 1970's. Yet rather than update the company's sales model to fit the times, Mr. Doyle tried adding new products and pumping more money into advertising to rebuild the company. New product lines like cosmetics and cologne were clearly outside Watkins traditional niche, and its door-to-door sales force were mostly made up of men, ill-equipped to compete with beautiful housewives selling similar products for Avon.

Watkins attempt to move into cosmetics and colognes was extremely costly for the company, forcing retooling of the manufacturing plant and packaging lines and relying on



record advertising expenses to launch the new line of products. As losses mounted, Watkins management threw even more money into advertising, becoming a regular fixture in the ad pages of famous magazines of the day like the *Saturday Evening Post* and hiring high paid pitchmen like Dave Garroway of NBC's *Today Show* fame to endorse and promote the company's products on television.

The shortest description I can think of for Watkins over the twenty-five year period that ran from the mid 1950's to the late 1970's is a "*company in limbo*," seeking, but not finding, a new path to profits. Numerous attempts were made over this 25-year period to reinvent the company so that it could compete in the radically different world of the mid 50's thru late 70's. But most of these attempts centered on costly national advertising campaigns and new product lines that branched outside the company's core line of products.

Hindsight is always 20-20 vision, but using it now to look back on that era of the company's history it is clear the company's management lacked the business skills and market savvy required to adapt to a market undergoing radical changes in social behaviors. Watkins had entered a new era and needed smarter owners and managers. Fortunately, the company got both in 1978 with its sale to Irwin Jacobs.

The Jacobs Era of Ownership - 30 Years of Success

Looking back on Watkins disappointing years, given what we know now, the failure of Watkins descendents to lead the company successfully through those times was the best thing that could have ever happened to the company to ensure long-term prosperity. For



David and Fred's failure to turn Watkins around eventually led to the company filing for federal bankruptcy in 1978, and the company's acquisition by Minneapolis investor and business icon, Mr. Irwin Jacobs in December 1978. Mr. Jacobs' vision and business savvy quickly led to a rebirth of

Watkins, producing a powerful and profitable company that tripled in sales in his first 12 years of ownership and now does over \$100 million dollars per year in business.

Upon takeover of Watkins, Mr. Jacobs quickly ditched the company's failing cosmetic line and concentrated on marketing Watkins core line of products, what had put Watkins on the map and made it a household name. During his 30 years of ownership and under his son Mark's management and guidance, the company has successfully launched new products that compliment Watkins existing line of product's, created new sales models (i.e., Good Tasting[®] Events, Fundraiser Events, fraternal organization sales, online e-commerce sales, trade shows and Non-Profit sales, etc.) and created an enhanced compensation plan for its associates.

Never, in the 140-year history of this fine company, has the opportunity for its independent associates been any better or any richer than it is today. It has been clear for many years that the best thing to ever happen to Watkins from an associate's standpoint of view is the acquisition of Watkins by Mr. Jacobs. It can always be argued that no one will ever love Watkins as much as its founder, Mr. J.R. Watkins, but there is no dispute about who ranks a very close second and third in terms of love for the company, love for its products, love for its history, love for its associates and passion for protecting the Watkins legacy, and that would be Irwin and Mark Jacobs. If Mr. Watkins was alive today I'm certain he would gladly embrace and endorse the Jacobs, their style of management and the

entire line of Watkins products, which still carry his money-back guarantees with many still carrying (and honoring) his famous “trial marks.”



Thanks to Irwin and Mark Jacob’s business acumen, hard work and understanding of people, Watkins Incorporated is now a bigger, stronger and highly profitable company. In its heyday of old, Watkins peaked at about 10,000 sales persons. Today, thanks to the power great products, great management, network marketing and the most lucrative associate compensation plan in the company’s history, Watkins Incorporated now has over 50,000 sales associates. Like I tell people all the time, “This is not your Daddy’s Watkins!”

Irwin and Mark Jacobs have put Watkins “back on the map again,” enhancing its “timeless integrity” image with a huge product line of 350 consumable products that are all produced to high standards. In fact, Watkins supplement line is designed to meet the more stringent “drug standards” instead of the easier to produce “food standards” that most supplement manufacturers follow.

Thirty years of success is a long time. The Jacobs family has done a remarkable job at rebuilding Watkins in a tradition that would make J.R. and Paul Watkins proud. The company has never been larger than it is today, its never had as many great products as it has today, its never had a better compensation plan for associates than it has today, and the home-based business opportunity that Watkins has offered for years has never been as great as it is today. I encourage you to sign up now, experience the thrill of owning your own Watkins business, and begin building your own “timeless integrity” legacy.

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Chapter 7: Why Haven't You Heard of Watkins Before?

I chose to include this short chapter because my intuition tells me that a number of readers will obviously ask themselves, "If this company is as great as Craig says it is, why haven't I heard about Watkins before now?" If you're like me and grew up using Watkins products you might think you already know the answer to this question. But I'm willing to bet you haven't put as much thought into the matter as me. Thus, I encourage you not to skip over this chapter, as it will prove beneficial to you later if you choose to join Watkins.

My friends, relatives and acquaintances are roughly an equal mix of people over the age of 40, and people under the age of 40. I've learned in promoting Watkins that I frequently run across people below the age of 40 that are not familiar with Watkins products. In providing them the answer to this question, as I do in this chapter, I find that it puts them at ease and has assisted me greatly in not only selling Watkins products, but also in sponsoring new associates. For within my answer to this question lies several good reasons why Watkins is such an outstanding business opportunity for you and others.

As you've already learned by now, one of the 15 reasons I concluded that Watkins is North America's top home-based business opportunity and the ideal choice for me, is because unlike many other home-based business opportunities, Watkins is not over-saturated in the market place. If you recall, I performed a little math calculation and discovered that Watkins 50,000 associates only equates to 1.5 associates per 10,000 residents in North America, or 1 associate per 6,690 residents of North America.

Stop and think about what that statistic means for a minute. Let's say you live in a city with 6,690 people with one Watkins associate. What are the odds of you knowing the Watkins associate, assuming he's not a relative or close friend? I'd say the probability of you knowing the associate is 1 out of 6,690. That's the odds of you knowing a hypothetical Watkins associate, which obviously would be much lower probability than you knowing

about Watkins the company. However, you most likely chose to read this chapter because you've never heard of Watkins before in your life? So why is that?

The answer is several-fold. First you must consider that unlike the Watkins of the 1950's through 1970's – what I call “*your Mama and Daddy's Watkins,*” today's Watkins has a more powerful compensation model for its associates and relies more on its associates to spread the word of Watkins and less on advertising. If you recall from the previous chapter, Watkins advertised very heavily in the 60's and 70's because it was going through some difficult times with poor management that tried to add unsuccessful product lines and build markets through advertising. Also, the door-to-door business model used by Watkins its first 90 years had a compensation plan that required working for Watkins full-time in order to make a living from it. You may also recall that America typically had only one breadwinner per family in those days.

The Jacobs family has created a new business and sales model for Watkins that has a far better compensation plan for associates because it allows all associates the opportunity to earn income not only from your personal sales, but also earn residual income from sales by associates you promote, as well as associates they promote. This is called network marketing. It allows you to make considerable income from a part-time effort, unlike the Watkins dealer of the 1900's that had to make every hour of every day count.

Now from this very point of view you can glean that most of the 50,000 associates within Watkins are what I call “part-time” associates. So think about those odds of 1 out of 6,690 again. The odds of you knowing someone that is putting forth an effort to meet the public part-time is less than someone putting forth an effort to meet the public full-time.

We must also consider something else about the network marketing sales model. Most network marketing companies don't spend a lot of money on advertising. Instead, they keep advertising expenses low so they can pay out commissions to their direct sales force. Now less look at the reverse of this by comparing a company like Watkins to a company like Procter & Gamble that makes Crest toothpaste. You've never had a salesman from Procter & Gamble or Crest try to sell you their toothpaste directly, right? No, of course not. Whether you use Crest, Colgate or AquaFresh – it is highly likely that you started using it because

something about their TV, radio, newspaper, magazine or billboard advertising appealed to you.

Large companies like Procter & Gamble do have sales persons, but they're hired by their employers to call on the big retail chains like Wal-Mart, Walgreen's, Target and CVS/Pharmacy to ensure they can get optimum shelf space in their stores and talk the retailer into running even more ads to promote their products. In other words, they do not hire sales person to call on the public; they buy ads to "call on the public."



There's nothing wrong with the Procter & Gamble business model. It works, but it is extremely expensive. A company can easily spend several hundred thousand dollars for a 30-second ad on a popular TV shot. Watkins, on the other hand, has chosen to continue marketing through a direct sales force. Hence, instead of spending lots of money on national, regional and local advertising campaigns, it plows most of those same monies back into associate compensation, paying commissions not only to you for your direct sales, but also commissions on sales made on up to 4 layers of leaders below you.

Now this is not to say that Watkins spends any money on advertising, because it does spend some money on advertising. But the company no longer operates under the door-to-door single level compensation plan and no longer has a large fleet of 18-wheelers with their large 40-foot long Watkins logo painted on each side going up and down Interstate highways delivering its goods. Instead, it relies on its associates to sell through other, more successful sales models like event marketing, the Watkins *Good Tastings*[®] party plan, catalog distribution, online marketing, trade shows, fundraisers, etc. And the company now delivers its products using couriers like U.P.S. rather than with its own costly and expensive delivery fleet.

In summary, although the network marketing sales model, sharp reduction in national advertising and termination of its fleet of delivery vehicles in favor of delivery by courier

services may have led to some reduction in name brand recognition, it has created a work from home goldmine for you and me.

Please stop and think about this for a minute. We've all seen friends get suckered into representing a startup company with only one or two products, no name brand recognition whatsoever, and no proven company or management record, only the so-called "thrill" of getting in on the bottom floor in case the company becomes the "next big deal." And how many of those "next big deal" companies have we all seen come and go? They had nothing more than a short-lived "fad" product, and the promise of getting in on the bottom floor, only to quickly flame, burn and hit rock bottom.

Take a minute to allow the following thoughts to soak in a bit. "Watkins is already a big deal, a powerful company with strong, proven management. In joining Watkins you are not taking chances on the company, its management or its products. All three areas are sound. The company, its products and its management have a distinguished and impeccable reputation. Watkins has grown from 5,000 associates in 1978 to 50,000 associates in 2008. Its associates have the potential to earn more money now than ever before, selling more products than ever before.

This is not your opportunity to get in on the ground floor of a startup, but given the few associates that exist in your area, joining Watkins is actually an opportunity to get on the ground floor, per se, with a proven winner, representing a company and products you will be proud to sell. You're customers will not be taking a chance on the company either, like they would if you were representing a questionable startup company. Instead, they will be buying products from a company that has been offering money-back guarantees for 140 years, the very company that founded the concept and coined the phrase "money-back guarantee."

I view Watkins as an unbelievable opportunity. Name me one company you can represent that has a better reputation, has more products, has better products or has a better compensation plan. I looked hard, very hard, during my research project and I couldn't find one.

Chapter 8: What Will You Sell?

As a Watkins associate you'll not only be selling 350 outstanding products for home and personal use, but you'll also be marketing North America's number one home-based



business opportunity. The power of marketing both the products and the home business together can be seen in what really counts at the end of the day, namely your paycheck. For through the power of network marketing and our compensation plan, you not only earn money from your personal sales of products, but also from the sales of products by the

people you recruit. Don't ever lose sight of this.

Over the past few years we've witnessed a number of network marketing companies enter the North American marketplace with a single product we've never heard of before, claimed to cure ailments we never knew we had before. Using high-pressure sales tactics and a lot of hype, they are nothing more than the 21st century version of the snake oil salesmen of the Old West. And to their associates they promise claims of making a fortune in a short period of time selling a single product to customers they push to ordering product on monthly subscription plans.

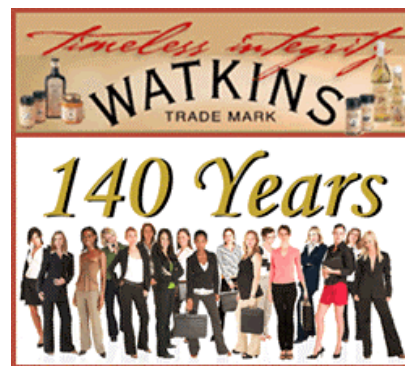
One thing is for certain about companies like the ones I've just described. Namely, they will never be able to claim, like Watkins, that they've been in business for 140 years. Companies built upon a single product (or a very small line of products), that consumers only purchase when they have discretionary income because the products are not considered essential to everyday living, represent businesses that typically don't prosper during weak economic times.

Why? Because their products are purchased solely with discretionary income, and discretionary income spending is the first thing consumers will cut back on when times are

tough. Instead, these types of businesses require good economic times that will allow their high pressure and over-hyped sales tactics to work when consumers have extra cash or room in their budget to accommodate what is really nothing more than “impulse buying” swayed heavily by pushy salespersons with outlandish claims.

For a manufacturing company like Watkins to survive for 140 years, during good times and bad, during recessions, depressions and economic slowdowns, the company has to have the following:

- A great line of multiple products.
- Products that people use regularly
- Products considered staple goods, that customers will want to order or will require for everyday living.
- Products that consumers, upon using, come to know and respect for having high standards of quality, better than what they can purchase at local stores.
- Products that are fairly priced -- offering a lot of “bang for the buck” per se.
- A reputable product line, one that others respect.
- Products produced by a respected and reputable company.
- Products known to perform better, or more economically, than competing products that may be more readily available or better known.



Two examples of what I’m referring to in the last bullet point of the list above would be Watkins *Superfood Multiple* and Watkins *Natural Lemon Liquid Laundry Detergent*. Before providing a summary of Watkins 350 products I would like to talk more about these two products to demonstrate that Watkins products stand for superior quality, high standards, extensive research, formulation excellence and cost savings on a “per application” basis.

Excellence in Formulation, Quality and Results

Everyone knows you can go to any grocery store, discount store or pharmacy and purchase numerous brands of multiple vitamins and minerals products. Brand names like *Centrum*, *One A Day* and *Nature's Bounty* flood the shelves of local retail stores. Thus, at first glance, a fair question for any new Watkins associate, or prospect considering Watkins, would be “Why would anyone want to buy vitamins from me?”

The answer to this obvious question lies in two areas:

1. What makes *Superfood Multiple* different from competing products one can buy in stores?
2. How does one feel after taking *Superfood Multiple* for one month?

My answer to the first question is that I've been unable to find a product on retail shelves that will compare with *Superfood Multiple*, because it contains more than just vitamins and minerals and contains additional ingredients for a reason. Instead, the product is described by Watkins as a “nutrition powerhouse,” recognizing that it was formulated to go beyond where typical multiple vitamins and mineral products go in providing nutrition to the body. Sure, Watkins *Superfood Multiple* contains optimum potencies of every important vitamin and mineral your body needs, to keep you performing and feeling your best, but several factors make this product unique and superior to leading brands seen on today's retail market shelves. For example, whereas most leading brands of vitamin and mineral products use mostly synthetic vitamins, Watkins *Superfood Multiple* contains vitamins in their natural form. Our Vitamin A, for example, is 100% derived from mixed carotenes, the preferred form or source of Vitamin A recommended in leading studies.



After taking *Superfood Multiple* for a couple of weeks I noted I was experiencing higher energy levels and felt better than I have felt in a long time. Keep in mind, prior to switching to *Superfood Multiple* I had been taking a leading daily multiple vitamins and minerals product for the past two years. I really believe in my heart, that the addition of

antioxidants, enzymes, bioflavonoids, greens and whole food concentrates that also makes *Superfood Multiple* unique, is a contributing factor to me feeling better.

I have to admit, that by nature, I'm a very skeptical consumer and not sold on a product very easily. When I learned that Watkins had a multiple vitamins and minerals product my first thought was, "Why on earth would Watkins try to compete in the highly saturated and competitive world of vitamins?" But through using *Superfood Multiple*, which came with the *Watkinize Your Home Kit* I purchased after becoming a Watkins associate, I not only discovered the answer to that question (which is "They have a product that beats the competition hands down!"), but I've also come to immensely respect the meticulous level of detail and in-depth research that goes into formulating every Watkins product.



Stated more precisely, I've come to appreciate the fact that Watkins is not a copycat artist. If Watkins introduces a new product to its line, that at first glance may appear to be similar to other products on the market, I guarantee you that if you will investigate the Watkins product further, you'll find that Watkins has taken its time and invested its monies wisely on the required level of research and development needed to create a better mousetrap.

Even when an occasional Watkins' product may first appear to be priced a little higher than a competitive product, I have found, upon further investigation, that the Watkins product will be superior to its competition for one or more reasons. The reasons range from being purposely formulated to achieve better results, faster results, better taste, use of natural ingredients over synthetic, have a lower cost per application than competitive products, etc. In the reference section of this book I've added a long list of Watkins products and their actual cost per usage versus competitive products to illustrate what I mean.

In mentioning the differences with *Superfood Multiple* I noted that the product also contains antioxidants, enzymes, bioflavonoids, greens and whole food concentrates. It also contains Watkins Bio-Activator Blend™. Let's take a minute to talk about these extra

ingredients in *Superfood Multiple*'s formulation and also note some other items in the formula that you won't find in many competitive products.

Superfood Multiple contains essential vitamins and minerals plus:

- **Watkins Cere-Green™ Concentrate**, which is made up of Alfalfa juice, barley grass juice, wheat grass juice and Klamath blue-green algae. This concentrate provides vitamins, plant pigments, and antioxidants enzymes from cereal grasses and blue-green algae.
- **Watkins Global Grains™ Concentrate**, which is made up of Amaranth, brown rice, buckwheat seed, kamut, millet, oat, quinoa, rye sorghum, spelt, soy and wheat germ. This is a collection of the world's 12 most important grains. These grains are rich in vitamins and essential lipids. Once considered a staple component in the North American diet, some of these grains are no longer used daily by the masses, as modern taste buds demand the taste of the lighter textures of highly refined flours.
- **Watkins Bio-Activator Blend™** - made up of black pepper fruit, ginger root and cellulase plant enzyme. Recent scientific studies strongly suggest that black pepper and ginger may help to protect and maximize the potency of vitamins and nutrients in the body.
- Watkins *Superfood Multiple* contains **all 72 trace colloidal minerals**, but unlike many other products, all 72 of our trace colloidal minerals are **certified to be free of heavy toxic metals**.
- *Superfood Multiple* also contains vanadium, boron, rutin (from Japanese pogoda buds), quercetin and Seville orange flavonoid fruit.
- Each of the ingredients I've listed above is in addition to the normal vitamins and minerals found in a multiple vitamins and minerals product. Hence, *Superfood Multiple* also contains vitamins A, B-1, B-2, B-6, B-12, C, D, E, K,



niacin, folate (folic acid), biotin, pantothenic acid, calcium, phosphorous, magnesium, zinc, copper, selenium, manganese, chromium and molybdenum.

I think now that you've had an opportunity to see the multitude of ingredients in *Superfood Multiple*, you can not only understand how it gets its name "Superfood," but you can also appreciate the fact that Watkins has spared no time or costs in developing and designing a multiple vitamins and minerals product that is superior to products that one would normally find on the shelf of their local pharmacy, grocery or discount store.

Disclaimer: Please note that the Food and Drug Administration has not evaluated the statements I have made about this product, and that this nutritional supplement product is not intended to diagnose, treat, cure or prevent any disease.

Excellence in Cost Per Unit and Cost Per Application

As noted earlier, I've provided a price comparison sheet in the reference section of this book that illustrates how numerous Watkins products stack up against competitive products, measured on a cost per unit or cost per application basis. The sheet illustrates that despite the fact that Watkins products are manufactured to very high standards, they are competitively priced in the marketplace. In other words, knowledgeable Watkins associates rarely lose a sale due to the price of a product. If they come to know their product lines well, they quickly learn that Watkins products are very competitively priced and produced according to the highest standards. Watkins supplements line, for example, is manufactured



to meet the more stringent "drug quality" standards of the U.S. Food and Drug Administration, and not the lower "food quality" standards that many popular supplements manufacturers produce their products under.

Earlier, I highlighted Watkins liquid laundry detergent as an example of a cost saving product. At first glance, the 32-ounce bottle of *Watkins Natural Lemon Liquid Laundry Detergent* appears expensive at \$12.99 per bottle. But I tell customers it's like buying a car; one needs to look under the hood to really see what you're getting. What most consumers don't realize is that most liquid laundry detergents contain 74% more water than Watkins liquid laundry detergent. Thus, rather than selling you a large 100-oz. bottle that is mostly

water for \$12.99 and making you feel like it's a great bargain, we sell a concentrated product aimed at doing a better job and saving you money. Watkins knows that when you use the product it will be blended with several gallons of water in your washing machine each time you wash clothes.

Let's also not forget that you're purchasing Watkins products for 25% off of the retail price. Thus, your personal price of the detergent is only \$9.74 per bottle, making the detergent an even greater bargain for your personal consumption of Watkins detergent.

Watkins chose to package its liquid laundry detergent product with less water content for a reason. By packaging it in a 32-ounce bottle instead of cutting it with 74% water and putting it in 100-ounce bottle, Watkins is helping the environment because the Watkins bottle uses 50% less plastic than it takes to manufacture a 100-ounce bottle. Watkins is very environmentally sensitive and regularly looks for ways to go green and help save the environment.

As further proof of Watkins commitment to save the planet, using the same laundry detergent product as an example, Watkins liquid detergent has a plant-based formula. Traditional laundry detergents are normally petroleum-based products. Such detergents deplete non-renewable resources and create pollution when manufactured. Natural laundry detergents like *Watkins Natural Lemon Liquid Laundry Detergent* reduce the number of chemicals and toxins that come into direct contact with your family's skin, as well as reduce energy costs and protect water supplies.

As with our *Superfood Multiple* product, you've just learned a lot about Watkins concern for health, wellness and the environment that went into the design and formulation of *Watkins Natural Lemon Liquid Laundry Detergent*, but what about those cost saving factors I've eluded to in this chapter. Recently I performed a Google search for Tide 2X liquid laundry detergent because this is a concentrated product and packs 32 loads of wash into a 50-ounce bottle, unlike its older cousin (the non-concentrated version) that is packaged in a large 100-ounce bottle like I mentioned earlier. Google displayed the 50-ounce bottle at the top of results page as being available at



Staples.com for \$16.79 per bottle. At \$16.79 per bottle (before shipping) and 32 loads per bottle, the Tide bottle's "cost per load" equates to 52.5 cents per load. Proof of the Staples price and order page is shown on the following page.

The screenshot shows the Staples.com website interface. At the top, there's a navigation bar with "STAPLES" logo, "Welcome", search bar, and "Cart: \$0.00". Below that is a red navigation bar with links for "Products", "Ink & Toner", "Specials", "Print Services", "My Account", and "Customer Service". The main content area shows the product page for "Tide® Liquid 2X Concentrated Laundry Detergent, Original Scent, 50 fl. oz., Each". The price "\$16.79 Each" is circled in red, with a red arrow pointing to it from the word "Price" written in red. The page also includes a "More Views" button, a "Not Yet Rated" section, and an "Add to Cart" button.

Now let's compare the cost of Tide's product to *Watkins Natural Lemon Liquid Laundry Detergent*, which currently sells for \$12.99 per 32-ounce bottle and is also rated for 32 loads per bottle. \$12.99 for 32 loads equates to only 40.6 cents per load, a savings of 11.9 cents per load, or 22.6%. And this is before shipping costs, which would likely run more for the 50-ounce Tide bottle than the smaller and lighter 32-ounce Watkins bottle. Granted, you can buy Tide at your grocery store and save money on shipping. But it costs you something in fuel costs to run to the grocery store. All orders of \$125 or more with Watkins are shipped to your front door free of charge. Once you scan the list of products I'm about to unveil later, you'll see that you should have no problem buying \$125 per month of Watkins products to replace "staple kitchen and household goods" you normally buy each month. In

doing so you'll not only find shopping at Watkins to be more convenient, but you'll also be improving the quality of the products you use and save on fuel costs at the same time!

Lemon Liquid is not the only laundry detergent that Watkins manufactures. Thus, if you're even more cost-conscious and still desire an environmentally friendly product that has



no dyes or fragrances, which is great for people with sensitive skin and for washing baby clothes, you might wish to consider Watkins powered detergent. Granted, the Watkins marketing department wasn't very creative when they came up with its name, simply "*Watkins Laundry Detergent*," but people all across North America sing praises over this fantastic product that sells for \$12.49 per box currently. It produces 40 loads in a top-loading washer and 80 loads in a front-loading washer. That works out to only 31.2 and 15.6 cents per load respectively. Now how's that for saving money on your washing bill? :o)

I didn't purposely pick the Watkins laundry detergent product to demonstrate cost savings using a Watkins product. I simply picked Watkins laundry products at random. As noted earlier, you'll find a page illustrating a cost comparison of Watkins products versus competitive products in the reference section that follows at the end of this book. This comparative analysis will demonstrate that laundry detergent is not the only Watkins' product you can save money on versus products you normally use.

Take for example a popular product that Watkins is known the world over, *Watkins Lemon Extract*. Now frankly, if you've ever used this extract for cooking lemon cake, lemon ice box pie, lemon meringue pie, etc., you know that no one, I mean "NO ONE," beats Watkins when it comes to the rich, fresh and powerful flavor and fragrance of *Watkins Lemon Extract*. Yet everyday, in almost every grocery store in America, we see the popular McCormick's brand of flavorings, including McCormick's lemon extract, which they sell under the trade name *McCormick Pure Lemon Extract*.





During a survey we took last summer, Wal-Mart was selling the McCormick brand for \$4.12 per ounce for a 1-ounce bottle. The Watkins brand of lemon extract was selling at \$1.12 per ounce at the time in a 6-ounce bottle – a whopping savings of 73%, and this when compared to the Wal-Mart price! While writing this book I couldn't find McCormick's brand on the Wal-Mart.com website, but discovered it at Wegman's grocery store's website for \$4.19 per ounce, versus Watkins 6-ounce bottle for \$9.99 or \$1.67 per ounce, or the *Watkins All-Natural Pure Lemon Extract* at \$4.59 for a 2-ounce bottle -- approximately \$2.30 per ounce. Thus, depending on the size of Watkins bottle you purchase, your savings would be 60.3% if you purchased our 6-ounce bottle or 45.1% if you purchased our 2-ounce bottle.

A Broad List of Wonderful Watkins Products

Now let's take a look at some of those great Watkins products I've been talking about and you'll be selling. As you browse the list I've provided on the following pages, ask yourself three questions about each product:

1. Do many people use this type of product in their home?
2. Is this a consumable product?
3. If I sold this product to someone and they liked it, is it a product they would likely reorder again?

Watkins separates its list of 350 products into six major areas. They are:

1. Watkins Gold Medal Gourmet Foods
2. Natural Based Remedies and Supplements
3. Natural J.R. Watkins Personal Care
4. Traditional Personal Care
5. Natural Plant-Based Home Care



6. Home Care

I will now provide a list of products that fall into each of these categories. My description will not include product numbers or all available product sizes. However, I've included an August 2008 Watkins Products List in the Reference Section of this book. The products list illustrates product numbers, package sizes and suggested retail prices for each product.

I should also note that Watkins manufacturers some products that are considered seasonal, only manufactured during the time of year they are most likely to sell. Thus, since the following lists represent products that are currently available for sale, they are not necessarily complete lists, since a small number of products that Watkins manufacturers are only sold on a seasonable basis and may not be included in my lists. I don't want to leave you with the impression, however, that most products are only manufactured at certain times of the year. Quite the contrary, the vast majority of products I provide on the following list are available 365 days out of the year.

Watkins Gold Medal Gourmet Foods Products

Watkins Gold Medal Gourmet Foods category of products is an extensive line of



products for the kitchen and pantry -- used for cooking, baking, preparing gourmet meals, snacks, grilling and barbeques, entertaining guests and more. This is wonderful line of products that includes infamous Watkins products that have been used for over a century (i.e., double strength vanilla, cinnamon, black pepper), all-natural products like grape seed oil and flavor-rich extracts, and relatively new products like pizza crust and bread mixes, snack

and dip seasonings, flavored salts and soup and gravy mixes. The list of products that make up this group follows below, but doesn't include all of the different product sizes for all products in the list:

- **Gold Medal Gift Assortment:** (contains several items in a gift package)
- **Double Strength Vanilla Extract**
- **Organic Vanilla Extracts**
- **Baker's Size Extracts 6-Ounce:** Includes extracts of Almond, Butter, Caramel, Coconut, Lemon, Pure Vanilla and Vanilla Double-Strength Original.
- **All Natural Pure Extracts 2-Ounce:** Includes Almond, Lemon, Orange and Peppermint.
- **Extracts and Flavors 2-Ounce:** Includes Almond, Banana, Butter, Butter Pecan, Caramel, Chocolate, Coconut, Lemon, Mango, Maple, Orange, Peach, Peanut Butter, Peppermint, Pineapple, Raspberry, Rum, Strawberry and Vanilla, Vanilla Double-Strength Original and Vanilla Nut.
- **Pepper and Cinnamon Tins:** Includes Black Pepper 6-oz. and 12-oz. and Cinnamon 6-oz.
- **All-Natural Herbs and Spices:** Includes All-Spice, Basil, Bay Leaves, Cayenne Pepper, Celery Seed, Chili Powder, Cilantro, Cinnamon, Saigon Cinnamon, Ground Cloves, Whole Cloves, Cumin, Curry, Dill, Garlic Flakes, Garlic Granules, Ginger, Italian Seasoning, Lemon Peel, Marjoram, Minced Green Onion, Dry Mustard, Nutmeg, Onion Flakes, Onion Granules, Orange Peel, Oregano, Paprika, Parsley, Red Pepper Flakes, Rosemary, Sage, Tarragon and Thyme.
- **100% Organic Herb and Spice Tins:** Includes Basil, Chili Powder, Cinnamon, Ground Cloves, Cumin, Curry Powder, Dill, Garlic Powder,



Ginger, Ground Black Pepper, Dry Mustard, Nutmeg, Onion Powder, Oregano, Paprika, Parsley, Rosemary, Sage and Thyme.

- **Organic Seasoning Tins:** Includes Beef and Chicken.
- **All-Natural Herbs and Spices Tins:** Includes Beef Seasoning, Chicken Seasoning and Ground Black Pepper, 2-oz.
- **All-Natural Peppers and Blends:** Includes Lemon Pepper, Onion and Garlic Pepper and Sea Salt.
- **All-Natural Whole Peppercorns:** Includes Black Tellicherry Peppercorns, Garlic Peppercorn Blend, Royal Peppercorn Blend and a Spice Mill.
- **Snack and Dip Seasonings:** Includes Bacon and Cheddar, Bacon and Horseradish, Bacon and Onion, Blazin' Cajun, Crab, Cucumber and Dill, Garden Vegetable, Garlic and Dill, Salsa and Sour Cream, Tomato and Horseradish.

Note: I might add that these dips are so easy to make. Just mix with a container of sour cream and Bam! -- you have got yourself one of the best tasting fresh dips ever. You'll be the hit of any party you bring these to.

- **Gourmet Seasoning Blends:** Includes All-Purpose Seasoning Blend, Apple Bake, Chicken, Chili, Coleslaw, Fajita, Fish/Seafood Blend, Grill Season, Ground Beef, Meatloaf, Omelet/Soufflé, Pizza Seasoning, Potato Salad, Poultry Seasoning, Pumpkin Pie Spice, Salsa Seasoning and Vegetable Soup Seasoning.
- **Flavored Salts:** Includes Butter, Celery, Garlic, Onion and Seasoning Salt.
- **All-Natural Grapeseed Oils:** (Citrus and Cilantro, Garlic and Parsley, Original).
- **Grapeseed Oil Liquid Spices:** Includes Chipotle and Garlic.



- **Bread and Pizza Crust Mixes:** Includes Good Tastings® Bread Mix, White Deep Dish Pizza and Whole-Wheat Thin Pizza.
- **Cookbooks:** *Watkins Classic Vanilla Recipes*
- **Sauces:** Includes Mesquite BBQ Sauce, Original BBQ Sauce, Calypso Hot Sauce, Inferno Hot Sauce, Jalapeño Hot Sauce, Meat Magic Sauce, Steak Sauce and Tropical Salsa Sauce.
- **Miscellaneous:** Includes Baking Cocoa, Baking Powder and Cooking Spray.
- **Soup and Gravy Bases:** Includes Beef, Cheese, Chicken, Cream, Mexican, Mushroom, Onion and Six Onion.
- **Gravy Mixes:** Includes Country Gourmet and Roasted Turkey Gourmet.
- **Dessert and Frosting Mixes:** Includes Banana, Butterscotch, Chocolate, Coconut, Lemon, Rice Pudding, Tapioca and Vanilla.
- **Fresh Wash:** (this is a fruit and vegetable wash product that comes in a spray and a concentrate).
- **Gourmet Beverages:** Includes Chai Latte, Hot Cocoa Mix and French Vanilla.
- **Organic Rock Solid Coffee:** (Breakfast Blend, French Roast, Sumatra and Swiss Decaf).

Natural Based Remedies and Supplements



Watkins natural based remedies and supplements includes many of the products that made Watkins famous and a household word in the 1900's, including J.R. Watkins founding product, *Red Liniment*. This category of products also includes some outstanding supplements that have been introduced to the Watkins product line in the past decade. Many have become some of the most popular products in the entire Watkins products line, which as noted several times

heretofore represents 350 products in all.

- **Natural Based Remedies:** Includes Beef Iron and Wine Tonic, Cough Syrup and Decongestant, Icy Blue Menthol Gel, Menthol Camphor Bath Soak, Menthol Camphor Relief Mist, Menthol Camphor Ointment, Menthol Camphor Ointment (travel size), Menthol Lavender Relief Drops, Menthol Rub, Natural Peppermint Fluoride Toothpaste, Pain Relief Burn Cream, Pain Relief Spray, Petro Carbo Salve, Petro Carbo Salve (travel size), Settels, Supercold Cough Medicine, Warming Analgesic Balm, Watkins Red Liniment, White Cream Liniment..
- **Weight Management:** Includes Reduce Plus, SoyNilla, TheraTrim and TheraTrim Value Pack.
- **Natural-Based Supplements:** Includes Aloe Vera Gel Caps, Aloe Vera Juice, Balanced Ginseng, Brain Plus, Children's Chewable, E + CoQ10, Eye Care Formula, Female Formula, Fruit/Veggie Complex, Garlic Oil Softgels, Inner Cleanse/Restore, Linimax, Male Formula, Mood Plus, Osteogen, Resist Plus, Skin, Hair & Nails and Superfood Multiple.

Watkins Personal Care Products

Watkins new line of natural personal care products have become huge sellers in a very short period of time, winning accolades from consumers for how wonderful they are to industry experts raving over the sleek style and design of their packaging and label design. Most of the line of natural personal care products centers around foot, hand, cuticle and body care. In addition to Watkins new line of “natural” personal care products, the company also manufactures a line of “traditional” personal care products that many women claim are “to die for.”



Upper income women have long been accustomed to being pampered at health spas for over a century. But spa treatments and professional cosmetic sessions for middle class

and lower middle class women are becoming a favorite treat and gift to give spouses on Mother's Day, birthdays, Christmas and other occasions in the 21st century. With Watkins two lines of personal care products you can enjoy the feel, benefits and pleasures of a spa treatment in the privacy of your own home. These are truly fantastic products for the women in your household, your family or circle of friends. Just close your eyes while someone special gives you a foot massage with *Watkins Peppermint Rejuvenating Foot Cream* and you'll swear you're in heaven. Likewise, run an application of *Watkins Lemon Cream Shea Butter Lotion* between your hands and imagine you're a Hollywood movie star at Spa Montage at the Montage Resort in Laguna Beach, California or The Peninsula Spa in Beverly Hills. Yep, these products are just that good. If you don't believe me, drop me an email to craig@watpros.com and I'll send you a free sample of both products.

Natural J.R. Watkins Personal Care Products

The "natural" line of personal care products is made up of hand and body lotions, body creams, body oils, hand and cuticle salves and foot care products. A list of each follows below:

- **Hand and Body Lotions:** Includes lotions in the following fragrances – Aloe and Green Tea, Lavender, Lemon and Mango.
- **Body Creams:** Includes creams in the following fragrances – Aloe and Green Tea, Lavender, Lemon and Mango.
- **Body Oils:** Includes oils in the following fragrances – Aloe and Green Tea, Lavender, Lemon and Mango.
- **Hand and Cuticle Salves:** Includes salves in the follow fragrances – Aloe and Green Tea, Lavender, Lemon and Mango.
- **Foot Care:** Peppermint Rejuvenation Foot Cream
- **Body Care Kit:** Includes the "Head to Toe" Body Care Kit)



Traditional Personal Care Products by Watkins

Watkins traditional line of personal care products is comprised of natural shea butters in jars and tubes, all natural body oils, natural hand and cuticle salves, hand cream, hand and body lotions, bath salt and body cleansers, dry oil body mists, body care kits, foot care products, botanical hair care products, skin care products, lip balms and sun blockers.

- **Natural Shea Butters (jars):** Includes shea butters in the following fragrances: Aloe and Green Tea, Lavender, Lemon Cream, Mango and Vanilla)
- **Natural Shea Butters (tubes):** Includes shea butters in the following fragrances: Aloe and Green Tea, Lavender, Lemon Cream, Mango and Vanilla)
- **All-Natural Body Oils:** Includes Fragrance-Free Body Oil, Lavender Body Oil and Lemon Body Oil.
- **Natural Hand and Cuticle Salves:** Includes Old Red Barn/Lavender, Old Red Barn/Lavender Travel Size, Lemon, Lemon Travel Size, Red Clover Salve and Red Clover Salve Travel Size.
- **Hand Cream:** Includes Ultra-Rich Hand Cream.
- **Hand and Body Lotions:** Includes lotions in the following fragrances – Aloe & Green Tea, Citrus & Chamomile, Lavender, Lemon Cream, Lavender and Mango.
- **Bath Salt and Body Cleansers:** Includes Bath Salt Lavender Mint, Aloe & Green Tea Body Cleanser and Vanilla Body Cleanser.



- **Dry Oil Body Mists:** Includes body mists in the following fragrances – Aloe & Green Tea, Citrus & Chamomile, Lavender and Vanilla.
- **Body Care Kits:** Includes the following gift kits –Head to Toe, Lotion & Shea Butter, Mini Moisturizer, Original Body Care and Shower and Travel.
- **Peppermint Foot Care:** Includes Exfoliating Food Scrub and Rejuvenating Food Cream.
- **Botanical Hair Care:** Includes Aloe & Green Tea Daily Shampoo, Aloe & Green Tea Daily Conditioner, 2-in-1 Vanilla Shampoo.
- **Skin Care:** Includes Aloe & Green Tea deodorant and Vanilla Cologne Rollette.
- **Lip Balms and Sun Block:** Includes All-Natural Beeswax Lip Balm, Sunblock SPF-30, Natural Aloe Lip Balm with SPF-23 sun blocker (in stick and tin package), as well as Vanilla Lip Balm with SPF-23 sun blocker rating.

Watkins Natural-Based Home Care Products

Watkins natural-based home care products are a relatively new addition to the Watkins growing treasure trove of environmentally friendly products. This group of products includes a Natural Home Care Starter Kit, All-Purpose Cleaners, Concentrated Refills for the All-Purpose Cleaners, Liquid Dish Soap Concentrates, Liquid Hand Soaps, Window Cleaners and Natural Room Fresheners.



A complete list of the products that make up the natural-based home care products follows below:

- **Home Care Starter Kit:** (This is a starter kit designed to introduce customers to several Watkins cleaning products. The kit contains all of the

following Watkins cleaning products: Aloe & Green Tea All-Purpose Wipes, Citrus Tub & Tile Cleaner, Lemon Furniture Polish, Lemon Liquid Laundry Concentrate, Lemon Toilet Bowl Cleaner, Lemon All-Purpose Cleaner, Aloe & Green Tea Liquid Dish Soap Concentrate, Lavender Liquid Hand Soap and Lavender Window Cleaner).

- **Household and Cleaning:** Includes Aloe & Green Tea All-Purpose Wipes, Citrus Tub & Tile Cleaner, Lemon Automatic Dishwashing Detergent, Lemon Furniture Polish, Lemon Liquid Laundry Detergent, and Lemon Toilet Bowl Cleaner.
- **All-Purpose Cleaners:** Includes All-Purpose Cleaner in 3 scents: Aloe & Green Tea, Lavender and Lemon.
- **Concentrated Refills for All-Purpose Cleaners:** Includes refills for the 3 All-Purpose Cleaners above in the same 3 scents: Aloe & Green Tea, Lavender and Lemon.
- **Liquid Dish Soap Concentrates:** Includes 3 different scented liquid dish soap concentrates: Aloe & Green Tea, Lavender and Lemon.
- **Liquid Hand Soaps:** Includes liquid hand soaps in 3 scents – Aloe & Green Tea, Lavender and Lemon.
- **Window Cleaners:** Includes window cleaners in 2 scents – Aloe & Green Tea and Lavender.
- **Natural Room Fresheners:** Includes air fresheners in 3 scents – Aloe & Green Tea, Lavender and Lemon

Watkins Home Care Products

Watkins line of traditional home care product represents a popular list of cleaning and home care products that North American consumers have enjoyed for years. Several important products included in this category are, (1) Watkins famous Generation III phosphate-free



and biodegradable powdered laundry detergent (formulated to handle oil-based and soil-based stains in hard water, thus great for work clothes), (2) Watkins earth-friendly organic cleaner, the most powerful toilet bowl cleaner in the world (that not only cleans and disinfects, but will remove difficult rust stains often caused by hard water), (3) Watkins biodegradable degreaser that works in hot or cold water and great for removing oil and grease stains from clothes, and (4) Watkins famous bio-drain cleaner that is made from enzymes and a special strain of bacteria that not only eat drain-clogging materials, but remains in your drain lines for an extended period -- keeping them clear for weeks. The sub-categories that make up Watkins line of traditional home care products are: Traditional Home Care, Accessories for Traditional Home Care, Premium Room Fresheners, Non-Aerosol Air Enhancers and Insect Repellants.

- **Traditional Home Care Products:** Includes Bio-Drain Opener, Degreaser (32-ounce and 1 gallon sizes), Generation III Powered Laundry Detergent, Organic Cleaner (32-ounce and 1-gallon sizes), Toilet Bowl Cleaner, Triple Action Liquid Laundry Detergent, Watkins Laundry Detergent and a bathroom caddy brush.
- **Accessories for Traditional Home Care:** Includes mixing bottles, mixing bottle labels, spray pumps for 32-ounce and 1-gallon cleaning products and trigger sprayers for mixing bottles.
- **Premium Room Fresheners:** Includes aerosol room fresheners in 3 different fragrances – Cassia Cinnamon, Lemon Citrus and Orange Citrus.
- **Non-Aerosol Room Enhancers:** Includes air fresheners in 2 fragrances – Cranilla and Vanilla.
- **Insect Repellants:** Includes insect repellants in lotion and spray application forms.

Chapter 9: How Much Money Can You Make?

You may have been surprised that “How much money will I make?” was not among the list of 15 questions I used in selecting America’s top home-based business. The reason has more to do with my maturity and years of experience. When I was young that would have been the first question I would have asked. Instead, my question (No. 9 on my list) was “How good is the company’s compensation plan?” Allow me to explain.

The short answer to the question, “How much money will I make with Watkins?” is *“Watkins is like any business opportunity you’ll come across in life – you’ll get out of it what*



you put into it.” If you sign up as a Watkins associate and do nothing, you will obviously earn nothing. Likewise, if you think all you have to do to get rich in this business is sign up as an associate and start passing catalogs out to everyone you meet, that is also not the case. Granted, passing out catalogs will earn you some money, but your income will be proportional to how many catalogs you distribute, who you distribute them to, how good you are at callbacks and follow-ups, etc.

To become wealthy running a Watkins business I recommend you follow sales and marketing methods that are taught by Watkins and the Summit Group. Highly successful leaders in Watkins have created learning tools that have proven to be successful for others who have gone before you. You’ll also need to focus on recruiting new associates that will take and follow the **Summit Group and Watkins** training courses. This will require you put forth an effort and dedicate several hours each week to running your Watkins business. Wealth from this business opportunity comes from a combination of retailing and recruiting. We will teach you easy ways to do both. However, at the end of the day we cannot do these two things for you. You’ll still need to take this business opportunity seriously, realizing you’ve been given a vehicle for



wealth, the keys to the vehicle, a roadmap that provides several routes to wealth, and good driving instructors to help you get there. But what we cannot do is drive the vehicle for you. It will be up to you to start the engine and provide fuel to drive the vehicle several hours of every week.

Since I knew in advance that I would get out of Watkins what I would put into it, my focus has never been on “How much money will I make? Instead, my initial concern was -- *“Does the company have a compensation model strong enough to make me wealthy if I give their proven business models for retailing and recruiting an honest effort on a regular basis?”*

What I discovered during my research was the Watkins compensation model was far more lucrative and powerful than I had hoped it to be. Yet, I compare the earnings growth from a successful Watkins business to be analogous to a Delta Airlines jet taking off. It begins slowly as it makes its way out to the runway, then takes off and builds speed and momentum as it goes a very long way down the runway and suddenly skyrockets into the wild blue yonder at a rapid accent rate to unbelievable heights. Since the bulk of your earnings will be from residual income that you’ll earn from your growing downline, your total Watkins compensation will grow with ever-increasing momentum, provided you consistently spend time developing and building your Watkins business each week.



Keep in mind that this business opportunity is one that is designed for you to work part-time until you’ve completed the trip down the runway and become airborne. Your business volume and total earnings will dictate when it’s time to take your Watkins business full-time. Some people have accomplished this move to full-time in 1 year, others in 2 years, some in 3 or 4 years, and many still remain part-time associates.

Why are some never able to graduate to full-time with Watkins? There are many reasons why some associates never graduate to a full-time business. Some joined just looking for a part-time income and nothing more. Some procrastinate because they are procrastinators, others will never find the time to dedicate a few hours a week to Watkins,

some may join for all of the wrong reasons and never take the opportunity seriously and some have life-changing events (i.e., death, divorce, accidents, aging parents to care for, etc.) that prevent them from running their Watkins business.

Watkins offers a compensation model that allows every associate the opportunity to make a fabulous income. I will explain how this is possible in a minute, and I will provide



you with the key to building an ever-growing level of income with Watkins later in this chapter. But before doing so, please keep in mind that there are government regulations that prohibit me from citing specific examples of earnings, or using language that might leave you with the impression that

everyone can make a fortune with this, or any, business opportunity.

Like all network marketing companies, Watkins Incorporated has guidelines that its associates are expected to follow to ensure the public is not misled on the subject of compensation. Thus, my discussion of compensation will be within the framework of those guidelines, and for that reason some of my answers may appear somewhat generalized in nature. But I will do my best to answer the Watkins earnings question honestly and hopefully to your satisfaction. My comments will be frank and to the point. For example, if you were standing before me now and asked me the question, *“Can I make a six-figure annual income with Watkins?”* my answer to you would be . . . *“It is very possible to make a six-figure income with Watkins, but since I don’t know you personally or what drives you, it is impossible for me to predict if you personally will make a six-figure income.”* What I do know is that associates that work regularly at building their Watkins business, managing their downline and sponsoring new associates regularly have found it easier than you might think to build a six-figure income with Watkins in a 3 to 6 year time frame.

Like you’ve heard me say before, Watkins is not a get-rich-quick opportunity. But many Watkins associates have been able to build six-figure annual incomes for themselves with Watkins because they worked this wonderful part-time opportunity regularly, and with a passion. Watkins has the potential to dynamically change your lifestyle for the better, providing more income, more spare time, and thus, more freedom to do what you want to do

when you want to do it. It is an opportunity for you to begin a part-time business now with a 3 to 5 year plan to escape from the rat race, to move to the country, to send your children to private school, to buy a new car, etc. But you only gain these benefits by devoting quality part-time hours to your Watkins business every week.

Be Realistic and Commit Yourself

Here's what I do know. I know that . . .

- If you spend little time trying to sell Watkins products you will earn a little income in retailing.
- If you spend little time trying to sponsor new associates you will earn little income.
- If you will devote 7 to 10 hours per week, 50 weeks per year, to retailing products and sponsoring new associates, you will build a very successful Watkins business in 3 to 5 years. I'm here for you to lean on for advice, guidance and recommendations to help make that happen.
- If you you're looking for a get-rich-quick opportunity, keep searching. But I can assure you that the quest and search for instant riches by millions of people before you should serve as living proof that the odds of you finding such an opportunity are probably a million-to-one against you.

Do you have to sell a lot of Watkins personally to earn a lot of money? Not necessarily. If you're good at sponsoring and managing others and can build a large downline, you only need to achieve \$200 per month of personal sales to qualify for all the downline commissions and bonuses your downline earns you monthly. Watkins understands that managing large downlines requires your time and hence its compensation plan doesn't put unnecessary pressure or stress on leading associates by



enforcing them to achieve huge personal sales quotas. This is an extremely important point and underlines why you should take a few minutes to study the lucrative compensation plan Watkins has for all associates (see the reference section).

You don't have to study the compensation plan long to realize that the Watkins business model allows you the opportunity to make a six-figure income. There are many Watkins associates that are doing so every year -- proving that the compensation plan works. If you believe in yourself and are goal-oriented, and willing to devote a few hours of every week to your Watkins business, willing to seek guidance from me and your upline when needed, you already possess what it takes to become a very successful Watkins associate.

Don't be Fooled by What Others Promise Online

I realize that you can find thousands of websites online for moneymaking opportunities that include examples, specific details and testimonials of people making a fortune. They claim to have a plan that will be your Cash Cow for life. They make them



sound easy, proclaiming they have an easy to follow blueprint – a “lazy man’s way to profits.” But these are not the websites of distinguished and reputable companies like Watkins. Instead, these are the websites of independent entrepreneurs that are only “talking the talk,” and rarely are they ever truly “walking the walk.” In the past ten years alone, I’ve come across countless moneymaking websites

with over-hyped claims of making money, only to find the very same websites shut down a year later, proving that they were either not making money, or shut down by their web host due to consumer complaints. My point is simple, if you see something online that looks too good to be true, 99.99% of the time it is indeed “too good to be true.”

What I do Know

I know that Watkins will work for you if you will work for Watkins. I have been accustomed to making a six-figure annual income in the business world for years, and

frankly I would have had no interest in joining Watkins if I had felt it would be impossible for me to make the same level of income with Watkins that I have been accustomed to making in the business world.

The secret, as to why some Watkins associates make more money than others is not only the amount time and effort they devote to their businesses, but in where they spend their time and effort. It's what I call spending the time and effort you put into your Watkins business "*wisely and efficiently,*" or what you might call "quality time."

So How Can You Make Money With Watkins

Once you become a Watkins associate and begin running your business you can earn money from 3 sources of activity plus a special bonus program. Each are explained below:

- **Use the Products Yourself** – For as little as \$39.95 you can sign up and become a Watkins associate and begin enjoying a direct 25% discount off of all products you purchase. Thus, becoming as associate entitles you to wholesale pricing of Watkins products whether you elect to sell them or not. You may also receive additional bonus income of up to 14% more after the end of the month, depending on the overall results you achieve that month.
- **Introduce Watkins Products to Others** – By talking to others about Watkins products, distributing Watkins catalogs to others, driving traffic to your Watkins website, conducting Good Tastings® events at people's homes, reserving a booth at a local festival or trade show, etc., you can introduce others to Watkins and earn 25% commission on the products you sell them. Your sales volume may qualify you for bonuses that effectively earn you more money. After the end of each month, you may receive additional bonus income, depending on the overall results you



achieved during that month. This bonus income can quickly climb up to 14%, taking your total profit on customer sales up to 39%. If you build a large sales organization (see next bullet point) and achieve the highest levels of success, your total profits on your customer orders can go as high as 44%.

Note: *As an added convenience for you and your customers, Watkins offers you the option of having customers order by a toll-free phone number, on the Internet, or by mail. These orders are shipped directly to your customer from the Watkins distribution center. You never have to handle these orders, and yet you reap profits. This can eliminate the time it would normally take for you to sort and hand-deliver orders. In order to help Watkins cover the costs associated with customer direct orders, you earn a little less on these orders than those you hand-deliver.*

- **Introducing the Watkins Business Opportunity to Others** – By telling others about the Watkins business opportunity, whether face-to-face, in writing, via a website or blog, by direct mail, through classified advertising in newspapers, magazines, church bulletins, etc., you can recruit new associates that will become members of your own direct sales organization or downline, earning you override commissions on their sales, as well as bonuses. The level of your total bonus amount each month is dependent on the total monthly sales volume of you and your downline. As a general rule of thumb, most associates with active downline organizations will find that their monthly income from their downline sales will average approximately 5% to 10% of the total product sales volume generated by their downline. [Note: Remember, your downline is your personal Watkins sales organization and is made up of all associates you recruit and associates they recruit – up to 4 levels of leaders below you.] Override commissions on your downline can put a significant amount of money in your hands every month. And, long-term, it is possible to earn up to 19% of the sales volume generated by some



associates in your group. The best part about continuing to sponsor new associates and help those you sponsor introduce the business opportunity to others is that you are able to substantially leverage your time in this business. Over time, commissions on your downline will become your greatest source of income with Watkins if you continue to build and manage your sales organization. This is the power of residual income and what I mean when I say that Watkins offers you an outstanding income opportunity, in that the larger your sales organization becomes, the more money you will make.

- **Watkins Bonus Programs** – From the information provided above you've learned that you can make money from your personal sales of Watkins products and earn money from the sale of Watkins products by your downline sales organization (i.e., the associates you recruit and associates they recruit). But Watkins offers more icing on top of the cake in the form a special bonus program. Each month, Watkins sets aside approximately 2% of all company revenues for special bonus programs. Examples of past bonuses include \$100+ cash awarded to new associates who took quick action, \$1000+ cash awarded to existing associates who reached higher levels in the compensation plan, and all-expense paid trips to exotic destinations around the world.



Summarizing the Watkins Payout System

As noted above, there are four ways you can save or earn money with Watkins. The bullet points below summarize the sources and approximate percent of sales you'll earn.

- 25% to 39% discount on items you order for yourself
- 25% to 39% profit on sales to your customers
- 5% to 10% bonus on the total sales volume generated by your entire downline
- Special programs for extra bonuses or prizes.

Take a minute to review the commission levels outlined above. If you know anything at all about product manufacturing and wholesale pricing of consumer products, you're probably blown away by the whopping size of these payouts. I know I was, for I know many businesses with smaller operating margins and/or sales commissions.

Income From Sales to Your Customer Base

I've created the projected earnings table below to give you an idea of how much money can make with Watkins if we assume your customer base orders only \$20 per month on average. Note how your monthly income can grow over time as your total number of customers grows. Building a customer base of only 100 customers may take a little time, but it is easy to achieve because there are so many ways to promote and market Watkins. Keep in mind that the income in the table below does not include income you could be earning from a downline of associates that you or they have recruited. Instead, this table is meant to illustrate earnings from personal sales only.

If You Build Your Business To:	Your Monthly Income Could Be:
5 customers	\$15 to \$25
25 customers	\$90 to \$143
50 customers	\$208 to \$323
100 customers	\$529 to \$780

Income From Sales by Your Associate Base

So what about earnings from your associate base, what I normally refer to as your downline sales? The table below illustrates a range of earnings you could achieve from your downline's sales, if we assume that each associate averages a modest \$100 per month in sales. After reviewing the hypothetical earnings table below you can begin to appreciate how large your total income from Watkins can become as your downline grows. Note in the example that your personal customer base is kept at a modest number (i.e., 25 customers), while your downline grows from 10 to 200 associates.

If You Build Your Business To:	Your Monthly Income Could Be:
25 customers 10 associates	\$149 to \$283
25 customers 50 associates	\$358 to \$703
25 customers 100 associates	\$602 to \$1,208
25 customers 200 associates	\$1,057 to \$2,214

Income From Grooming Leaders in Your Downline



Now what if some of the associates you've recruited become leaders and end up building a downline of 100 associates in their own Watkins sales organizations. When you review the Watkins compensation plan you'll find that it provides you a payout on up to four levels below you if you qualify by achieving certain sales quotas for personal and group (your downline) sales. The following table (see next page) illustrates an earnings range from your downline, assuming a very conservative average monthly sales target of \$100 per month on average, plus 100 associates in each leader's downline.

If You Build Your Business To:	Your Monthly Income Could Be:
25 customers 200 associates 1 strong leader	\$1,505 to \$2,912
25 customers 200 associates 3 strong leaders	\$2,403 to \$4,322
25 customers 200 associates 8 strong leaders	\$4,649 to \$8,607
25 customers 200 associates 12 strong leaders	\$6,452 to \$14,195

As you can see, having leaders like me in your downline can pay big dividends to you. The table also gives you an idea on how big your downline must be to achieve 6-figure annual income levels. Keep in mind the table illustrates monthly income and does not include income from your personal sales.

I should also note that our Summit Group targets a goal of \$250 per month in monthly sales for associates in our downline, thus the examples of hypothetical earnings I've provided that are based on \$100 per month in average monthly sales are considered conservative by Summit Group standards.

You might think that either number (i.e., \$100 or \$250 per month) sounds low, but you must consider that just like with any organization you're doing to have movers and shakers in your downline, people working modestly and people doing nothing.



Actual Income Others Have Earned

If you will spend the time analyzing the hypothetical earnings tables in the chapter it becomes clear that if you sell products **and** sponsor, and continue to build your sales



organization of downline associates, your income will continue to grow and has no boundaries. This is the beauty of residual income. The power of the Watkins compensation model will allow many associates to make far more money than they do in their current career or job. But what type of earnings should the average associate expect?

If you've ever studied human nature it should come as no surprise that the "average" Watkins associate is someone who joins Watkins and either takes advantage of the 25% discount on their own purchases or does a small amount of sales from time to time. This is not because Watkins products are difficult to sell. Instead, it has more to do with human nature. The vast majority of the public "dream" of becoming wealthy, spending their entire life "talking the talk" of becoming wealthy, but simply are too lazy to "walk the walk" required to become wealthy. For one reason or another some people are not willing to get off their duff and give Watkins or any business opportunity a concerted effort after they've taken the time to become an associate. Many are simply procrastinators in everything they do in life. Many only wanted to join to receive the 25% discount on all Watkins products they purchase and never intended to sell products. Thus, when you average these personality types into the overall pool of associates, it disguises the fantastic earnings made by people that run their Watkins business seriously.

Because a significant number of Watkins enrolled associates fit this profile, Watkins company-wide statistics may appear disappointing to you at first glance, for these statistics

reveal that the “average” associate is one that earns less than \$50 per month in bonuses and residual income. If you didn’t know any better, this would be a “deal-killer” for many considering joining the business. But one has to look deeper and find out why the company-wide earnings are so low. Once you do, you quickly realize there is a big difference between the company-wide average of all associates and the company-wide average of active associates that regularly devote time to their Watkins business. I can assure you that Summit Group members do much better because we work to educate associates on how to build their business, how to stay focused and motivated, how to become leaders, etc.

Perhaps the fairest way to judge how much money you can you make with Watkins is to review Watkins stats for “leaders” – associates who have gone about building a business of at least 100 associates in their downline. After all, you shouldn’t pursue this opportunity unless you plan to devote time to building your business. And if you’re really going to look at company sales or earnings stats, doesn’t it make more better sense to review the stats of associates who are actively working the business?

Fortunately, I have some good data I can share with you regarding actual Watkins earnings in the table below. This data represents actual Watkins income levels of active associate leaders, as published by Watkins in the January 2001 Associate Reference Guide:

Success Level	Average Annual Incomes in U.S. Dollars
Mid-Level Leaders (most work part-time)	\$16,562 to \$35,434
High-Level Leaders (some work part-time)	\$69,992 to \$236,124 average, with some individuals earning much more.

Note: All earnings examples in this chapter are in U.S. dollars. To convert to Canadian dollars multiply the amounts by 1.011. The lower level of the earnings range estimates illustrated in these tables is considered conservative, while the higher end of the range is considered a reasonable maximum. Any given associate's earnings will depend on how effectively he or she is at building and managing their respective Watkins business. For more information about the earnings examples and statements contained in this book please read the Disclaimer and Copyright Terms area of the Reference Section.

Other Assumptions Made: In these hypothetical earnings tables I have assumed that all customers order an average of \$20 per month and all downline associates generate an average of \$100 in orders per month. Since the Summit Group’s goal is \$250 per active associate, my \$100 estimate is also considered conservative.

I have noted several times in this book that I would be honest and forthright with you, not over-hyping this opportunity. It would be easy for me to have simply made this chapter short and sweet and said the compensation model allows you to make several hundred thousand dollars a year and many would stop reading the book and join Watkins immediately. But knowing human nature, I know that if I were to paint Watkins as a get rich quick plan, most people who signed up would quit and move on to looking for another get rich quick scheme the minute they realized it requires a consistent part-time work effort, persistence and patience to build a Watkins business. People that fit into this category will likely spend their entire lives looking for instant solutions to their financial problems, not realizing they had a real solution to their financial problems in Watkins.

Watkins, as I've said before, is not a get-rich-quick plan for making money. Instead, it's a 3 to 5 year plan for making a lot of money for those that will treat it like a business and devote time to it regularly -- at least 7 to 10 hours per week. However, your earnings from Watkins are also dependent on your method of selling and recruiting. For this reason, it's worth your time to read beyond this chapter because you may find ways to make several hundred dollars per month with Watkins spending less than 7 to 10 hours per week. And, if that's all the money you wish to earn from Watkins, that's fine with me and with Watkins. No one will ever try to push you to do more than you have time to do.

A 4-Point Plan for Making a 6-Figure Income



What I would really like for you to gain from this chapter is to realize that your income level with Watkins increases dynamically as you incorporate all four components of the same business model used by Watkins' leading associates into your own Watkins business. If you do so regularly, it is indeed possible to create a six-figure Watkins income for yourself in 3 to 5 years. The four areas that leading Watkins associates concentrate on regularly are:

- Selling Watkins products
- Recruiting new associates

- Grooming new leaders in their downline
- Repeating this process regularly.

If you will commit yourself to sticking to this 4-point game plan regularly, then you'll be copying the same business model used by successful associates that are making a six-figure income with their Watkins business. When I say regularly, I'm not talking about having to do this full-time. I'm talking about devoting 7 to 10 hours per week, every week, to your Watkins business.

For Those With Lower Earnings Goals

I don't want to focus too heavily on making a six-figure income with Watkins because I realize that there are many people who will read this book that are not aiming to make \$100,000 per year or more. You may only be looking for a way to add another \$500 to \$1,000 per month to help make your house payment, to put an end to borrowing money, to pay for a new car, to fund your child's college education, etc. Watkins is an ideal business for people in this category, as you can achieve this level of income through simply selling the product alone and occasionally sponsoring a new associate. Keep in mind that you'll naturally have an occasional customer that will be interested in joining Watkins.

One of the best ways to make several hundred dollars per month on a consistent basis is holding Good Tastings® events regularly. A fair estimate for profits from Good Tastings® events is about \$125 per event, but you can make a lot more depending on the number of people at the event and how affluent the area is in which they live. Still, if you're goal is to make \$1,000 per month one could do so holding two Good Tastings® events per week on a regular basis. You'll also see your income grow exponentially from your effort as each person you sell product to at a Good Tastings® event essentially becomes a customer that could order from you again in the future.



events is about \$125 per event, but you can make a lot more depending on the number of people at the event and how affluent the area is in which they live. Still, if

Watkins has numerous associates earning several hundred dollars per month or more doing nothing but Good Tastings® events. This is a fun and easy way to make money. For a

small fee, Watkins offers associates a training video, sales manual, audio course and Good Tastings® sales kit for launching a Good Tastings® business very quickly.

Another great way to work Watkins part-time if you don't normally work weekends is to sell at festivals and weekend events. The cost of getting a booth at many weekend festivals is only \$100 to \$150. Selling at events like these will require you maintain an inventory of products, but depending on how many people attend your festival, its very easy to make several hundred to several thousand dollars at a single event.

How much money you make at event sales will be dependent on the total attendance at the event and the traffic flow by your booth and your selling skills. You'll find that the more people the festival expects to attend, the more they will charge for booth rentals. Some of the biggest shows we have in my area attract up to 100,000 people per event. For events like these a booth may cost as much as \$1,000 to \$1,500. However, it's entirely possible for events of this size to produce profits of several thousand dollars – making the investment in inventory and booth costs worth the effort.

The last two examples of marketing methods (i.e., Good Tastings® parties and event sales) are ways to make money solely from retailing the product, but each will provide you a growing customer base and produce some new associates along the way from time to time.

Have Faith in the Compensation Plan

The two biggest mistakes new associates often make is giving up too easily or never starting at all. The Watkins business opportunity, like all business opportunities with a residual income component in its compensation plan, takes a while to develop and builds momentum exponentially if you work at your business regularly. It will take time to build your sales organization; hence it will take time to build your income to high levels. And this is why some Watkins associates give up too quickly and too easily. They either lack the patience required to build a business over 3 to 5 years, or they lack what I often call “fire in the belly,” that burning desire to succeed, and willingness to pay the price of success.



And what is the price of success with Watkins? I'm referring simply to **your commitment to your business** – devoting 7 to 10 hours per week to building your Watkins business. Do this, do this regularly, and everything else will fall in place. You won't be alone in building your business. **If you're serious about building a Watkins business, I will guide you when you need guidance, motivate you when you're down and provide tips and advice as needed.**

Building a Watkins business is actually a lot of fun. To be successful quickly it is important to use Watkins products. The reason is simple. If you like the products it will show when you try to sell the same products to others. There will be a glow on your face, a sparkle in your eyes, and a natural enthusiasm in your voice. You won't sound fake or rehearsed. Your customers will sense that you believe in the product. This is what I call "selling with integrity." Thus, if you will regularly try different Watkins products you will make a better spokes person for the products. Most importantly, it will make the selling process fun and make the 3 to 5 year business-building period go quickly. Before you know it, you'll be looking at a Watkins paycheck greater than you could have hoped for or imagined, and greater than the paycheck from your current full-time job.

As I noted earlier in this chapter, I have found the Watkins business opportunity to be analogous to a jet airliner taking off, in that it takes a while to get out of the gate, a while to taxi out to the runway, a while to run down the runway, gathering speed at an ever-growing rate and then eventually taking off at a high rate of speed and a rapid ascent. If you can keep that vision in you mind while you're growing your business, you will be able to (1) keep your faith in the business model and the compensation plan, and (2) remain motivated throughout your business building process because you know your efforts will not be in vain, but will pay off one day and do so in a big way.

The jet takeoff analogy is why it takes about 3 to 5 years of concerted effort to build a Watkins home-based business from the purchase of a small sales kit costing only \$39.95 into a residual income juggernaut that can last a lifetime. Keep the jet airline analogy firmly in you mind every day you're a Watkins associate and you should have no problems in building a highly successful Watkins business.

Steve Bretzke, our Summit Group leader and founder, says it best and he also uses a jet airliner reference of his own. In Steve's own e-book, entitled "A Better Life for You and Your Family" he explains why some new associates never taste success . . . *"When you are your own boss, as you are in a Watkins business, it's easy to quit. No one will be pressuring you to do more—so you've got to motivate yourself. That's why its so important to know what you want and how bad you want it before you consider any moneymaking opportunity that puts you in business for yourself. If you don't have a solid reason why you want to succeed, it's very likely that you'll give up too easily.*

The reason people quit too soon is usually because they have unrealistic expectations of how quickly the business will grow. The sad part is, that many people turn off the jets when they were almost at "cruising altitude."

The best advice I can give you in this entire book is to (1) believe in Watkins, (2) believe in Watkins products, (3) believe in the compensation plan, (4) use Watkins products in your home, and (5) devote at least 7 to 10 hours per week to your Watkins business, following the educational training you'll get from me and the Summit Group. Do this, and one day your Watkins jetliner won't just be airborne, but you'll see your business skyrocket to moneymaking levels you've never thought possible before.



Eat that Frog and Make \$941 per Month

Mark Twain once said that if the first thing you do every morning is eat a live frog, you should be able to go through the rest of your day with the satisfaction of knowing this



would be the worst thing to happen to you all day long. We all have frogs we have to eat every week, for they represent things we dread doing, things we feel uncomfortable doing, things we fear doing, etc. More than likely, one or two frogs you have to deal with today or tomorrow are eating away at you right now.

Many people feel the act of selling a concept, a plan or a product to someone is too big of a frog for them to eat or swallow. They have a constant fear of rejection. Common sense tells us that we shouldn't expect success in sales if we're not willing to make the pitch and ask for the order (i.e. close the sale). But the fear of rejection, the fear of hearing the word "no," often leads to procrastination and delays, eventually to failure and quitting something that once held great promise.

The key to your financial success in life is learning to eat your frog the first thing every day. Take the one thing you dread doing the most, and do it first. Then, everything else comes easy. If you have two frogs, do as Twain suggested - always eat the ugliest one first. If you can learn to eat your frogs, putting the items you dread doing the most at the top of your "to do" list, making them the highest priority and the first thing you tackle daily, you'll find the rest of your day and week will be a piece of cake.

Twain always had a way with words, but somehow, this saying has always had a deep and profound meaning for me. People who can get up every day, organized and willing to eat their frogs first, are typically highly successful in sales and marketing. You can be successful also if you are willing to eat your frogs! In fact, if you can eat just 9 frogs, you'll be off to a super start with your Watkins Products business and soon be making several hundred dollars per month during your first year. To illustrate, I'll give you an example of how you can make \$941 per month.

The **[Summit Group](#)** of Watkins Associates calls this the **9-4-1** plan. Sponsor just 9 people as Watkins Associates. You may have to introduce the moneymaking opportunity plan of Watkins to 20 or more people before you get 9 to sign up. Continue eating at least one frog daily until you get 9 people to become Watkins Associates. Once you have 9 associates underneath you, you will help each of them by seeing that they receive guidance from you and the **[Summit Group](#)** so that each averages recruiting 4 new associates.



You now have 45 people in your downline, the 9 you sponsored and the 4 (on average) that each of your nine sponsored. So one layer below you there are 9 associates, and 2 layers below you there are 36 new associates. Now, let's say that on the layer of 36 associates you reach a point fairly soon where each of them sponsors one new Watkins Associate. That's another 36 associates. Once you've reached this point you now have 81 people in your downline. Visualize the 3 layers of associates below you: 9 x 4 x 1. Including yourself, you have 82 people in your Watkins sales organization.

Now, if each of the 82 associates in your Watkins sales organization or downline diverted just \$20 per week of their purchases for personal home products, medicine chest and first aid supplies, baking supplies, etc., your total commissions and bonuses from your 9 x 4 x 1 sales organization would earn you an estimated \$941 per month. And it all started with you sponsoring just 9 people. With that I'll close with a simple question — “Was it worth eating a few frogs to get your 9 personally sponsored Watkins Associates?” Think about what \$941 could do for you. That's 2 new car payments per month. Over a 12-month period the total earnings would cover annual college tuition costs at many state colleges and universities.

Put that \$941 in your pocket one day. Make up your mind to start eating those frogs now. If you're not a Watkins Associate and want more information about Watkins, **[click here](#)**

Chapter 10: How Will You Build Your Watkins Business?

This chapter is about building your Watkins business to its greatest potential. You will build it using the 4-point process I spoke of in the previous chapter. But specifically, this chapter is more about some of the techniques and methods you will use in selling products, recruiting associates, grooming leaders and repeating the process. This is an important chapter to read, because in reading it you'll come to understand why I can make a significant difference in your life and the lives of associates you recruit.

How Will You Sell Watkins Products

First, let me say that this chapter includes just a few of the methods you can use to sell Watkins. If you don't see one that strikes your fancy or meets your talents and personality traits, I'm sure that after learning more about you I can either devise a sales and marketing plan for you or demonstrate to you that you can make one of these methods work for you.

Before I list several methods you can use to sell Watkins let me remind you, when you come into contact with another person and attempt to introduce them to Watkins, it is far easier to sell someone if you've used the products yourself. I consider this an essential ingredient of success with Watkins, but I don't consider it essential that you have to use all 350 Watkins products to be successful. After all, if you're a man you're going to look mighty silly taking the *Female Formula* tablets. Just kidding of course. No, my point is that it is entirely possible to sell one Watkins product and use your experience with other Watkins products to exude confidence and enthusiasm and illustrate visually to someone the care and effort that Watkins takes in producing products to high standards, always going "above the rim" to create products that are better than competitive products.

Now let's move on to discussing how you can get off to a fast start and cover a few ways you can sell Watkins products. Hopefully, you'll see a method that interests you:

- **First Things First** – I highly recommend listening to Watkins’ “*Recipe for Success Action Planner*” audio training CD for new associates and following the instructions on the audio to the letter. This audio guide is an action planner designed to start you off on the right track. It helps you plan the actions you should take to get your business off to a successful start quickly – namely, during the first weeks you’re in business. You can purchase this CD online from Watkins for \$2.00, but **I provide it free to all associates who choose to sign up under me.**



- **Fast Start Announcement** – One of the first things I recommend to new associates is to make a list of everyone you know – friends, relatives, people you work with, people from your church, old classmates, people from any organizations you belong to and anyone you might get to know through your children’s sports team, etc. Send them a personal letter announcing the grand opening of your Watkins business. Explain how they can order toll-free, online or directly from you and have product delivered to their door, saving them time and gas money (very important these days). You should also note that shipping is free on all orders over \$125.



Enclose one of the small monthly catalogs you can purchase from Watkins plus a free sample of a Watkins product. I regularly order 25 to 50 of the monthly catalogs and keep samples of black pepper, cinnamon, four different body lotions (Mango, Aloe & Green Tea, Lavender and Lemon Cream) and Ultra Rich hand cream. Enclose a catalog and sample with each mailing. You’ll need to go to an office supply store like Office Depot or Office Max and purchase some 6” x 9” envelopes for this mailout. To avoid a leaky

situation in case the envelop gets punctured in the mail, I suggest you don't send lotion samples, but recommend cinnamon or black pepper samples. However, I can tell you from experience that if a woman tries a sample of the *Watkins Lemon Cream Shea Butter Lotion* you've got a customer for life, so perhaps taking a chance on a leak is worth the gamble. :o)

One word of caution, don't lose friendships over your business. Many people who you think might order, won't. Some who you might think will be a waste of time will surprise you. Even if you get very few sales from this effort, it will pay dividends later on down the road. People who receive your announcement will remember you've started a Watkins business. From time to time they will ask you, "How's your business going?" Any question or comment about your business opens a window of opportunity for you to talk about your business and your products. Always be positive. Talk about products people are falling in love with, offer them a free sample (always carry a handful with you or in your car, purse or briefcase).

- **Sample and Catalog Distribution.** There are many ways to distribute catalogs, but the most common one is giving them to people you know and come in contact with daily after telling them a little about your Watkins business and products. Tell them you distribute Watkins products and would like to give them a free sample or two and a catalog to browse. Talk to them, but more importantly listen to them, trying to pick up on something they do, or something about their lifestyle that will make you think of a product or two to recommend to them. If it's a woman and she bakes, you've got to introduce her to Watkins double-strength vanilla. If it's a man and he barbeques, you've got to mention Watkins barbeque sauce. If the man works in a blue-collar job with lots of lifting, chances are he often comes home with sore muscles or a sore back. Yes, you guessed it; Red Liniment is the idea recommendation for him. If your prospect is elderly and has a noticeable limp, you might want to inquire if they have knee pain from arthritis, and if

so, talk to them about Linimax (this product has done wonders for me). If someone mentions they need to lose weight, talk to them about TheraTrim and Reduce Plus, Soynilla and Superfood Multiple. If you're overweight yourself you might think about using these products and be a walking testimonial for what they did for you.

- **Catalog Distribution in Waiting Rooms** – Don't stop with passing out catalogs to only people you know. Order some catalogs and purchase a rubber stamp kit from your local printer, Office Depot or Office Max. The rubber stamp should illustrate your name, Watkins title and ID number, address and phone number on the rubber stamp. The proper format for your Watkins title and ID is **Independent Watkins Associate # XXXXXX** (where XXXXXX represents the placeholders for your associate ID number). Stamp these catalogs and then distribute one or two in the waiting rooms of local doctor's offices, automotive tire stores, barber shops, hair salons, car washes – any place where people are normally sitting and waiting and looking for reading materials to pass the time while they are waiting.
- **Catalog Distribution to Senior Citizen Facilities** – You can also try going to local nursing homes, assisted living facilities, anywhere senior citizens might remember Watkins from the good ole days might live. You might even ask the manager of one of these facilities if you can come by and demo a few products for their residents. You have to be careful, as not all homes and facilities like this allow their residents to have money, and without money they have no means of ordering something, except on a promise that their son or daughter will pay you. However, these details can be worked out with the manager of the facility, as you'll need to get the manager's permission anyway. An even better place to distribute the catalogs and conduct demonstrations to senior



citizens is at senior citizen activity centers. Many towns and communities have a senior citizen center.

- **Catalog Distribution via Classified or Display Ads** – Run a small ad in local newspapers, magazines, church bulletins, fraternity or sorority newsletters, on CraigsList.com, etc. offering a free catalog to anyone interested in buying Watkins

products. Classified ads for the business opportunity pull far better than classified ads for the products. Let's face it, everyone would like to make more money and knows what money is, but not everyone knows about Watkins products. It is very difficult in the small confines of a classified ad to talk about the products. But again, this depends on the venue. A classified ad for the products in a senior citizens magazine can do very well because many senior citizens grew up with Watkins and recognize the name.



- **Catalog Distribution via Flyers** – It costs a lot less money to print a 1-page flyer at a local print shop than your catalogs cost. So run a special promotion for first time buyers and announce a free catalog to anyone that sends you a request for catalog by mail. Distribute the flyer in your neighborhood, on cars in a parking lot, at sporting events, etc. Be sure and put your phone number, email address and mailing address on the flyer to make it as easy as possible for someone to contact you and request a catalog. The beauty of this method of distributing catalogs, like with classified ads, is you control



your costs for catalogs by only sending catalogs to people who express an interest. Once you get their request, be sure and mail the catalog promptly and make sure you've stamped it with your rubber stamp so they'll have your contact information.

- **Good Tastings® Events** – This is one of the most successful marketing and sales methods used company-wide. You ask someone you know if they would be willing to host a Good Tastings® event at their house, telling them if they do they will earn a percent of all sales in free products. Watkins has a video, sales manual and a Good Tastings® kit that makes conducting these events as simple as pie. An average event will pull in about \$500 in sales, earning you \$125, several new customers and occasionally a new associate will sign up as well. If you've got friends who love to get together and have parties, a Good Tastings® event is a fun and easy way to sell Watkins.



- **Craft Shows, Gift Shows and Festivals** – You'll need to purchase some inventory from Watkins to pull off a craft show, festival or trade show; but they pay off handsomely. You simply reserve a table for the event, order your Watkins inventory, decorate your booth with a Watkins banner or poster board, and stack your products in a manner that will attract people to your booth or tent. Offer free samples, give product demonstrations and take orders.



These are fun to do and can make you a lot of money in one weekend. The cost of a booth can run from \$100 to \$1,500, depending on the size of the

event and the expected attendance for the affair. However, your payout will be proportional to the attendance and what you pay to participate.

- **Selling to Non-Profits for Fundraising** – You can recruit fraternal organizations, any organization in fact that has an IRS 501(c)(3) Non-Profit Organization status as an associate. Watkins has special and unique benefits for 501(c)(3) organizations. The organization will be given a free WatkinsOnline.com website for its members to order products from. The organization will earn commissions on all sales, ranging from 16% to about 30% (reflects a 9% reduction in commissions on customer direct orders). The monthly web hosting and maintenance fee will be waived for the organization. The organization will be able to post special announcements for its members on its WatkinsOnline.com website. The organization cannot recruit independent associates like you or I, however it can enroll other Non-Profits and earn bonuses from sales made by those Non-Profits. Most importantly, the Non-Profit you recruit and any Non-Profits they recruit will become part of your downline and you'll earn residual income from their total combined sales. Thus, if you are a member of a Non-Profit organization, or know someone who is, tell him or her about Watkins special plan for Non-Profits. This is an excellent ongoing fundraiser for them.



- **Business and Postcard Distribution** – Use the Summit Group printer, your local print shop, or an inexpensive online printer like Vista Print to print a business card for your Watkins business. It's usually not but a few dollars more to print 1,000 business cards versus 500, so print at least 1,000 cards. Consider printing postcards as



well. A postcard allows you to put more information about Watkins, its products and the business opportunity than you could hope to print on a postcard. If you elect to print postcards in addition to business cards my recommendation would be 500 of each as a good starting point. Once you receive your new cards develop a distribution plan on how you can use these cards as an advertising vehicle. Make sure your postcards mention “free product sample” and “free catalog” upon request. You won’t have the same amount of room on a business card, but if have room for a slogan line, I recommend adding “*Free Products Catalog Upon Request*” because you want to provide unknown prospects a reason to contact you. The beauty and value of using the Summit Group’s printer and card template (see my blue card example on previous page), is that these cards contain info on both sides, they really work and the printer already has the template.

There are numerous places where you can distribute business cards and postcards. You just need to spend some time thinking about local establishments in your area where you can leave a card or postcard. First, I highly recommend mailing a postcard to every person you know, and every person you come into contact with in the future. If you live in a city and want to save money on postage, you can simply walk the streets of your neighborhood and stick a postcard between the door and doorframe of each homeowner.

Any place that has a bulletin board that allows people to leave business cards represents great places to leave your card. Examples would include car washes, auto repair shops, tire stores, many restaurants and cafes, etc. Check these places often to replace your business



card in case yours disappears. Many people will simply take the car home with good intentions to contact you and forget to for one reason or another.

- **Marketing Watkins Online** – One of the newest methods of selling Watkins is through online marketing. There are numerous ways to marketing Watkins online, ranging from free to paid advertising. For example, you could write a blog like me and direct traffic to your Summit Group recruiting website. This would be an example of free online marketing. You can purchase pay per click ads on Google, Yahoo and MSN. This very ebook is but one phase of a multi-prong approach I used to market Watkins using online marketing methods. Chances are high that you obtained a copy of this ebook after reading one of my ads.



If you purchase paid ads, I suggest you run your ads for the business opportunity and use a normal website or an online blog to write articles about Watkins products, recipes using Watkins products, etc., and link these articles to your WatkinOnline.com website address to sell products. Likewise, any classified ads you run for promoting the business can point to your free Summit Group recruiting website, while any ads you run to promote the products should contain the website address of your WatkinsOnline.com url address. For example, my WatkinsOnline.com url address is

<http://www.watkinsonline.com/whitley/>

- **Specialize in Commercial Accounts** – Did you know that Watkins sells certain products like double-strength vanilla in bulk sizes. Yes, you can purchase vanilla in one-gallon bottles. Think about who would ever need a gallon of vanilla. Restaurants, cafes, church and school cafeterias, bakeries and handmade ice cream shops are classic examples. There are 128 ounces in

a gallon. Purchase a gallon for yourself and cut it into 128 one-ounce samples. Visit every bakery, restaurant or café you can and ask them to try using Watkins double-strength in place of regular vanilla. Also distribute Watkins black pepper and cinnamon samples. The taste of these three products alone will make believers out of the chefs and establishment owners or managers you call on. Before you know it you'll have developed numerous commercial accounts.

How Will You Recruit New Associates



Heretofore you've learned the value of recruiting new associates. The power of network marketing and the Watkins associate compensation plan is demonstrated monetarily in the form of the residual income you will earn from the combined sales of all members of your downline sales organization. You learned in the last chapter that your chance of building your Watkins business to income levels approaching or exceeding six-figures annually is much more likely to happen if you sponsor new associates, building a Watkins sales organization of your own and grooming new leaders in your associate base to repeat the same process. Thus, to enhance your odds of building a highly successful Watkins business operation you'll need to focus on finding ways to introduce the business opportunity to others. There are many ways to sponsor new associates. Examples of several recruiting methods follow below:

- **Classified Advertising** – Three highly successful Watkins associates are in my immediate upline, as you've learned earlier in this book. All three have one thing in common – namely, the majority of the associates they have personally recruited were found through classified advertising. Specifically, they regularly run small classified ads advertising the Watkins business opportunity in local newspapers. When you join Watkins through me you will automatically become a member of the Summit Group of Watkins associates.

Steve Bretzke and Jerry Fochtman, founder and Training Director of the Summit Group and the 2 highest members of my upline, not only have built large Watkins organizations through classified advertising, but they have provided “how-to” instructions for classified advertising on the Summit Group training website you’ll gain free access to when you join Watkins through me. These instructions will contain actual examples of ads and content you can use when you run your ads. One word of advise when running classified ads, and that is to not run them in newspapers or tabloids that people can get for free. Instead, only run ads in newspapers purchased via paid subscriptions (delivered to their home or business) or from local newspaper stands, newsstands and magazine stores. We’ve found that the quality of contacts you reach through running ads in free newspapers and tabloids is very poor and not worth your effort.

- **Face-to-Face Discussions With People You Know** – Simply tell others about the great business opportunity that Watkins offers anyone who desires to build a part-time home-based business that might eventually replace or exceed their current level of income. Make a list of everyone you know and jot down skills you think they possess that will make them great Watkins associates. The next time you see them open the door by saying something like this:



“Jim, while working on my Watkins business the other day you popped into my mind. I know I haven’t told you much about my Watkins business, but when I consider what it takes to succeed with Watkins I can’t help but think you could be a stellar performer in our company. What I really mean to say is I think your talents and skills are ideally suited for this business. It’s not a get rich quick opportunity, but it does offer tremendous earnings potential and is designed for people like you and me to start the business as a part-time

venture. Ultimately, if you can devote a few hours each week to the business, you can kiss your day job goodbye and set your own hours -- spending more time with family and doing the things you really like to do. Based on the success of others, this can be done in as little as 3 to 5 years. What I like about Watkins is that it's a business I can operate from the comfort of my home. I don't know about you, but I'm really tired of the corporate rat race and regret I can't spend more time with my family. Would you have any interest in learning more about the business and how it works?"



**System
for
Success**

When you join Watkins you will receive a 58-page document called the “*System for Success Training and Reference Guide*.” This is an excellent guide that teaches you what you need to do to get off to a fast start with Watkins. On pages 30 through 32 the guide contains a section on “Overcoming Objectives.” I recommend that before you try to recruit others you read this section, and better yet, purchase the \$2 dollar audio training CD from Watkins, Product No. 08083, titled “*Handle Concerns, Hesitations and Objections*.” Reading the guide pages and listening to this CD will give you the confidence you’ll need to handle objections you’ll likely hear when you approach someone with the personally-penned script I gave you on the previous page.

Being positive, let’s say Jim says, “*Sure, I’ve got some time, tell me more about it.*” Most people would recommend you start with your sales pitch about the Watkins business opportunity. But this is not my style. Instead, experience has taught me that just because someone says, “*Sure, I’ll listen to what you’ve got to say,*” it is not the same thing as saying “*I’m really interested in what you have to say.*” Instead, chances are that if they were

really interested they would have already asked you about the opportunity.

Thus, before you start your sales pitch you need to find out what preconceived negatives your prospect might have about Watkins, about direct selling, about network marketing, etc.

Don't put these thoughts into his head by asking a question like, "So, what do you think about network marketing?" Jim might not even know that Watkins is a network marketing company. Instead, before you start your sale pitch say something like, *"Before I begin telling you about the business can you share with me what you know about Watkins, the Watkins business opportunity? I'm particularly interested in hearing your frank comments about this type of business and what you know or think about it."* Once you ask these two questions just sit back and listen. Prepare for the floodgates to be opened. For you've given Jim the break he was looking for if he either (1) has no interest, or (2) is looking for an escape route. He'll see this as his opportunity to shut you off before you get all wound up, but at the same time you'll quickly learn what you're up against and what his objections are to the Watkins business opportunity. You need to know these because you're never going to sell Jim on becoming a Watkins associate until these objections are answered. It's not going to be as tough as you think it might be either. Chances are high that Jim has a very misinformed knowledge of the Watkins business and how it works, if he does express objections. Other objections, like "I not a salesman, I could never sell anything" are easy to answer and are handled by the *System for Success* guide and the training CD I mentioned.

- **Win People Over With Your Success** – If you're doing well with Watkins, tell the whole world about it. When others see you succeeding or having fun at what you're doing, they'll often ask you questions about



your business. Look at these as windows of opportunity to start recruiting them. Although I highly recommend beginning your recruiting campaign as soon as you can, I realize that many people don't feel comfortable sponsoring people until they know all the ropes. By delaying sponsoring people early you are delaying the growth of your future money stream from Watkins. If you're one who feels uncomfortable sponsoring people until you fully understand the business, I agree you'll be a smooth and more enthusiastic sponsor once you've made some retail sales of your own and can vouch to people how easy it is to sell Watkins. People are easily impressed by the success of others, but keep in mind that success comes through both selling and sponsoring (i.e., retailing and recruiting). I call them the two-S's or two-R's of Watkins. They're actually both one and the same. One question you'll often get when trying to sponsor or recruit someone is "How many associates have you sponsored?" Thus, winning people over with success should not be viewed as simply winning them over on your retailing skills. For that reason, I recommend you view both selling and sponsoring as something you practice weekly.

In the beginning, when people know you're relatively new to Watkins, instill in them the strength of your upline (i.e, me, Dave and Jerry) and assure them if you can't answer any questions they have, you've got someone that can. Tell them your sponsor (me) is a very experienced business professional that is committed to helping you, and anyone you sponsor succeed with Watkins.

If you choose to start recruiting people soon after becoming a new associate, you'll quickly find out that some people will join with very few questions, while others may ask questions for days or weeks before you pull them over the line and sign them up. If you start sponsoring people soon after joining Watkins, and you're faced with questions you don't know the answers to, this is where your sponsor, namely me, comes in handy. When you're faced with

questions that you can't answer, send me the questions by email and I'll do everything I can to provide you answers within a few hours. Most of the time I should be able to answer you within 2 to 4 hours. I do travel a lot and it's possible you might send me an email when I'm on the road. When traveling, my response might take up to 24 hours, but rarely to I ever take longer to get back with you.



- **Online Recruiting** – There are many ways to recruit people online. I do most of my own recruiting online and will teach you the same recruiting skills I use to introduce others to the Watkins business opportunity. You can do this by writing articles about Watkins and pointing people to your free Summit Group recruiting website. I do this every day. After only 3 months of writing articles I started achieving very high ranking on Google for some of Watkins most frequently used search terms. More importantly, my effort started paying off quickly. Within 90 days of launching my Watkins business my online marketing activities were attracting 1,000 people per month to my Watkins recruiting sites and signing up new associates in the process. The single greatest advantage of signing up under me is learning the tricks I use to drive people to my Summit Group recruiting website. You can also drive traffic to your Summit Group website by purchasing ads from Google, Yahoo and MSN and pointing each click-through from your ads to your Summit Group recruiting website. I don't know about you, but anytime I can drive thousands of people to my Watkins recruiting websites using free online marketing methods, I'll take free web traffic over paid web traffic anytime.



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Chapter 11: Why Watkins is the Right Match for You?

The Watkins home-based product sales business can be adapted to hundreds of lifestyles. It is amazing how many professions, careers and lifestyles make up the whole of all Watkins associates in the U.S. and Canada. Literally, people from all walks of life have found methods and ways to fit a part-time Watkins business into their life successfully, many becoming extremely successful and building their part-time Watkins businesses into full-time businesses.

I've taken a few minutes to list a number of professions and lifestyles that adapt well and to the Watkins business opportunity and comment on each one. Perhaps one describes your career or lifestyle.

- **Stay-at-Home Moms** – Watkins is an ideal part-time business for a stay-at-home mom. Whether you are a new mom looking for a escape from the corporate world and a way to stay home and raise your children, or you're already a stay-at-home mom living on a tight budget and have bills to pay, Watkins is an excellent business to start on a very small investment and build quickly to several hundred dollars per month if you hold regular Good Tastings® parties or setup a Watkins booth at one or two festivals or trade shows per month.

Many of Watkins most successful husband and wife teams started out with the wife working the business part-time, building it quickly over 2 to 3 years and having the husband see the power of Watkins residual income plan at work, only to quit the corporate rat race and join forces full-time with his work-at-home Watkins wife.



- **Corporate Executives** – In my opinion, if more corporate executives like myself could get their head out of the clouds long enough to examine the Watkins compensation plan closely enough, they would quickly realize they have the business skills and expertise to start, build and manage record-setting sales organizations in Watkins. Instead, too many associates overlook trying to recruit this niche because too many business executives can't picture themselves starting over again, per se, and selling products. That's because they're hung up with some door-to-door image of what a Watkins salesman is and don't see the true value of this opportunity. They're often misinformed or haven't taken the time to examine the compensation model closely enough to realize they have the skills, business acumen and talent to build a huge six-figure income with the Watkins business model. If you're a corporate executive, please keep in mind I have much more information about how Watkins is ideally suited for corporate business executives that did not make it into this book. Please feel free to call me toll-free at 1-866-759-5158 and leave a message. I'd really enjoy having the opportunity to discuss the value I see in Watkins and why corporate business executives do well in this business.
- **Teachers** – Teachers do extremely well running Watkins businesses. They have a ready-made customer base in the teachers they work with, they have 2 ½ to 3 months out of the year (i.e., summer vacations, semester breaks, etc.) that allows them to devote a lot of time to the business, they typically have time on weekends to do one or two events (i.e., Good Tastings[®], fairs, festivals, trade shows, etc.). Just putting some free samples and catalogs out in the teachers



lounge on a regular basis will sell products and develop long-term customers with renewable orders. Teachers make excellent recruiters and managers, in that they are experienced at making presentations, talking with others, training others, etc. They make great Watkins business owners because they have excellent planning and organization skills and are accustomed to following a schedule.

- **College Students** – College students are often overlooked as possible candidates for starting a Watkins products business.

However, I feel this is one niche that holds extremely high promise and potential for recruiting future Watkins superstars. First, most college students are short of cash and would relish having a part-time income source. Second, they have plenty of time to devote to a Watkins business. Third, many have great computer skills and lots of experience online. It would be easy to teach them how to promote their business online and drive free web traffic to their WatkinsOnline.com order site, and their Summit Group recruiting site. Fourth, many college students have lots of contacts that they can recruit as associates.



But the greatest promise that Watkins holds for college students is in the array of products manufactured by Watkins that would be of interest to college students. The lotions, hand creams, shampoo, conditioner, laundry detergent, pizza dough mix, snack and dip mixes, pizza seasoning, liniment, vitamins, weight loss products, *Soyzilla*, barbeque sauce, chap stick, sun blocker, air fresheners, etc., are just a few of the products that Watkins makes that college students would buy. Imagine the goldmine that one could establish by introducing liniment to a university's athletic department. If Johan Santana, a major league pitcher for the New York Mets, can endorse using Watkins

liniment regularly, I'm certain all the muscle aches and pains endured by college football and baseball players could result in steady liniment sales by the dozen.

College fraternities and sororities could sell Watkins as fundraisers. Students without an automobile will find Watkins to be an easy way to shop for products. They will love the fact that products they order will be delivered to their door. Students living off campus and those living in fraternity and sorority houses could use all of the products I've mentioned, plus they are sales prospects for the various seasonings, spices, extracts and flavorings they can use when cooking.



Lastly, because they're young, easy to train, eager to learn, eager to get out on their own and eager to start making money, they are also easily motivated. They are generally too young to have been tainted by past failures and don't have the negative vibes or skeptic minds that often drive older people into convincing themselves that something won't work before they even give it a try. Thus, college students have lots of wonderful qualities that make them ideal candidates to sponsor as Watkins associates. This is particularly true of outgoing students that exhibit great communication skills,

- **Widows** – Widows often find themselves left in a difficult financial situation when a spouse dies unexpectedly without enough insurance or sufficient savings to support them. Many have often been out of the workforce for many years and find it difficult, due to both age and experience, to get a job in a reasonable period of time. Others may have money to last them comfortably for several years, but not enough to last them until retirement age. Both situations make widows ideal candidates to recruit as a

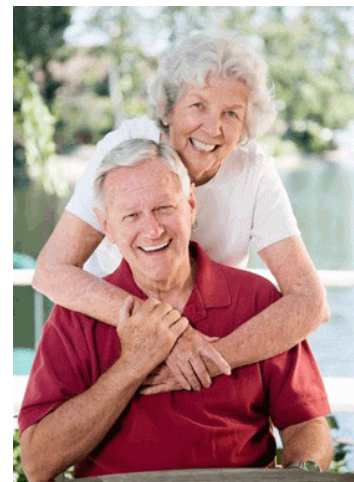


Watkins associate. They have plenty of time to devote to their new Watkins business. They make very successful Watkins business owners because they have a new purpose and love in their life, namely their Watkins business. Their self-esteem is given a huge boost, because they not only take pride in running their business, but the growth of their business reconfirms they “*still have what it takes*” despite many years of being out of the workforce.

- **Retirees** – In today’s world of high energy prices, rising inflation rates and emergence of an economic recession, retirees in North America, particularly those on a fixed income, are finding it more difficult to keep the same standard of living they’ve been accustomed to since retiring. Many search in vain for a part-time job to help make ends meet. Many are highly educated and experienced former business executives that miss the challenges of leading a business or sales organization.



Watkins is the perfect work from home business for retirees. It can be started with minimal startup expenses, offers them the flexibility to work as few or as many hours as they wish and provides them the opportunity to build large sales organizations and income streams. Being active and back in the business world not only increases their self-esteem, but it allows them to fill the huge void in their life that occurred when they left the business world. Some of our most successful associates are retirees. They have the time, knowledge and experience to build large Watkins businesses in a relatively short period of time.



- **Non-Profit Organizations in the U.S. and Canada** – Watkins Non-Profit Fundraising Program offers a special plan for non-profit organizations that are classified as 501(c)(3) tax-exempt non-profit organizations in the U.S., or RR Charitable organizations in Canada. Once you become a Watkins associate you can sponsor any non-profit having a qualified 501(c)(3) tax exemption as a new member of your downline. Watkins has created several special privileges for 501(c)(3) non-profits, including:



- ❖ Free setup fee and waiver of associate signup costs.
- ❖ A Free Unique WatkinsOnline.com website for the Non-Profit.
- ❖ Waiver of the regular \$19.95 per month hosting fees.
- ❖ Earnings of 16% to 30%, depending on level of total sales of Watkins products made through the non-profit, whether sold through their Watkins website, by mail or through Watkins toll-free order line.



The basis concept behind this special program is that it allows non-profit organizations to generate a steady income stream via sales of the complete line of Watkins products to its employees, members, supporters and contributors (i.e., anyone wishing to support the organization by purchasing Watkins product from the non-profit). The more supporters that order products, the more money the non-profit will earn.

The organization usually has a key person sign up as the contact person and then the 501(c)(3) tax ID number is used to identify the organization instead of the designated contact person's social security number.

The non-profit cannot sponsor new individual associates, but it can sponsor other non-profits. This is an excellent way for the non-profit to boost its Watkins earnings to higher levels. Thus, the members of a non-profit's downline is other non-profits that they may sponsor themselves.

Because most non-profits have hundreds or thousands of supporters, can you imagine the earnings potential for you, if you are successful in sponsoring just one non-profit organization?

- **Fundraisers** – For organizations that are non-profits or qualified tax-exempt non-profits, and hence cannot join Watkins as an associate, you can still be of great service to them by offering to run a fundraiser for them. As an example, let's say you would like to help a local Boy Scout or Girl Scout troop go on an annual camping trip to Colorado.

Although the national Boy Scout and Girl Scout organizations are qualified non-profits, chances are your local troop may not hold a qualified 501(c)(3)

exemption. You offer to set up and man a Watkins products sales booth at local school and church functions, festivals, etc. pre-distributing flyers and displaying signage that advertises a significant percentage of every sale will go to the annual camping trip fund of the local Boy Scout or Girl Scout troop.

Granted, you'll have to give up a major portion of your earnings for this worthy cause, but its free advertising for you and you'll end up getting long-term Watkins customers and possibly new Watkins associates from your effort. It becomes a win-win situation for everyone.



Likewise, you could sponsor a member of a college fraternity or college sorority that doesn't hold a 501(c)(3) U.S. or RR Charitable non-profit tax exemption in the U.S. or Canada, and four new associate could in turn offer a similar proposition to the their respective fraternity or sorority. For example, they could offer to give the fraternity or sorority a large percentage of their commission on all sales made to supporters of the fraternity or sorority.

This group of supporters could include members of the fraternity or sorority, their respective family members and friends, alumni members of the fraternity or sorority, or anyone that might purchase products from a Watkins booth set up at a local festival that advertises a portion of all sales will go to the benefit the fraternity or sorority.

- **Persons With a 4-Day Workweek** - Watkins can truly become a work-from-home goldmine if you're lucky enough to have 4-day workweek at your job. Devote your day off each week solely to your Watkins business for 3 to 5 years and you'll build an extremely successful Watkins business. As you're business and income from Watkins grows, you'll see that your time spent on Watkins is not only time well-spent, but when your Watkins income exceeds the income you make from your full-time job, you may ultimately conclude you could make the same or more money with Watkins working only 2 or 3 days out of the week. That's what I mean by "time well-spent."



- **Persons Suffering Job Burnout** – There's no better way to cure a case of the "job burnout blues" than to invest your extra time and spirit into becoming an entrepreneur and owning a Watkins products business. You'll find you'll even do better at your day job as your mood, spirit and self-esteem skyrocket from the success you'll soon generate in your Watkins business. Better yet, as your Watkins business grows, you may one day see you're making enough income to justify leaving the job you dread going to today.



Thus, look at your Watkins home-based business opportunity as your escape hatch from the corporate rat race and the dead-end job you're currently stuck in.

- **People Involved in Failing Marriages** – Sometimes the best cure for a weak or failing marriage is to spend more time with your spouse and open up the lines of communication. The best cure is usually becoming a better listener. Obviously, if the grind and demands of your full-time job keep you separated from your spouse, one way to improve things over the long haul is to look for ways to spend more time together. One great way to spend more time together is to become jointly involved in a work-at-home business together.



Since Watkins is typically started as a part-time job opportunity, it is extremely important that you join Watkins as a husband-wife couple if you want to improve your marriage. If, for example, you are the bread winner of the family now and the demands of your job are keeping you from spending enough quality time with your spouse, adding on another work commitment

like Watkins is not going to help matters if you have a weak marriage unless you do the business together as a team.

By joining Watkins as a husband and wife team, you assure yourself and your spouse that you'll build your Watkins business together. This will automatically open up more lines of communication between the two of you and necessitate you talk more to one another. Later, as your business becomes more successful and you're earning as much from Watkins as you do from your current career, you can consider resigning from your current job to run a full-time Watkins business as a happy and dynamic Watkins duo, thereby increasing the quality time you and your spouse spend together by leaps and bounds.

- **Internet Marketers** – Internet marketers make great Watkins associates because they have the skills required to market Watkins online and drive traffic to both their WatkinsOnline.com product sales site, as well as to their customized Summit Group associate recruiting website. I regularly sell Watkins products and promote new Watkins associates using online marketing skills I've developed over the past ten years. I'm convinced that you can follow my lead and recruit new Watkins associates throughout the U.S. and Canada. This is an idea way of promoting your Watkins business if your schedule or physical disabilities limit you from making face-to-face contact with customers and prospective associates.



An excellent way to market Watkins online is to create a website or blog and regularly post articles about Watkins. In each article place a link to your WatkinsOnline.com website for visitors wishing to place orders, and provide a link to your TSGinfo.com unique URL address for visitors wanting to learn more information about the Watkins home-based business opportunity. I refer

to the TSGinfo.com Summit Group website as your Watkins associate recruiting website.

- **Home Service Trades** – If you own, operate or work in a trade where you're visiting people's homes every day (i.e., pest control, plumbing, lawn service, home remodeling, carpet cleaning, courier service, window cleaning, air conditioning, pool cleaning, house painting, etc.) this gives you the unique opportunity to not only come in contact with many people every day, but to earn their trust. Frequently, people in these types of trades have been calling on the same customers for years and have developed longstanding friendships and relationships with them.



Make use of these client relationships and your opportunity to visit multiple households per day by leaving them a free copy of a Watkins catalog and a free Watkins product sample. Make sure you have your contact information on the catalog you leave and also give them your Watkins business card.

Since you don't want to risk jeopardizing your current business relationship with them, you should use a low-key sales approach. One low-key approach to use (if you're a husband and wife team) is to explain that your spouse is a Watkins associate and that you often your spouse in his or her business.

Another is to simply mention that you also run a Watkins business and would like to leave them a catalog in case they ever have a need for Watkins products. You'll be surprised how much Watkins business you'll get from people who've already come to know and trust you. The key, however, is to not come off as pushy or making them feel uncomfortable. Treat it low-key, but its perfectly fine to gently remind them you have a Watkins business by leaving them a different free Watkins sample each time you visit them, or every other time you call on them, depending on how often you see them.

- **Blue-Collar Trades** – Most people working in blue-collar trades have one thing in common -- the lack of a college education. Many have come to appreciate the importance of a college education after years of struggling to make ends meet and yearning for a way to make a higher income. Many, realizing that they do not make as much money as they could be making if they had a college degree, have come to appreciate the value of a college education more and regret not having gone to college when they were younger. Although they may talk of the possibility of going back to college and getting a degree, the responsibilities of life and family normally gets in the way, not to mention the high cost of college and the strain it would put on their finances.



In reality, taking a couple of college courses per semester, doing homework assignments, studying for exams, etc., will take up far more than the 10 hours per week they could devote to a Watkins home-based business. I have friends that have achieved getting a college degree at night and it has taken them 8 to 10 years to achieve that goal. During just 3 to 5 years of **consistently** (note I've bold-faced this word) spending 7 to 10 hours per week building a Watkins business one could build a business that not only replaces and exceeds their current income level in a blue-collar job or trade, but could potentially exceed the income of most college graduates with several years of experience.

And that, my friend, is the potential and power of a Watkins home-based business. Regardless what type of profession you have, whether you're a truck driver, carpenter, welder, painter, mechanic, handyman, roofer, electrician or plumber, and regardless whether you make \$25,000 per year in your trade or \$75,000 per year, if you become a Watkins associate you will

have launched a work from home business that can potentially earn you more money than many college graduates with years of experience. A Watkins business does not require that you have a college education to make a college level income. Instead, to build your Watkins business to six-figures per year, it simply requires you commit the same level of devotion and intensity to your part-time Watkins business that you devote to the trade that supports you now.

Treat your Watkins business like its your only business and great things will happen. The power of residual income and the Watkins compensation model cannot be underestimated.

- **Retail Sales Clerks** –If you’ve been a retail sales clerk for at least 2 years I think you’ve gained some wonderful experience that would come in handy as a Watkins associate. You’ve learned how to handle customer service issues. You’ve learned how to read the body language of shoppers and clued into what leads them to make impulsive and quick buying decisions. All of these traits, along with your sales experience, have helped hone many skills that will prove invaluable when you’re selling Watkins products. If you’re working in retail now, you’ve already learned that it’s very difficult to make a lot of money in retail, in fact it’s often difficult to make enough money just to get by. But what that retail job can provide you until you’re able to build your Watkins business is a job to help support you until you’re able to go Watkins fulltime.



Most people working retail are seldom asked to work more than 40 hours per week, so retail sales clerks generally have a lot of time they can devote to running their Watkins business. If you’re looking for a way to escape your retail sales clerk job and increasing your income substantially in the process, I

don't know of a better way to do this than by running a part-time work from home Watkins business.

- **Disabled Persons** – Two of Watkins most successful associates are persons with disabilities. One is Bill Porter and the other is the daughter of my immediate upline leaders, Dave and Fran Daisey, who's daughter Nina Daisey is a rising star in Watkins.

The wonderful heartwarming story of Watkins associate Bill Porter has been



widely chronicled in newspaper articles, TV programs and a 2002 made-for-TV movie (Turner Network Television) starring William H. Macy as Bill Porter and Kyra Sedgwick as his friend in real life, Shelly Soomky Brady (shown on right side of photo).

Born with cerebral palsy, for many years prospective employers and others would tell Bill Porter that he was unemployable. But Bill was fortunate to have a mother that believed in him and told him there was nothing he couldn't accomplish if he was patient and persistent. With her unwavering support and Bill's indomitable spirit he ultimately proved everyone wrong, supporting himself as a door-to-door salesman for Watkins in Portland, Ore.

Bill's cerebral palsy makes walking extremely difficult and painful. But for more than 40 years, this wonderful man walked eight to 10 miles a day, selling products for Watkins and enduring himself into the lives and hearts of the people along his route. Bill is in his mid-70's and still sells Watkins products by telephone and via the Internet.



In addition to the movie, *20/20*, *Reader's Digest*, and *Oprah* covered told Bill's story. Each of these shows and publications generated unprecedented volumes of viewer and reader response. Former U.S. Senator John Glenn,

America's first astronaut to circle the earth, presented Bill with an award from the National Council on Communicative Disorders at the Kennedy Center in 1998. Bill has also received an *America's Award*, which honors unsung heroes who personify the American character and spirit.

Bill truly is a legend in his own time. The world-famous website, Wikipedia, even has a page of content covering Bill Porter. You know you're famous when Wikipedia has a web page devoted solely to you.

Growing up in New Jersey, Nina Daisey was a promising young athlete at the age of 14. Then suddenly, her life was almost ended in a horrific, near-death auto accident. Nina sustained severe head trauma and many other life threatening injuries. But she fought hard and survived against all of the odds, while spending six months in the hospital. Since the day of the wreck, Nina has had 22 major reconstructive surgeries, and still requires continuous rehabilitation therapy.



Before joining Watkins Nina had dozens of jobs, but couldn't hold them for long periods because of her many medical problems. Nina was nearing despair before her father (Dave) and mother (Fran) encouraged her to become a Watkins associate. Nina has already achieved the Manager level in Watkins, regularly wins awards at our international business conference and is on her way to even bigger success. She continues to be an inspiration to thousands of Watkins associates throughout North America.

In Steve Bretzke's ebook, *A Better Way of Living*, Steve quotes Nina as saying *"For the first time in my adult life I now have ongoing supplemental income that means a whole new quality of life for me. I can live in my own home and maintain a level of independence. My self-esteem has skyrocketed; because I now have a career that I believe can someday help me achieve all my dreams.*

I recommend this business to everyone I meet, but especially to the disabled who have a severe disadvantage trying to succeed in traditional jobs. I believe the Watkins products are wonderful, but for me the Watkins business opportunity has been a true life-saver.”

Need I say more? If you know anyone who is disabled and found it hard to earn a living or have employers that do not treat them fairly, introduce them to Watkins and share the stories of Bill Porter and Nina Daisey. Give them the opportunity to experience and feel the pride and self-confidence that comes from running their own Watkins business.

- **Young Married Couples** – Young married couples represent an excellent group of prospects to recruit as Watkins associates. This is particularly true with couples that haven't started a family yet. Being newlyweds, they are in the right frame of mind, eager to take on new challenges and begin building their financial future together. Not having the responsibility of raising a family, they tend to have plenty of spare time to devote to a Watkins business. Today's younger generation are typically very computer and Internet literate and make excellent online marketers. Those fresh out of college have numerous contacts and friends to recruit and sell products to. Being young, they don't possess the skepticism and pessimism that tends to build up over time as we encounter failures and difficulties in life. Lastly, they are also eager to demonstrate that they have the brains and moxie to build higher personal income levels and retire earlier than their parents. They're also busy building a personal inventory of products around their new homes and apartments, thus they can easily see themselves becoming significant users of Watkins products. Lastly, being newlyweds or young couples they relish the thought of working together in a



business enterprise even more than older married couples that have sometimes grown apart over time. For all of these reasons and more, young married couples make excellent Watkins associates.

- **Unemployed Individuals** – Being unemployed is a very difficult and stressful time in anyone’s life. This is particularly true if you’re past the age of 50 and finding it difficult to find someone willing to hire an older employee. Unemployed periods represent times in our lives when we need to be our sharpest, our self-esteem needs to be running a high levels and we need to be worry-free so we can do well in potential job interviews. Yet it’s very difficult, if not impossible, to remain motivated and have high self-esteem when there’s no income coming in, bills are piling up and the number of job prospects are few to none.



Starting a Watkins business when you’re unemployed can be a huge boost to your moral. Suddenly, your life has meaning and a sense of purpose again. Your self-esteem level picks up and you’re eager to spend as much of your free time as possible getting your Watkins business off to a good start. Sure, your Watkins income in the early months will not be sufficient to cover the income you became accustomed to in your former job. But rather than sitting around the house waiting for the phone to ring for the next job interview, the time spent on building your new Watkins business before you land your next job is more than just a morale boost, but it’s one of the best investments you can make in your future.



After experiencing an extended period of unemployment and seeing how it can wreak havoc on your finances, the one promise every unemployed person makes (to himself or herself) is to never get caught in this situation again. Those smart enough to start a Watkins business during a period of unemployment and see their business become successful, have in effect created a self-insured plan to protect them if they should ever become unemployed again. Plus, if they continue to work at building their Watkins business they may one day make so much income with Watkins that they can quit the work force altogether. As you can see, there are many benefits that can come out of starting a Watkins business while your unemployed.

The fact that Watkins is one of the few business opportunities in North American that can be started on a shoestring budget (i.e., \$39.95) is also another factor that makes Watkins an ideal business for an unemployed individual to consider. Most unemployed individuals can only dream of starting their own business because they typically don't have the funds or financial resources to launch a new business. This is not so with Watkins, for it still remains one of the least expensive work from home business programs in North America, and has so for many years.

- **Retail Shop Owners** – Retail shop owners make excellent associates you should consider recruiting. Watkins allows retail shop owners to market and sell up to 20 Watkins products via a retail store outlet. Essentially, this is the same number of products that Watkins allows a few national chains to sell as part of our Watkins Brand Awareness Campaign, designed to increase the public's recognition of Watkins products and thereby help all Watkins associates sell more Watkins products from the growing list of 350 different Watkins products we can sell. Although



any retail shop owner you recruit as a Watkins associate can only sell 20 Watkins products from their store, they can sell the complete line of 350 Watkins products through any number of direct sales methods other than retail counter sales. Thus, they are simply a normal Watkins associate; privy to the same opportunities and payment system as any other associate you would sign up (other than a non-profit, which has a distinct Watkins plan of their own). The only restriction they have is they must adhere to the limitation of selling no more than 20 different Watkins products through their retail store(s) outlet.

- **Franchise Owners/Prospects** – Many entrepreneurs looking to go into business often save up several hundred thousand dollars and buy a franchise like GNC, Subway, Smoothie King, Kumon Learning, etc. Franchises like Burger King, McDonalds, KFC, etc. may cost more than \$1 million dollars. When people buy a franchise their total costs typically run much higher than the franchise fee, as they also have to pay for lease build-out's or improvements on the property. Depending on the type of franchise, one may spend \$100,000 to several hundred thousand dollars on remodeling a leased space to meet the specifications and décor required by the franchiser. They may spend more than a million dollars to construct a brand new store on purchased property (which also adds to the cost of the franchise). Thus, the total cost of a franchise can often run 2 to 3 times higher than the franchise fees. On top of all of these costs, the franchiser also makes their money off of ongoing royalties each franchisee must pay that can run from 5% to 12% of monthly sales.



If you know someone who is considering buying and opening a franchise, or if you're currently considering a franchise versus the Watkins home-based business opportunity, it is very important to consider the cost-saving

advantages of starting a Watkins business. Whereas opening a national franchise may result in immediate and sizeable income from the grand opening day forward, you and I both know that franchises are high-risk opportunities that don't always pay out. A franchise owner is literally risking several hundred thousand to several million dollars on a business with no guarantee on the income levels that they will achieve. Sometimes, even very successful franchises can do well for a few short years, then start losing money rapidly when competition moves into the area, the area becomes run-down, or customers begin using other businesses and products they like better. I personally weighed the option of owning a franchise versus starting a Watkins business and found that the Watkins opportunity was far superior to a franchise operation in many ways. The reasons that were most important to me were as follows:

- ❖ I could keep most of the money I would spend for a franchise and invest most of it in mutual funds, CD's or some other investment, and set a small sum of money aside to advertise and promote my Watkins business.
- ❖ I would not have to quit my current job to start a Watkins business, but I would need to quit my job and start from scratch with most franchises I might wish to own and operate.
- ❖ Knowing that statistics show that the majority of franchise owners net far less than \$100,000 per year from a single franchise operation, I would be taking a huge financial risk on a franchise business that odds show would make me less money than what I make in my current career.



- ❖ I could forgo the opportunity of developing significant sales revenue and perhaps quick income with a franchise, and instead save and invest my money, start part-time with Watkins, work it regularly (i.e., 7 to 10 hours per week) and build it to a six-figure income in 3 to 5 years.
- ❖ Most importantly to me, I can run my Watkins business, both before and after retirement, on flexible part-time hours, whereas a franchise would require me working 40 to 60 hours per week, unless I'm willing to pay salaries for people to run my franchise for me, further diluting the income and profits I could hope to make from the franchise.

If you consider the points that led me to make the decision to go with Watkins over a franchise operation, I'm certain you will also conclude that Watkins offers a tremendous advantage over franchise business opportunities, which are always high cost, high risk and not necessarily high reward



opportunities. But one distinct advantage franchises do have over Watkins is the high investment costs for a franchise creates a tremendous incentive on the franchise owner to invest time, effort and hours to try and make the franchise work.

Every franchise owner (i.e., franchisee) fears the total lost of everything he or she puts into a franchise if it doesn't work, so franchise owners have a huge motivation to succeed. For that reason, most will invest all the hours they can to try and make a franchise work. If you're like me, the phrase "all the hours they can" is what I'm trying to get away from, not migrate towards.

So how can the high cost of a franchise be viewed as an advantage over the Watkins low-cost business opportunity? Whereas the high cost of a franchise typically motivates the franchise owners to work long hours and

make many sacrifices to avoid losing their investment (which often represents their life savings), the Watkins business owner has little money at risk. The Watkins opportunity, being a low cost/low-risk opportunity, and intended to be a part-time work from home opportunity, doesn't put any pressure on the Watkins business owner to work extremely hard to make his or her business work. Any Watkins associate who is by nature a procrastinator, impatient, negative and lacks self-motivated skills can easily fall into a rut and not devote the time and effort it requires to build a Watkins part-time business into a full-blown sales organization earning hundreds or thousands of dollars per month in residual income.

Thus, it is important to emphasize to any new associate you recruit that success in Watkins, like in all business ventures, is only going to come to those committed to building their business. If you choose to start a Watkins business you need to view it as having a unique opportunity to own your personal Watkins franchise, per se, and treat it with the same vigor, determination, drive and self-



motivation that you would a Subway franchise you just sunk \$300,000 into. I promise that if you will treat your low cost/low risk Watkins opportunity the same way you would have to treat a high cost/high risk franchise opportunity, and promise yourself that you will consistently devote 7 to 10 hours per week to your Watkins business, you'll reap a far greater financial reward from your Watkins business in 5 years than you could hope to make with most franchises costing you several hundred thousand dollars and requiring 60 to 80 hours per week of your time.

Chapter 12: Watkinizing You and Your Customer

You've heard me say several times that one of the most important things you can do to improve your ability to sell Watkins products is to use the products regularly yourself. This may sound like a sly pitch from me to get you to buy products so I will earn a bonus. Actually, it's just the reverse. I highly recommend that you buy and use Watkins products so that you can earn money. I want you to be successful, and I know from experience that the odds of you building a successful Watkins business without ever using a single Watkins product yourself are slim.

I may sound "old school" to you, but I firmly believe that to sound convincing at selling products of any kind you need to be a user of the products you sell to be a believer in the products you sell. Sure, it's theoretically possible to sell Watkins products without having used them. In fact, I bet there are less than a handful of Watkins associates that can say they've used all 350 products. Thus, we sell products all the time that we have not used. But because we use some to many Watkins products, we have an easy time selling Watkins. Why? Because if you're a user of the products you'll be a believer of the products, and if you're a believer your prospects will "hear it I your voice" and "see it in your eyes."

I've been a user of Watkins products for most of my life. I trust them and I believe in them. I firmly believe you shouldn't rave on and on about how great something is unless you've either tried it yourself, or you have similar experiences to relate to based on your use of other products in the company's product line. You really have nothing to lose. If you order a Watkins product and you're not satisfied with it, you can always ask for a refund of your money.

When new prospects tell me, "But Craig, I really don't have the money at this time to buy lots of products to try." I make the following recommendations: (1) Upon signup, consider purchasing sample packets of two products. Use a few samples for yourself and the rest for marketing purposes, and (2) Slowly begin replacing products you normally use in the

home with Watkins products so that your out-of-pocket costs don't exceed your normal monthly budget.



A great way to start using Watkins products is to purchase the “*Watkinize Your Home*” package when you sign up as a Summit Group member. This kit comes with 52 different Watkins products. Watkins sells the package at huge discount off the retail price and throws in 90 days of free hosting and maintenance for your very own personalized version of the WatkinsOnline.com website, what Watkins calls an **e-Associate** website. This bonus alone represents a savings of \$125. If that's not enough, the Summit Group also adds a 24-CD audio CD collection valued at \$249 that is sure to motivate you and improve your marketing and sales skills.

Having the chance to put 52 Watkins products to use in your home will give you a wonderful opportunity to supercharge the launching of your Watkins business and have lots



of great things to say about many products. Of course, you won't be able to use all of them at once or even in the first week or two after receiving them. But the WYH package not only gives you the opportunity to sample the products, it also gives you 52 sample products you can show others when you're selling Watkins products, conducting Good Tastings[®] parties, running festival booths, conducting product demonstrations at senior citizen homes, etc.

If you can't afford the *Watkinize Your Home* kit at the time of your signup, consider the following options to ensure you'll have products to sample and use:

1. Upon new associate signup, consider a special one-time offer from Watkins to purchase a \$200 gift certificate for \$129. Use it to purchase \$200 of Watkins products of your choice. You'll see the place to do this on the signup form.
2. Purchase the Good Tastings[®] kit upon signup for \$69.95.
3. Purchase \$10 to \$30 worth of product samples.

Products That Come With the Watkinize Your Home Kit

- Vanilla, 11 oz
- Clear Vanilla, 11 oz
- Orange Extract, 2 oz
- Almond Extract, 2 oz
- Butter Extract, 2 oz
- Lemon Pure Extract, 2 oz
- Peppermint Extract, 2 oz
- Beef Soup Base
- Chicken Soup Base
- Black Pepper, 6 oz
- Cinnamon, 6 oz
- Parsley
- Oregano
- Poultry Seasoning
- Italian Seasoning
- Cucumber Dill Dip Mix
- Salsa/Sour Cream Dip Mix
- Steak Sauce
- Eye Care Formula
- Inner Cleanse/Restore
- Skin, Hair & Nails
- E+CoQ10
- Reduce Plus
- Rezist Plus
- Superfood
- Linimax
- Lemon Crème Shea Butter
- Beeswax Lip Balm
- Lemon Hand/Cuticle Salve
- Lemon All-Natural Body Oil
- Peppermint Foot Cream
- Mango Hand & Body Lotion
- Aloe & Green Tea Shampoo
- Aloe & Green Tea Conditioner
- Whitening Toothpaste
- Aloe & Green Tea Liquid Hand Soap
- Lemon Liquid Hand Soap
- Menthol Lavender Drops
- Menthol Rub
- Petro Carbo Salve
- Red Liniment
- White Cream Liniment
- Analgesic Balm
- Menthol Camphor Ointment
- Pain Relief Spray
- Lemon Liquid Dish Soap
- Aloe & Green Tea All Purpose Cleaner
- Lemon Toilet Bowl Cleaner
- Aloe & Green Tea All Purpose Wipes
- Lemon Furniture Polish
- Lavender Window Cleaner
- Lemon Liquid Laundry Detergent

All of the products that come with the WYH package can be put in a single cardboard box after you remove the Styrofoam peanuts that surround the products when they're shipped to you in two boxes. I say this because keeping the products together makes it's easy to carry the products with you when you do a Good Tastings[®] event and wish to display, show and demonstrate other products to people who attend the event.

Keep in mind that as a Summit Group member you'll get some special bonuses when you order the *Watkinize Your Home* package. The retail value of the products in the package is \$500. Watkins special offer on the e-Associate website represents a savings of \$125 (this is the combined value of saving the normal signup fee plus monthly hosting and maintenance fees of \$19.95 per month each) and the value of the free 24-CD audio CD collection that

Summit Group founder Steve Bretzke personally picked, assembled and produced represents an additional savings of \$249. Thus, the total cost of the *Watkinize Your Home* package is \$349. Your combined associate price if you purchased these items separately, taking into consideration your 25% discount, would be \$375. But you will get all 52 products and \$374 of additional bonuses (90 days of the e-Associate site from Watkins plus the CD collection from the Summit Group) for a combined special sales price of only **\$349**.

The Watkins Associate Loyalty Program

“Watkinizing your home” is a way of life for Watkins associates serious about growing their business continuously. Many Watkins associates sign up for the Watkins



Loyalty Program. The Watkins Loyalty Program is an optional means by which you can automatically earn 100 or 200 Watkins sales points per month by guaranteeing that you’ll purchase Watkins products that you can use or sell. This program is not compulsory, but a program many professional Watkins associates like myself participate in.

Before you meet this concept with skepticism, allow me to explain why I signed up for this program when I first joined Watkins.

Initially, I signed up for the Watkins Loyalty Program because I wanted to be able to try as many Watkins products as I could to learn their qualities, benefits, features and what they could do for me and my family. I’m the type of person that feels very uncomfortable selling something I haven’t tried or seen myself. I want that twinkle in my eye and enthusiasm in my voice that lets my customers know, without them having to ask, that I really do use the products myself and believe in them. I also felt that as a new associate, the Loyalty program would allow me a means to buy an inventory of Watkins products over time that I could sell later at festivals and home and garden events I will participate in during the Christmas season and spring. Thus, rather than buy my entire event inventory requirements at once, I would use the Loyalty program to buy product on a monthly basis.

The Watkins Loyalty Program not only demonstrates you're serious about your business and dedicated to using Watkins products, but it also serves as an assurance program to guarantee you'll meet the minimum monthly sales points required to earn bonuses from sales by your downline and keep the associate level ranking or title you've achieved. Obviously, this factor doesn't come into play until you have a downline of sales associates that is producing revenues, but when you do have a producing downline its nice to know that if you fall short on your personal sales volume, what Watkins calls your "Central Volume Points" – the Watkins Loyalty Program will kick in to save the day and make sure you have the minimum points it takes to earn bonuses from the sales of your downline.



Here's how it works. You sign up for the program using a credit card and automatic billing. Three days before the close of each month Watkins will check your Central Volume points and if you fall short on the level of points you need, the program will automatically purchase the remaining points volume you need and issue you a gift certificate for the amount purchased. Each Watkins point is roughly equivalent to \$1 dollar of Watkins sales. Thus, let's say your associate ranking is at one of the lower levels like Bronze Consultant, for example, and you need 100 Central Volume points per month to keep your Bronze Consultant ranking. However, let's assume your personal monthly sales total just \$76 with 3 days left to go in the month. At this point the Watkins Loyalty Program kicks in and makes a \$24 purchase to raise your points level to 100 and issues you a gift certificate for \$24.

There are many ways such a program can come in handy. What if you're traveling a lot, either on vacation or on business, and not able to make many sales in a given month? What if your sales model is based on sales at festivals, home and garden shows, or other events. You could use the program to accumulate inventory over time, rather than purchasing it all at once. Better yet, you can hold onto your gift certificate for a few weeks or months until you're ready to purchase the inventory for your next festival event. As I see it, this program has many great advantages.

Advantages of the Watkins Loyalty Program

The point I'm trying to make about the Watkins Loyalty Program is can serve several purposes until your regular, dependable monthly sales exceed the minimum levels (i.e., either 100 points or 200 points) required for you to earn maximum bonus levels.

- It adds to your monthly points total. You only pay for the points you need.
- If your not selling much product, it allows a means of building inventory slowly over time without putting up a lot of money at one time.
- It allows you to further Watkinize your home and gives you the opportunity to learn more about other Watkins products.
- It guarantees you'll always meet your minimum required monthly sales points volume if you're on vacation, traveling, sick, etc. and have a slow sales month.
- It's a safety net or insurance plan that assures you'll qualify for any bonuses you've earned from your downline.
- If you sell any products you've purchased with a Loyalty Program gift certificate, you'll not only get your money back, but you'll earn a 25% profit on any sales you make. Thus, for all products you elect to sell rather than use, the program costs you nothing in the long run.
- You can use your gift certificates in an incentive program for recruiting or as awards when you hold sales contests for your downline.



One additional comment I would like to make about the Loyalty Program is that you don't have a monthly deadline deciding which products you wish to order each month. Instead, Watkins will simply issue you a gift certificate for the amount you would need to purchase to meet your minimum Central points volume. You can spend the gift certificate however you wish. Thus, if you know you're going to do a trade show or festival in six months, you can save up your gift certificates for 5 or 6 months and cash them all in at one

time, ensuring that you'll be purchasing fresh inventory and not having to worry about where you're going to be storing Watkins product in your house. Anytime you purchase Watkins products through your WatkinsOnline.com website you'll see a place to enter a gift certificate number during the payment process. You can also call Watkins toll-free number and provide them your gift certificate numbers when paying for products you order by phone. View your Watkins gift certificate as being the "same as cash."

When I first joined Watkins and before sales started to roll in, I loved getting the Loyalty Program gift certificates and frankly, although my intentions were to use them to buy future inventory for festivals and trade shows, I often found myself giving away the gift certificates to one of my children or family members. Everyone in my family loves Watkins products. Thus, I quickly found out that Watkins gift certificates make great gifts to give someone on their birthday, anniversary, or anytime you know they're wanting to buy Watkins products.

As you can now see, the Watkins Loyalty Program is not a gimmick to get you to buy products, but serves several great purposes as I've noted heretofore and is actually very useful to people like me that travel out of town a lot.

Watkinizing Your Customer's Homes

You can use the Watkinize Your Home package and the Watkins Associate Loyalty Program to Watkinize your own home. But when I refer to Watkinizing your customer's



homes, I'm really referring to the practice of introducing your customers to new Watkins products any time you have the opportunity to do so without become a nuisance. It stands to reason that the more products you can replace with Watkins products in a customer's home, the more likely you'll have the customer ordering products from you regularly. But don't sit and wait for the phone to ring. Call your customers regularly to see if they need to place an order soon for products that they're running low on at the time.

You may only sell someone a single product when you sell him or her the first time. But use that opportunity wisely. Don't sit on your hands or hold your breath until they order again. After 2 or 3 weeks call the customer and ask them if they've had a chance to use the



product they purchased and if they are satisfied with the product. Chat with your customer about what's going on in their life and listen to what they have to say. Keep your ears open and listen for any window of opportunity to introduce a new Watkins product to them. For example, if they mention their husband is in the backyard grilling or barbequing say, *“That reminds me, Watkins makes a wonderful barbeque sauce I bet your husband would really like.*

Does he have a birthday or some special event coming up that you might like to buy him a bottle as a present?” See how smooth that was. This is what I often refer to as selling passively.

If your customer doesn't bring up anything to open the door for you to introduce a new product, find a point in the conversation to say something like, *“I just got in a new shipment of Watkins products yesterday and it included some Watkins Peppermint foot massage lotion. My feet were killing me from standing on them all day long and I told my husband, ‘To heck with selling this bottle later on, we’re going to break this puppy open and you’re going to give your dear little wife a foot massage tonight. I cannot begin to tell you how great that cool peppermint massage felt. It was like heaven to my feet. This is one product that really makes a great gift for a friend, but once you get a bottle it’s hard to part with. If that sounds like something you might like, let me know because I’ve got a couple of free sample packs I’d like to drop off to give you and your husband a chance to try. Trust me, you’ll think you’ve died and gone to heaven when you use this product.”*

The words in italics on this page are just example scripts I've crafted on how to introduce 2 products that quickly come to mind. Keep in mind, however, that Watkins makes 350 different products. The more you use the products yourself, the better you will become at crafting your own little scripts for introducing other Watkins products to your customers. I recommend contacting each customer you develop on a monthly basis, more often if they

purchase many products from you. If you plan to just sit around and wait for your customers to call and order the next box of *Watkins Laundry Detergent* or *Lemon Scented Dishwashing Detergent* from you when they run out, chances are high you're going to miss out on a lot of



sales. If your customer is grocery shopping and hasn't heard from you and she's walking down the detergents aisle, it's sometimes too easy and too tempting for her to grab her next box or bottle of detergent off the grocery store shelf.

Therefore, contact your customers regularly for two purposes, (1) to see if they need to restock anything they're running out of, or (2) introduce them to a new Watkins product that will improve their life. Do this regularly and it won't be long before you've Watkinized the homes of many members of

your customer base. The more products they use, the more likely that they will order multiple products from you monthly.

Follow the instructions provided in this chapter and introduce your customers to new Watkins products each month and before to long, your customer's order list could yield an order as big as the display of products you see below. Make this your goal to achieve with every client you have, never pushing products "down their throat," but instead making them want to add more Watkins products to their monthly budget, replacing other products in their home that are manufactured by other companies. In doing so, you've gained a customer without adding to their budget, simply replacing products they normally buy with better, more cost-efficient, Watkins products.



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Chapter 13: But What if I Can't Sell?

Think you can't sell Watkins because you lack sales experience? You might be surprised to learn that the majority of active Watkins associates never had any sales experience before joining Watkins. Steve Bretzke, leader and founder of the Summit Group of Watkins associates, with over 6,000 associates in his downline, was an engineer before getting into network marketing. Steve's wife Ginny was also an engineer. Jerry Fochtman, Training Director of the Summit Group and my Upline Executive, has enjoyed tremendous success with Watkins. Prior to joining Watkins Jerry had a background in music and worked in the training department of a large stock brokerage firm.

I understand how you feel, but historical stats in the direct sales industry reveal that people with no sales experience prior to entering the industry are more successful. The reason is because a person who has never been involved in direct sales is open to what will be taught to them. They have no pre-conceived notions of what should or should not work.

Many top Watkins associates never sold anything before joining Watkins. But when they started using Watkins products, they could not contain their enthusiasm. Suddenly, selling came naturally to them. More people join Watkins having never sold anything in their lives than people who have sales experience. Let's consider just one of the ways you can sell Watkins; namely, via Good Tastings® parties. Now is that really selling? It is and it isn't. I tell you what it really is. It's about throwing a recipe and product sampling party and having a great time while people sample the goodies you've prepared and fall in love with the products they taste. Now is that really selling in your mind?

I've heard the "I can't sell" objection before. But selling Watkins products is more like sharing a great movie or recipe with someone. Don't forget, you may be in business for yourself, but **not by yourself**. I will support you in your efforts to get your business going. Plus, we have training manuals, articles and CD's that will teach you how to market Watkins.

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Chapter 14: What Do You Want Out of Life?

I've talked a lot about the financial rewards that come with selling Watkins in this book, but actually money is not the only driver that motivates others to join Watkins. Earlier, I revealed that one of my search criteria points that led me to selecting Watkins was to "find a work from home business opportunity that could replace my six-figure income when I retire in six years." Hence, from that you may have concluded that all I'm concerned about is money.

Granted, the potential to make a lot of money was one of the factors that led me to Watkins, but I can retire securely in six years without having another income source in my life. A much more important "driver" to me is the ability (with Watkins) to build a business that will help take care of my wife and children if I should die. I'm particularly concerned about the financial futures of both my wife and my children if something should happen to me. My wife is 12 years younger than me, so there is a high probability that I could die long before her. My sons have good jobs, but like the education and earning power I've been fortunate to have in my life. I worry that they might struggle financially the rest of their life, and I see Watkins as an insurance policy that could provide extra income for them when I'm gone.

One of the factors that really intrigued me about Watkins is that when I die my Watkins' business doesn't have to die. This is one reason you see most Watkins associates as husband and wife teams. Some, like me, have chosen to form a corporation and sign up with Watkins under their corporate name. I did this because in the event I should die, my corporation and business does not have to die. Instead, my wife can either continue running the corporation and the business, or she can transfer the corporation and the business over to one or both of my sons. They in turn could run the business and the corporation could take the earnings of the Watkins business and distribute a portion to both my wife and my sons and daughters.



I already possess all the fancy material things that most people dream about. Thus, I'm not building a business to buy a new house, to purchase a speedboat or take a trip around the world. In fact, I've already done all these things in life. Instead, I picture myself as building a *legacy of income* for my family by building my Watkins business. I also love Watkins because I know it will keep me busy doing what I like to do long into my post-retirement days – namely, running a business until the day I die. I doubt these drivers will be the same motivators that lead you to choosing Watkins, but they are extremely important ones for me. In the words of today's youth, "that's what floats my boat."

Whatever Floats Your Boat?



Owning a Watkins business can change your life for the better -- forever. Building a successful work from home Watkins business may take a little time, but the time you spend will be worth your effort. I'm not sure "what floats your boat" – but you might find your motivator and driver in the short list that follows. The list includes just a few of the many great advantages of owning a Watkins business, illustrated in terms of how a successful Watkins business can make a difference in your life.

A successful Watkins business can:

- Give you the opportunity to own and operate your own company.
- Allow you the opportunity to build and lead a successful sales organization.
- Make a positive difference in the lives of your customers, healing them, improving their health and saving them money.
- Provide you that escape from the corporate rat race you've been dreaming of for years.
- Give you more time with your family.



- Give you more time for your favorite hobbies.
- Move you from a highly stressful job to one of little stress.
- Allow you to be a work from home parent, at home every day when your children come home from school.
- Allow you to afford having children, and just as importantly, to be there to raise, nurture and educate them.
- Give you time to participate in events at your children's school.
- Allow you to devote more time to work at your church or to assist in various charitable causes and organizations.
- Give you the opportunity to enroll your children in extracurricular sporting events, because for the first time ever you'll be able to take them to practice and go to every game.
- Afford you time to coach your son or daughter's soccer team, baseball team, basketball team, softball team, etc.
- Give you the time you need to go on campouts with your Boy Scout, Girl Scout, Brownie or Cub Scout.
- Allow you the time and freedom become the caretaker of your elderly parent or grandparent.
- Provide you with the precious time you'll want to spend with terminally ill parents, siblings, family members, co-workers, friends and love ones as they face the prospect of dying and need the comfort of someone with them as much as possible.
- Allow you to go fishing and hunting anytime you like.
- Allow you to play golf, tennis, swim, run, etc. any time you want.



- Give you the time and money to take that vacation you've been putting off for years.
- Create the savings needed to send your sons and daughters to college.
- Provide the income you'll need to pay off all your bills, your home mortgage, your autos and trucks.
- Build enough income and savings to allow you to retire early.
- Give you the time every parent wishes they could have to watch their kids grow up.
- Save a failing marriage.
- Give you the opportunity to tell a nagging over-demanding boss "Goodbye!"
- Give you the pride that comes from building something very special

This list is far from complete. I could talk for several hours about the great things that can evolve from owning a successful work from home business. For example, think about all the wonderful people, both customers and new associates, you'll come to meet through Watkins. Think about how great it will make you feel when customers give you testimonials about how great Watkins products are, and what positive results they've experienced using Watkins products.

Think about how proud you will feel the first time an associate you recruited tells you that you saved his or her life, making everything around them better, making them truly



happy for the first time in ages, giving them not only a sense of purpose on God's green earth, but pulling them out of debt and helping them build a successful moneymaking business that has changed their lives forever. When that happens, and it will, your heart will swell with pride. Trust me my friend, the pride that comes from helping others is

far greater than the pride that comes from helping yourself. The beauty of Watkins and

network marketing is that when you're helping yourself, you're helping others, and visa versa.



When considering this business opportunity, ask yourself if some of the things I've mentioned in this chapter are what you're looking for in life. If they are, take the no-risk opportunity Watkins offers everyone and become my next new associate. If you're willing to devote 10 hours per week of your time to making these things happen for you, and remain patient as your company grows, you'll be looking back on this day 3 to 5 years from now and proudly proclaim that on this day you made the greatest decision of your life. Before starting my Watkins business I was working 50 to 60 hours per week as a business consultant. I still am, yet I'm still finding it possible to squeeze in 10 to 15 hours per week for my Watkins business.

Granted, it's not always easy to do this, and granted some of the time I spend working on my Watkins business is time taken away from my family. But I know the time I spend now will reward me 10-fold with free time I'll have for my family later. The Watkins compensation plan works. The products work. When I joined Watkins I realized the only things standing between me and a six-figure income with Watkins were commitment, persistence and patience. If you'll take that same approach when you join Watkins, remaining committed to achieving your goals and dreams through building your Watkins business, everything else will fall in place

Watkins and the Summit Group have a "*System for Success*" that, if followed and followed regularly, allows people from all walks of life to build a successful work from home Watkins business, starting part-time and growing to a full-time income in 3 to 5 years. Join now and commit yourself to patiently and persistently following the *System for Success* roadmap.

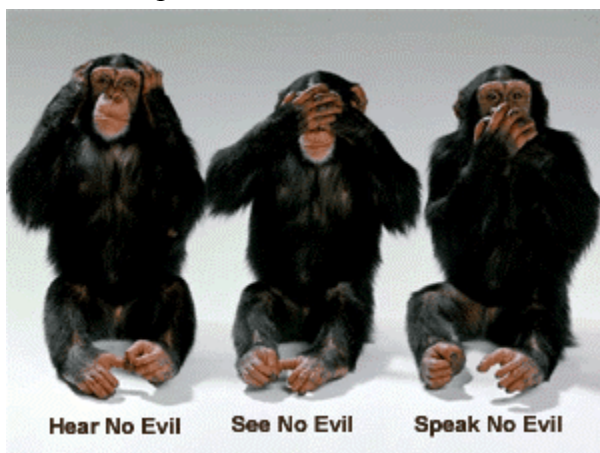
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Chapter 15: Be Prepared for “No’s” and Skeptics

When you first begin your Watkins business you may be surprised who will support you and who won't. In fact, even some of your closest friends or relatives may go as far as telling you that you're business won't work. Some you think will be a sure-fired customer and order product won't give you a dime's worth of business. Such is life. And it's far easier to handle this if you're prepared for it in advance. And by prepared, I mean be prepared to be surprised by no one.

It's also important to start your business with the promise you will not let anything anyone says, does or doesn't do affect your relationship with them. I also suggest that before you begin your business you promise yourself to be prepared to hear the answer “No” when asking someone if they would like to become a Watkins associate or buy Watkins product. Realize that we live in a world where some people drink Coke, while others prefer Pepsi.

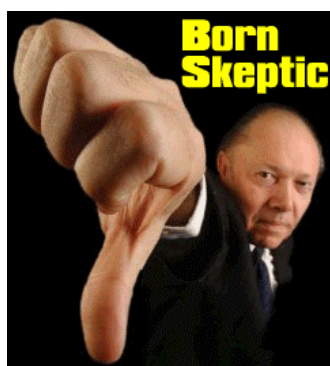
Personally, I feel like selling Watkins is easier than any sale I've ever made in my life. I genuinely love talking about the products and I haven't found a single product I don't believe in or choose not to sell. But I've sold before in my career and I've already learned the most important difference between successful sales persons and unsuccessful sale



persons. Namely, those successful in sales have learned to expect, and learned to accept, hearing the word “No.” Some people have great difficulty hearing, and accepting, the word “No.” If you enter this business knowing that there will be “No’s” and to be successful you have to learn how to accept those “No’s,” you’ll have no

problem in working your business regularly. This situation will improve the longer you're in the business, because you'll become better at answering objections and people will take notice of your success. These two factors alone will lower the number of “No’s” you get.

In addition to hearing a lot of “No’s” you’ll also come across skeptics and those who might mock what you do. Some may refer to you as a “peddler.” This, of course, is what we call a “put-down” in the Deep South. Trust me, in my line of business, someone who’s founded businesses, built businesses as big as \$160 million dollars per year in sales and been President of several corporations, I catch more teasing, raise more eyebrows and turn more heads when people learn I’m selling home and personal care products than you’ll ever have to deal with.



So how do I handle this ribbing? First, I realize what the nay Sayers in my life are what professional sales persons call “pukers.” These are people who will try and puke on everyone’s parade. They never take chances themselves. They’ve lived their entire life never willing to take a risk on their own. If you let people like this take hold of your conscious, you’ll later find that no matter what you try to do to improve your life they always be there to puke on your parade. If you enter this or any other business with the mindset that you won’t let anything or **anyone** stop you from achieving your goals, you’ll achieve them.

I also think my age and years of experience greatly assist me in ignoring the pukers in my life. I simply don’t need the approval of the “in-crowd” to feel good about myself. In fact, in a weird sort of way I actually love it when skeptics try to influence my thinking, question my decisions or alter my life. By nature, I love overcoming obstacles and challenges. It is my competitive spirit and drive, something that has been responsible for much of the success I’ve enjoyed in the business world that takes over in moments like this, and makes me work even harder to achieve my goals.

But specifically, how do I handle the skeptics? What do I say to someone who refers to me as peddler or gives me hard time about the home care and personal products business I’m operating? My recommendation to new associates is to say something like this . . .

“I’m not sure why you feel that way and I’d like to convince you otherwise, but for now I would just like to extend an invitation to you.”

Stop at that point and let them ask the obvious question, which is – “*What invitation is that?*”

Then say with plenty of conviction, “*I would like to invite you to lunch, my treat. You can pick one of two dates, either sometime in the next couple of weeks, or in about two years. If you choose now, I’d like to tell you more about the Watkins business opportunity and what it has to offer, and then seek your opinion afterward. Because right now I think you more than likely have is an **uninformed impression** of what Watkins is, rather than what I would call an **informed opinion** of what a Watkins really is. I’m certain you’ll change your mind once you know more about my business and what it has to offer. Now, if you don’t care to learn more about the Watkins business opportunity anytime soon, I’d like to invite you to lunch two years from now and discuss what I’ve accomplished with Watkins at that point. This is a great company, with great products and a great business opportunity. I pretty much refuse to be discouraged at this point and want to remain positive and focused on building my business. So let’s just promise to revisit this conversation in a couple of years if you’re not interested in learning more about the Watkins business opportunity now. That should give me sufficient time to find out which one of us is right about Watkins today.*”

This approach is a polite but cagey way of letting people know you’re serious about your Watkins business and you’re not going to let them discourage you. Obviously, people that fall into this category are not going to be easily sold on the business opportunity because they’re naturally born skeptics – “*glass half empty*” people. You don’t have to make everyone you meet a Watkins convert.

Although you’ve given them an invitation to hear more about the opportunity, most will say “Okay, I look forward to that lunch in 2 years.” After all, you purposely gave them an easy exit and they’ll naturally take it. But at least they know where you stand and will leave you alone. Better yet, however, your words will leave a lasting impression on their minds and they’ll more than likely take you up on that lunch offer 2 years down the road and listen with open ears as you share your success with them.

You'll find your chances of sponsoring them will be far greater than now, and you'll be surprised how their demeanor will have changed as your success will be a strong selling point for them – a living testimonial that the business opportunity is for real.

For the few that opt to take you up on your lunch offer in the next two weeks, be prepared for a somewhat different reception. Sometimes they'll be perfectly willing to listen to what you have to say with open ears and no bias, because your response gave them a wakeup call that maybe they were being a bit rude or over the top. But most will still remain skeptics and think they're doing you a great favor by telling you how they feel. Just be courteous to them and after the lunch say, *"Well, I can see we need to meet for lunch again in about 2 years and discuss what I was able to accomplish with Watkins."*

If you've been living on the planet earth for very long you should have learned by now that there are people, sometimes people you're very close to, that really don't want to see you succeed, or at least do better than them. The world is full of skeptics and the best way to shut them up is to prove them wrong. In this business, it's really easy to prove others wrong if you:

1. Use and believe in the products.
2. Spend at least 10 hours per week, longer if you can, selling, sponsoring, grooming and repeating the process.
3. Ignore the "No's"
4. Ignore the skeptics.
5. Keep your nose to the grindstone.
6. Don't lose faith.
7. Have patience.
8. Stay motivated.
9. Never give up.
10. Never give in.



Chapter 16: Getting Started on the Right Foot

It is extremely important to begin working on your Watkins business with 1 to 2 days of becoming a new associate. The reason is simple; if you don't start quickly, life will get in the way and give you a hundred reasons why you need to put the launch of your business off a few more days. Soon, a few more days become a few more weeks, and a few more weeks become a few more months. Eventually, your procrastination will become a "one of these days" scenario, what we call in the Deep South a bad case of the 'round to-it's.

You know what I'm talking about, don't you? You're heard yourself say hundreds of times, "I'm going to do so and so when I get around to it." Your wife asks, "Honey, when are you going to clean the garage out so I can put my car into it?" And your answer is, "When I get around to it." Don't let Watkins become your next '*round to it project*'.

If you do let Watkins become your next '*round to it project*' your decision will haunt you the rest of your life. Because there will be times in your life when you need more money



in an emergency situation, your car's transmission goes out, your son or daughter has suddenly graduated from high school and you don't have enough money to send them to the college of their choice, you find yourself taking out a home equity loan to put a new roof on the house, etc. Things we don't plan for in life keep getting in the way of the plans and dreams we have.

Don't be the type of person that makes an impulse decision to join Watkins today, only to cast your chance for financial freedom aside, treating it casually until you lose interest in the venture altogether. If you do this, each time another crisis takes place in your life, and they will, you'll look back on the day you joined Watkins and kick yourself, always wondering "What if I'd given my Watkins business a serious try, would I be here today, fretting about the situation I'm in, worrying about what's going to happen to my spouse or children?" Start quickly and don't allow Watkins to become another "Round ToIt" plan.

To prevent this from happening, make a promise to yourself that when you sign up to become an associate, you'll set aside a couple of hours each day to read every word of information provided on the Summit Group's training and education website, TSGnet.com. Don't stop reading and studying until you've covered everything on the site. Listen to Watkins "*Getting Started*": audio CD, read the Watkins *System for Success Training and Reference Guide* and complete the *Recipe for Success Action Planner*, carefully reading and completing each part of the guide and planner. Follow the instructions and tasks "to the letter," as my Dad would say.

Everyone operates differently; we all have different skill sets, our own unique personalities, quirks and habits. It might be that the *System for Success* guide and the *Recipe for Success Action Planner* don't teach a sales and marketing process that fits you perfectly. We can adapt your style over time and find techniques that work better for you, but the *System for Success Training and Reference Guide* and *Recipe for Success Action Planner* are designed to work for everyone and history has proven them to be very successful aids for starting a successful Watkins business. Because they've been proven to work, I highly recommend you follow them and the Summit Group's "Getting Started" tips to immensely improve your chances of succeeding with Watkins. Thousands of people have used these resources before you, and are living proof that they work.

Getting off to a fast start is perhaps the most important thing you can do to ensure that you ultimately build a highly successful Watkins business. When I'm talking about getting off to a fast start I'm not necessarily referring to a fast highly successful start. Instead, I'm simply referring to following the Summit Group's online study guides and training materials, listening to Watkins '*Getting Started*' audio and completing the Watkins *System for Success Training and Reference Guide* and *Recipe for Success Action Planner* within the first few days after you join Watkins.

Do as I say, and you'll make some sales in your first two weeks of being in business. Sure, you'll also strike out a few times, but launching your business quickly and going through the motions of running your business as quickly as possible allows you to take advantage of the momentum you began to build the minute you made the decision to launch a

Watkins business. If you don't follow through quickly, you'll lose momentum quickly. The next thing you know, the responsibilities of your everyday life will suddenly be in the way again, preventing you from fulfilling another dream.

There's nothing about Watkins in particular that causes some people to delay the process of launching their business after they sign up. Instead, people that put off the launch of their Watkins business forever are typically procrastinators in other areas of their life. They mean well, they have good intentions, but the next thing they know life gets in the way and they eventually start justifying in their mind reasons to further delay the process. Watkins is typically not the only initiative they've started in their life, then lose interest quickly and see their plans fizzle and die.

Promise yourself that even if it is your nature to procrastinate, and you're guilty of having exhibited this same "buy and delay" phenomenon in the past, you won't do the same with Watkins. Promise you'll study the training guides closely and put them into action quickly. If you do so, the success you will enjoy will become the driver and fuel you need to keep the process flowing, to devote time and effort to your Watkins business regularly.

Your Quick-Start Plan of Action

Summing it up, you'll receive your private login information (i.e., username and password) to the Summit Group training website (i.e., TSGnet.com) within 24 to 48 hours of signing up as a new Watkins associate.

Step 1

Login as quickly as possible and **start with the "Getting Started" guide that the Summit Group has prepared for you.** In a few days after sign up you'll get your Watkins membership kit. The basic membership kit costs \$39.95 and includes the following:

- Welcome Letter
- Performance Rewards Program Rules
- Associate Upgrade Assortments Checklist
- International Marketing Agreement
- Current Highlights Catalog

- Next Month's Highlights Catalog
- Product Price Comparison Sheet
- One Master Catalog
- **Watkins *System for Success***
- **The Summit Group's *Quick Start Guide***



The last two items on the list represent the free training materials you'll receive when your Watkins membership kit arrives.

Step 2

Complete Watkins *System for Success* and your *Quick Start Guide* provided by the Summit Group. During this process, complete the *Recipe for Success Action Planner*. It is recommended that you complete the action planner with your sponsoring associate, or upline leader.

Step 3

Put what you've learned into action very quickly, as early as the day following completion of the training guides and tutorials.

If you're like me, you'll want to read and listen to more training materials. A list of other training aids provided by Watkins and their costs is provided in the next chapter.

Chapter 17: Training Materials Offered by Watkins

Getting Started – Audio CD (2/07)

Article No. 07328

This exciting CD introduces the *System for Success*, and provides some basic information necessary to get started. In addition, some of Watkins top leaders share their reasons for getting started with Watkins!

U.S. \$2.00

System for Success Training and Reference Guide (2/08)

Article No. 04024

The first section of this training manual gives you the basics you'll need to start your Watkins business. It covers topics such as getting started, getting organized, setting goals and building a team. The second section documents Watkins Corporate Policies & Procedures; outlines Watkins International Compensation Plan; includes Shipping and Handling Price Appendix.

US \$2.50

Tabs (set of 7) - System for Success – (9/06)

Article No. 04463

Organize your *System for Success* materials with these divider tabs. Set of seven tabs includes a tab for each segment of the *System for Success* program, as well as a tab for your Associate Reference Guide, Product Profile Pages, Business Support Catalog, and other business forms.

US \$2.50

Recipe for Success Action Planner – Audio CD

Article No. 07489

This audio program will assist you in helping every new Associate you sponsor get off to a great start using the “*Recipe for Success Action Planner*”. The time to begin coaching is as soon as the International Business Agreement is signed. When your new Associate begins a Watkins business, they don’t know what to expect or what to do to be successful. They count on you to teach them how. You help them develop their personal “*Recipe for Success*” by asking these questions:

1. Why are you starting your business?
2. What do you want to achieve?
3. When will you work?
4. Who will you talk to?

Answering the questions in the “*Recipe for Success Action Planner*” together will assure you that your new Associate has a game plan for their new business and that you know how to provide support. This first coaching should take place as soon as possible after your new Associate makes the decision to begin a Watkins business.

Business Interview Guide: Taste Success with Watkins

Article No. 08432

The *Taste Success with Watkins Business Interview Guide* provides a powerful tool for introducing interested people to Watkins, identifying their needs and wants, and helping them identify how they can taste success with Watkins.

Prospecting Flyer

Article No. 08435

Watkins has created this full-color flyer printed on semi-gloss paper for you to distribute to prospective customers and Associates.

Sold in packs of 25, this cost-effective, single-page flyer features Watkins products on one side and the Watkins business opportunity on the other side.

Generate Leads - Generate Income – Audio CD

Article No. 08082

New customers and Associates responding to a Watkins advertisement in publications have been enthusiastic in their love for the product and the business opportunity. Hearing what they have to say on "Why Watkins?" will provide valuable insight to people who may not be familiar with the Watkins brand. Also included in the tape are valuable instructions on lead generation and follow-up on leads.

Handle Concerns, Hesitations & Objections - Audio CD

Article No. 08083

Improve your active listening skills to identify underlying questions when you hear a concern, hesitation or objection. On this helpful audiotape, some of Watkins top prospectors will help you recognize when objections are really opportunities in work shoes.

Relationship Sponsoring - Audio CD (07/04)

Article No. 07329

Building a successful Watkins business is all about establishing, building, and maintaining relationships. On this revised audio CD, you will hear from a number of Associates about the impact that Watkins and relationship building has had on their lives.

New on this CD, A Watkins Associate conducts a prospecting interview using Watkins new Business Interview Guide (No. 08432).

US \$2.00

Event Marketing – Audio CD

Article No. 08081

1. Introduction
2. Choosing Events
3. The Display
4. Attracting Prospects
5. Promoting Good Tastings® Events
6. Promoting Sales & Sponsoring
7. Customer Care

Taking a Leadership Role - Audio CD

Article No. 08087

Have you wondered how leaders establish relationships, coach new Associates, provide the right type of support and give meaningful recognition? It's all part of being a leader and on this tape Watkins leaders will show you how to take advantage of your leadership role as you build your business.

System for Success: Lead and Manage Guide (5/08)

Article No. 08348

Reflect on the journey to Manager and learn to keep growing!

US \$2.00

The Test of Time – Video

Article No. 06947

A history of the J.R. Watkins family and company, "*The Test of Time*" is a fascinating story of one of North America's greatest tried-and-true consumer product brands.

Images of America Watkins – Book

Article No. 08224

Arcadia Publishing of Charleston, South Carolina has released a history of Watkins as an installment of its popular "*Images of America*" series. This handsome paperback edition chronicles Watkins' story in photos, post cards, and advertising art. This is the most complete presentation of the company and people that have built Watkins to date. 128 pages.

US \$19.99

International Agreement, English (25) 2/08

Article No. 08823

The *International Agreement Form* is a clear, easy-to-read, one-page form that represents the contract all new associates must sign when joining Watkins. This printed version of the form comes in a packet of 25 forms. It is also available in electronic download format from the Business Bulletin area of WatkinsOnline.com.

US \$1.75

Watkinize Your Home Product Assortment – Products

Article No. 09834

The *Watkinize Your Home Assortment* makes it possible for you to receive a variety of Watkins products at a great value. With 52 great products in all, you'll be able to Watkinize every room in your home and everyone in your family.

The *Watkinize Your Home Assortment* makes it possible for Watkins to offer another way to earn additional money with the Bonus Payout. With the Bonus Payout you can earn \$100 cash (or more) when a new or existing Associate personally sponsored team member purchases the *Watkinize Your Home Assortment!*

To qualify for Bonus Payout, you simply purchase the assortment for yourself and enroll in Watkins Loyalty Program. Not only can the Bonus Payout put cash in your pocket, it also inspires your team to sponsor more, thus expanding your team and income even further!

US \$349.00

System for Success: Way to Manager 5/08

Article No. 08347

This is a great instructional tool for coaching Consultants advancing to Manager! This training spans an eight-week period and helps Consultants attain Manager level. It can be completed as a self-study course or in a group with an upline as a facilitator.

Product Profile Book (8/07)

Article No. 08707

Watkins Product Profile Book provides in-depth product information to Associates. Use this information for yourself or for customers who ask specific questions. This booklet offers basic information and suggested uses; it also includes a shaded section that provides details on what makes each product worthy of being included in our superior product line.

US \$5.00 (promotional pricing)

Business Builder Brochure US (01/08)

Article No. 04478

These updated FREE Business Builder Brochures containing the most updated personalized Watkins' business materials are available and can be added to any order.

US \$0.00

Good Tastings[®] Guide (1/08)

Article No. 77008

This comprehensive guide introduces Good Tastings[®] by Watkins and provides training and tips for booking events, coaching hosts, holding Good Tastings[®] events, and providing customer service after the event. It is a valuable tool for existing Associates and new Associates interested in building a Watkins business utilizing Good Tastings[®] by Watkins.

US \$1.00

Good Tastings[®] Event Planner (20) 7/06

Article No. 77028

A professional looking, full color, six-page host brochure that succinctly helps your prospective hosts understand the benefits of hosting an event, get a feel for Good Tastings[®] entertaining, and prepare for their event.

This enhanced version now features testimonials from some of Watkins top Good Tastings[®] Associates.

US \$3.00

Good Tastings[®] Video - DVD (07/04)

Article No. 77019

This 90-minute video is the perfect training tool for your new Good Tastings[®] Associates; experienced event holders will find valuable information and motivation for growing their Good Tastings[®] businesses as well.

US \$9.99

Good Tastings[®] Audio Series

Article No. 77003

Collection of eight audio tapes covering important topics surrounding Good Tastings[®] to help you build your Good Tastings[®] business.

- Good Tastings[®] by Watkins
- Creating Momentum with Good Tastings[™] Events
- Prepare Your Host for a Successful Event.
- At the Good Tastings[™] Event
- Growing the Group Through Good Tastings[™]
- Good Tastings[™] Close and Follow-up
- Expanding Your Circles with Good Tastings[™]
- Good Tastings[™] Host Coaching

US \$12.00

Business Opportunity Presentation, CN—French (9/02)

Article No. 08781

This full color, 8-page, French-edition brochure introduces Watkins history, the network marketing industry, Watkins quality products and information on how to earn money with Watkins. (5 per pack).

US \$2.93

System for Success Training and Reference Guide - French (2/08)

Article No. 04025

The first section of this French-edition training manual gives you the basics you'll need to start your Watkins business. It covers topics such as getting started, getting organized, setting goals and building a team. The second section documents Watkins Corporate Policies & Procedures; outlines Watkins International Compensation Plan; includes Shipping and Handling Price Appendix.

US \$2.50

Chapter 18: What the Summit Group Will Offer You

Team Support

As Summit Group founder Steve Bretzke likes to point out, “being a member of the Summit Group is your **secret weapon for success**” with Watkins. That's because you will be joining thousands of Watkins associates from across North America who build their businesses in a highly ethical, professional, family-oriented manner.” The Summit Group focuses on **having fun, helping friends, creating wealth, and reaching dreams**. As a Summit Group member, I have pledged to provide plenty of encouragement and recognition for my associates.



If you join Watkins through [this ebook](#), my Summit Group [recruiting website](#), or through a mail-in form containing my Watkins ID (# 377329), I'll be listed as your sponsor. Also, you'll automatically become a Summit Group team member and receive training from me and your upline Summit Group leaders, plus from the Summit Group training website.

Summit Group leaders who have already succeeded with Watkins make themselves very accessible to you through conference calls, online discussions, and personal consultations by phone or in person. These leaders have a vested interest in your success and will do all they can to help you succeed. So, even though you will be your own boss, you'll know exactly where to get answers, advice, and encouragement.

System Support



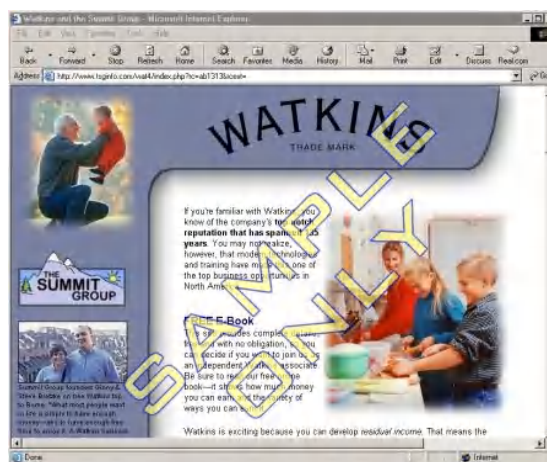
Your support from the Summit Group doesn't stop with you being able to

communicate with the leaders above you in the organization. You'll also have access to the same exclusive Summit Group training and business building systems that have helped

many Summit Group members create lifelong, residual income faster than they could have using any other way or method. These systems include:

- **Online Business Recruiting System** - You'll have access to the Summit Group's TSGInfo.com Internet-based prospecting and business building system. This will become your recruiting website and it includes your own free, personalized website that you can use to tell others about the Watkins business opportunity. To see what your website will look like, make sure you have this ebook opened on your PC, log online with your Internet browser, then switch back to this ebook and [click here](#).

This example is my very own TSGinfo.com recruiting website. Yours will look the very same but will have your name and contact info throughout the site and Summit Group ebook instead of my name and contact info. This site is normally created for you within 24 to 36 hours of your signup. Numerous associates have joined the Summit Group of Watkins associates as a result of this system! And these folks have generated hundreds of thousands of dollars in product sales that have resulted in large bonus incomes for them and those that introduced them to Watkins.



This powerful system is only available to Summit Group members and will be given to you free as a Summit Group member when you sign up as a new Watkins associate through this ebook.

- **Exclusive Private Internet Training Site for Summit Group Associates** - You'll be given access to training and other resources from your home computer through another free site the Summit Group offers at TSGnet.com. Upon signing up as a Summit Group member you'll be given your login information to this private site within 24 to 36 hours of signing up as a new Watkins associate through this ebook.

The private training site is chocked full of information and includes the Summit Group's private, interactive message board, where you'll be able to ask questions and participate in discussions with other experienced and knowledgeable Summit Group associates. From the comfort of your own home, you'll be able to learn the proven techniques and methods for building a profitable business, from those who have already done it.

- **Training Guides** – In the Summit Group’s private training site you’ll find numerous short and concise training guides, including the Summit Group’s *Quick Start Guide*. The Quick Start Guide was created to teach you exactly what to do during your first days and weeks as a new Watkins associate. You’ll want to get off to a fast start and we have the roadmap for you doing just that in the Summit Group’s exclusive training site (see next bullet).
- **Exclusive Business Building Tools** – The Summit Group offers its members proven, effective, low-cost business building tools like the printed version of the Summit Group’s ebook, “*A Better Life for You and Your Family*,” which is available to help you better explain the Watkins business opportunity to others.
- **Audio Training** - Detailed training on various aspects of building a Watkins business, including prospecting, presentations, training, and follow-through, are also included in the TGSNet.com password-protected training site for Summit Group associates as downloadable audio files.
- **Live Conference Call Training** - You can listen in or participate on regular interactive conference calls, which bring together experienced leaders who can help teach you exactly how to build your business. Archives of past conference calls are stored in the private training site as audio files for you to hear from the privacy of your home while being logged into the training site with your personal computer.



- **E-Mail Hotline** - You'll receive regular, short e-mail messages that will bring you up-to-the-minute details on company news and programs, Summit Group updates, along with additional training and recognition.
- **Regional Seminars** - You will have the opportunity (but never an obligation) to attend in-person training events that are specifically designed to help you achieve the most from your business. At these events, you will learn from and interact with the most successful and experienced Summit Group leaders.
- **Coaching** – As your Summit Group sponsor I will be available, along with my upline Summit Group managers and executives, to help coach you in your business. We want you to succeed because our income is partially based on your success—making Watkins a win-win situation for all of us!



Chapter 19: What I Will Offer You

During the course of this book you've learned that there are many ways to market Watkins products. You've also learned that I have enjoyed success using online marketing methods to promote Watkins, sell Watkins products and sponsor new Watkins associates using Internet marketing techniques. My hobby for the past ten years has been building moneymaking websites and over the course of that time I've become somewhat of an expert in search engine optimization, or SEO, as the skill and field is often called.

Optimizing my Watkins marketing websites for high search engine rankings results in higher web traffic volume to my sites, which translates into more Watkins business for me. For example, it only took me about 90 days to have several of my websites capturing first page Google search results rankings for numerous search terms including the search words "Watkins" and "Watkins products" and getting a lot of free traffic to websites I own like [WatPros.com](#) and [eSalesman.com](#).

I own numerous domain names focused on the work at home genre. This very ebook is but one phase of an elaborate online marketing system I use to recruit new Watkins associates to Watkins. Thus, what makes me very different from any other Watkins associate you could choose to sponsor you in this business is my knowledge of e-commerce and online marketing, plus my willingness and desire to teach the same online marketing techniques I use to you -- improving your odds of building a highly successful Watkins business.

It is my hope, that regardless your level of Internet experience, you would be willing to try some of the online marketing techniques I am capable of teaching you. If you are up to the challenge, you will grow your Watkins business faster. In general, the majority of the associates you will attract through online marketing methods will have a higher education level and possess more business skill than candidates you will attract through classified advertising. I say that as a board generalization, for some of our most successful associates

have built huge downlines and highly successful Watkins businesses by running small classified ads in rural and metro-area newspapers.

My Support and Free Offers

Given the brief background I've provided about my online marketing expertise, let's now review the type of support, training and marketing aids you can expect from me, should you [join Watkins](#) and the Summit Group with me as your sponsor. If you wish to join Watkins now and ensure that I'm your sponsor, [click here](#).



- **Summit Group Membership** – I am a Summit Group member. Hence, when you join Watkins through me, you too will become a Summit Group member and entitled to the same associate support, education, training and marketing assistance that I, and thousands of Summit Group members enjoy.
- **Email and Phone Support** – I provide free email and phone support to all associates I recruit on an as-needed basis. I prefer your primary method of contact is by email. I answer most email requests in 2 to 4 hours and seldom let any emails slip beyond 24 hours. The only reason some take longer than 2 to 4 hours is I may be traveling or out of town when you try to contact me. If you prefer to talk by phone, please provide your phone number and the best time of day to get in touch with you and I'll call you at no cost to you.
- **Toll-Free Phone Support** – I maintain a toll-free message center for my business. The number is 1-866-759-5158. When calling, please leave your name, phone number, a brief message and the best time of day to call you. I'll do my best to call you back within 24 hours and at your preferred time period.
- **Watkins Work-at-Home News** – I publish a monthly newsletter for my downline, delivered by email. My ezine contains tips, information on new

Watkins products, advise on building your Watkins business and more helpful hints.

- **Watkins FAQ Board** – I also provide a private online FAQ (frequently asked questions) site for all associates in my downline. After you join Watkins through me, or through one of my downline members, I will provide you with login information to this private FAQ site. This will be my way for cataloging all questions I get and my answers to those questions. This private FAQ (i.e., frequently asked questions) website will serve as a resource for you to use when associates you recruit ask you questions.
- **Rent-Free Domain Name** – Here’s something of great value that no other Watkins associate offers his or her recruits. I fully believe that the single most important aspect of my successful online marketing program is my Watkins blog at WatPros.com. Should you wish to follow some of my online marketing techniques I will provide for you, rent-free, a domain name you can use to advertise and promote your Watkins business online. I own many fantastic domain names covering the home business, moneymaking, business opportunity and work-at-home genres. Should you take me up on this free offer, I will provide you an extensive list of domain names to pick from. Chose one of the domains and I will provide the domain name to you rent-free for as long as you (1) add at least one article or blog post to the website weekly and, (2) remain an active Watkins associate.
- **Free Web Hosting** – In addition to providing you with a great rent-free domain name, I will also provide free web hosting for the domain name. This alone will save you \$120 per year.
- **Free Website Template** – I will install free of charge a website design with custom header graphics designed specifically for your domain name.
- **Free Email Accounts** – I will also provide you up to 4 free email accounts for your domain name. If you’re a husband and wife team you may wish, for example, to have a different email address for each of you. Additionally, you

might want an email account like info@yourdomainname.com or support@yourdomainname.com. I'll provide instructions on how to set up your email address for sending and receiving email using Outlook Express, Outlook and for accessing your email online via your web browser. This last method comes in handy when you're on the road and need to see your email from someone else's PC or a hotel Business Center PC. I will require that you agree to never use your email account for sending spam or unsolicited email.

- **Free Content Manager** – Since most people know very little about website design, HTML or PHP programming languages, I will install at no additional cost a free content manager that allows you to login to a controlled environment and add new categories and articles to your website with ease. You'll never have to learn website design, never be required to learn how websites work, you'll simply login to a private area and use a simple control panel, menu system and document editor to add article titles, type in article content, select article categories and publish your new articles instantly.
- **Free Online Marketing Tutorials** – From time to time I will create short tutorials on various aspects of online marketing you can use to promote your Watkins business. These will be issued either by email, as newsletter content or as a downloadable PDF file like this very ebook you're reading now.
- **Free Watkins Pros Message Board** – I will maintain a free message board for you to post messages to when you have a question and want to start a thread that other Watkins associates comment on as well. You'll be given free access to the message board.
- **Free Web Marketing Tips** – I'm always researching ways to increase sales and sponsoring using online marketing methods. Anytime I come across something that looks exciting or I find to work and feel that it will benefit my downline, you can be assured that I will share it with you as quickly as possible.

I believe in this business and realize that my success will come from helping others succeed. I'm hoping that by now you've come to see how Watkins can make a difference in your life and that I possess the qualities and honesty you would want in a sponsor and manager. If that is the case, trust your instincts and **[JOIN WATKINS NOW!](#)**

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Chapter 20: Make Watkins Your Life-Changing Event

Are You Satisfied With Where You Are in Life?



You would have a difficult time convincing me that you've read this far and can say

you're totally satisfied with your life. I would even go as far as saying that there is a high probability that the very reason you opted to read this book could be summarized in one simple sentence – *“You're not satisfied with your life and you're looking for a solution.”*

If you're not happy or satisfied with your life you're not a stranger. The vast majority of people living on this planet would like to improve their lives. This book provides one key to making your life better in many ways. The key I speak of is owning, building and operating a successful Watkins products business.

The financial rewards you earn from building a successful home-based Watkins products business can solve many problems for you, improving your quality of life immensely. For example, starting from a part-time venture, in 3 to 5 years you can build a full-time Watkins business that can:

- Provide the escape route from the corporate world you've been searching for.
- Help pay medical bills or cover the high premium of medical insurance.
- Create the source of income you need to buy a new car or truck.
- Help pay for your child's education.
- Provide the income necessary to pay off your mortgage or other debts.
- Provide you more freedom than you've ever had in your life.
- Allow you to do anything you want to do, when you want to do it.

- Create a residual income stream that will allow you to retire early.

The list above could go on and on, for every person has different goals and dreams of what they would do if they had more income or greater financial security. The problem is most people are never lucky enough to develop a second source of income that has the potential to replace their fulltime source of income in a relatively short period of time. This is your opportunity now with Watkins; so don't let it pass you by.

Take Control Over Your Future

More than likely you've had other opportunities come your way in life, only to let them slide for one reason or another. Watkins is truly an opportunity of a lifetime. Don't let



it slip away. Promise yourself that you'll become a Watkins associate and remain committed to building your business quickly and regularly. Demonstrate to yourself and your family that you're going to take control of your future and create an income stream that will allow you to spend more time with your family in the long run plus earn extra income that will assist you in buying a new car, a house, a boat or build that backyard swimming pool you've always dreamed about -- but never had the money to build it or the time to enjoy it.

I've completed my job of explaining the Watkins home-based business opportunity to you thoroughly, the next job or task is for you to complete. And that job is to take control of your future once and for all -- creating an opportunity to increase your income and adding freedom and happiness to your life by joining Watkins now. Make this day the first day of a whole new life for yourself, one that is happier, more satisfying and more fulfilling!

[Do so by Clicking here to join Watkins now!](#)

What Do You Have to Lose?

Are you one of those people that are typically slow to make a decision on matters of this kind, sometimes moving so slow that every opportunity that comes your way soon fades away before you can make a decision? If so, I'd like to remind you that you have nothing to


lose by joining Watkins. Why? Because Watkins' products are not the only items the company offers a money back guarantee on. Watkins also provides a money back guarantee on the New Associate Membership Kit.

I've never heard of a company that makes such an offer. Thus, if you are a slow decision maker, I ask you to consider the fact that you have nothing to lose when you purchase the basis membership kit. If you're not totally satisfied with the Watkins business opportunity, simply return the kit to Watkins and ask for a refund. I hope you make the wise decision to join Watkins now. Don't forget, if you have any questions relating to Watkins products, selling Watkins products or sponsoring new Watkins associates, please feel free to send me an email now. My email address is craig@watpros.com




[Click Here to Join Watkins Now](#)

My Guarantee



If you become one of my personally sponsored Watkins associates you have my personal guarantee and promise that I will provide you ongoing support by phone, email and online conferencing. To assist you in marketing your Watkins business online, I will provide you a

a rent-free domain name, free web hosting, free email addresses and a free web editor with content manager. My commitment and support will be unwavering for as long as you demonstrate you're committed to building your Watkins business.



Craig Whitley

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9-4-1

Everyone Does It - Few Get Paid For It - But You Can!

What if I told you that you were already doing things right now, today, in your day to day life, that if you did them in a certain way, and you did them based on a certain plan, that magically, once a month, a check for \$941 would show up in your mailbox?

What would you think about that?

I'm here to tell you that right now, some people are doing these things and they're getting \$941 a month. Other people are doing these same things - but are not getting a check for \$941 a month.

OK, I hear you asking – what things are you talking about?

Everyone Does What?

Let me tell you a story I heard recently that will help you understand. Let's say I take a flight from St. Louis, Missouri to Dallas, Texas. I pay \$250 for a ticket.

You also take a flight from St. Louis to Dallas. You also pay \$250 for your ticket.

We both arrive in Dallas, but because you filled out a simple one-page form to join the airline's frequent flier program, you received frequent flier miles and I didn't.

We both did exactly the same thing. You got rewarded. I didn't. You got frequent flier miles that added up and eventually you got a free trip to Hawaii.

What Could An Extra \$941 Per Month Mean To You?



\$941/mo could put you in a 3 bedroom 2 bath
\$141,500 home. Not renting - buying!



\$941/mo could put you in this sports sedan - a 2008 BMW
M5—MSRP \$97,370.



\$941/mo could pay for your kid's private school and/or college tuition!

Now, what if the airline said that if you told your friends to join their frequent flier program, you would get extra frequent flier miles every time your friends earned frequent flier miles?

Wow! You would tell everyone you knew.

And get this, what if you got frequent flier miles every time you flew . . . and you got frequent flier miles every time your friends flew . . . and if your friends recommended the frequent flier program to their friends and you got frequent flier miles every time their friends flew . . . and so on, wow!

This would be a frequent flier program on steroids!!!

Now, we aren't in the airline business and this has nothing to do with frequent flyer programs. But our system puts CASH in your pocket—not frequent flyer miles, so it's even better!

Let me explain. Every week, all of us buy stuff, don't we? We buy things at the grocery store, we buy at the gas station, we buy at the discount store, we buy online... we all buy stuff. We gotta buy stuff, right?

Of course, we're all buying stuff. Now what if you simply bought the same stuff, but you only bought \$20 a week of that stuff from a different place than you're already buying it? Then, through some magic that happens after that, a check shows up at the end of the month, made out to you, for \$941. Simply by changing where you buy a few things, to the tune of about \$20 a week.

How can that be? That can't be, can it? Of course it can.

An EXTRA \$941 Per Month?

Before I tell you how that can be, let me ask you something. \$941 a month. What would an extra \$941 a month do for you? Car payment, retirement savings, mortgage payment—there's lots of things that you could do with an extra \$941 a month, right? I mean we're talking over \$10,000 EXTRA each year! You could take the family to Disney World two or three times each year if you wanted! Do you have kids heading to college soon? That extra \$941 per month invested for a few years could cover it!



\$941/mo could have you spending your 2 weeks of vacation on your favorite tropical island - in style! Hawaii, Tahiti, Fiji anyone?

Obviously an extra \$941 a month is a significant amount of money to anybody.

Now, if you only had \$941 a month to live on, that's a different story, but an EXTRA \$941 a month for doing the same things we already do, buying the same stuff we already have to buy, is a pretty exciting thing, would you agree?



\$941/mo could put you in this motor home - a 2007 34 foot Fleetwood Southwind—MSRP \$114,240.

How Do I Get An Extra \$941 Per Month?

Okay. Let's show how you can get that. All you have to do is redirect \$20 a week of your spending for stuff you are already buying to a company called Watkins. Then tell a few others how they can do the same thing. After all, most others would like to get an extra \$941 a month, too, don't you think?

All you'd have to do is find and tell other people how they could simply redirect \$20 a week and they could make \$941 a month. How do you find people? Of course we'll show you how, but think about it. Who doesn't want an extra \$941 per month? Who isn't already buying stuff every week? The only difference is that some of us, by simply redirecting about \$20 a week to Watkins and telling a few others, can get a \$941 bonus check each month!



Now some might say "I need a lot more than \$941 a month and want more than \$941 a month." Hold on we'll get to that in a minute. But first, let's show you how this process can lead to an extra \$941 per month for you.

In addition to redirecting your \$20 a week to Watkins from the local grocery store or discount store, your goal will be to find just 9 other people to do the same thing. That's it, just nine people in the entire United States and Canada. Just nine people who are interested in also making an extra \$941 per month. Show them how to do it, and the magical bonus check can start arriving in your mailbox each month.

I can hear you saying - "I still don't get how this leads to \$941 per month." Here's how:

Share this business concept with nine people. While all nine may want to do the same and get a \$941 bonus check each month, let's assume that each of them only finds four other people who want these same benefits. And let's even be more conservative and assume that each of those four only find one other.

So what you end up with is yourself, then 9 then 36 then 36 for a total of 82 people in your magical bonus generating team.



Your team consists of yourself, the nine you showed this business to, the four they each found, and the one each those folks introduced this concept to. If these 82 people simply redirect \$20 a week buying stuff from Watkins instead of wherever they currently buy it, YOU can put \$941 in YOUR pocket every single month.

But I Need, No I WANT, More Than \$941 Per Month!

Now some people say, "well, okay, \$941 a month is nice, but I'd love to fire my boss and take my family on vacation, and buy a new car and home, and...."

I hear you and I'm with you. But the great news is that you don't have to stop at nine!

And your team members will want to build their own businesses to the \$941 a month level and probably beyond. There are no limits to the number of people you can help get this extra monthly bonus check! And there's no limit to how many they can help and so on!

We're only limited by the number of people who are already buying.... Stuff!!

By helping your nine people build their own 9-4-1 team, guess what?

Your income skyrockets to \$5,716 per month!

And that's just helping them grow their teams. There's nothing stopping you from finding another nine if you want! After all, there are a lot of people out there already buying stuff each month, they simply aren't getting the bonus check!



\$941/mo could put you in this boat - a 2007 28 foot Four Winns Vista Cruiser—MSRP \$85,723.

How big can it get? Time will tell, but current top leaders average over \$250,000 per year!

Why Does This Work?

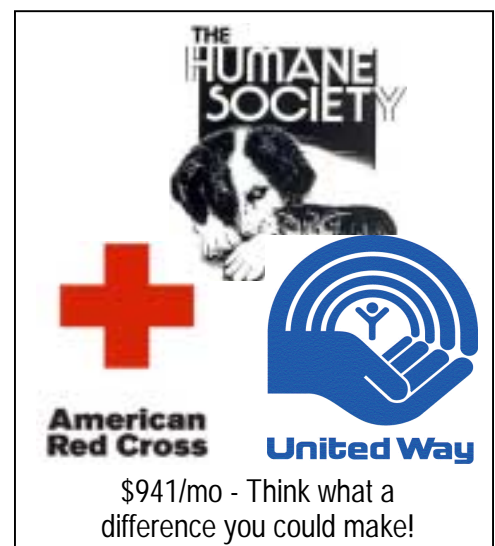
Remember, this is not based on anything more than redirecting \$20 a week to Watkins. \$20 a week, \$3 bucks a day. It's money you are already using to buy stuff somewhere else. Then you tell others how they can do the same thing and get an extra bonus check each month. That's it. You simply share this concept and use the power of word-of-mouth marketing to grow your team

Here are some questions for you:

- 1) Do you buy stuff each week?
- 2) Do you know anyone else who buys stuff each week?
- 3) Do you wish you could get a word-of-mouth bonus check when you buy stuff from your local store?
- 4) Would you like to make an extra \$941 per month, or a lot more?
- 5) Do you know anyone else who would like to make an extra \$941 per month?

If you can answer yes to those five questions, then I have just one more:

How soon would you like to get your first bonus check?



The examples shown are hypothetical examples that are intended to explain the components and operation of the Watkins International Compensation Plan. These hypothetical examples are not representative of the income, if any, that an Independent Watkins Associate can or will earn through his or her participation in the Watkins International Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Watkins or an independent Watkins associate, would be misleading. Success with Watkins results only from successful business building efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. The typical participant is a consultant who earns less than \$50 per month. However, as published by Watkins in the January 2001 Associate Reference Guide, the actual average annual incomes of mid-level leaders (most of whom work part-time) ranged from \$16,562 to \$35,434, and for high-level leaders (some of whom work part-time) ranged from \$69,992 to \$236,124 average, with some individuals earning much more. Figures shown are in U.S. dollars.

Watkins Price List for September 2008

Item numbers, U.S. retail prices, and product descriptions. Sale prices are in bold-faced type with ♦ symbols.

GOLD MEDAL GOURMET FOODS

Gift Assortments

05960 \$30.99 Gold Medal Assortment
01902 \$38.99 Simply the Best (NEW)

Double Strength Vanilla Extract

01007 \$9.99 Vanilla, Clear, 11 oz.
01076 \$69.99 Vanilla, Clear, 1 gal.
01008♦ **11.99** Vanilla, Original, 11 oz. (reg. \$13.99)
01077 109.99 Vanilla, Original, 1 gal.

Organic Vanilla Extracts

00402 \$8.99 Pure Vanilla, 2 oz.
00403 5.99 Pure Vanilla, 1 oz.

Baker's Size Extracts, 6 oz.

01191 \$9.99 Almond
01192 9.99 Butter
01193 12.99 Caramel
01194 9.99 Coconut
01195 9.99 Lemon
01197 16.99 Pure Vanilla
01196 10.49 Vanilla, D.S., Original

All-Natural Pure Extracts, 2 oz.

00391 \$5.99 Almond
00395 4.99 Lemon
00392 4.99 Orange
00394 4.99 Peppermint

Extracts & Flavors, 2 oz.

21380 \$4.99 Almond
21381♦ **4.59** Banana (reg. \$4.99)
21392♦ **4.59** Butter (reg. \$4.99)
21371 4.99 Butter Pecan
21364♦ **5.59** Caramel (reg. \$5.99)
21398♦ **4.59** Chocolate (reg. \$4.99)
21383 4.99 Coconut
21395♦ **4.59** Lemon (reg. \$4.99)
21368♦ **4.59** Mango (reg. \$4.99)
21385♦ **4.59** Maple (reg. \$4.99)
21387♦ **4.59** Orange (reg. \$4.99)
21367♦ **4.59** Peach (reg. \$4.99)
21365 4.99 Peanut Butter
21388♦ **4.59** Peppermint (reg. \$4.99)
21389♦ **4.59** Pineapple (reg. \$4.99)
21705♦ **4.59** Raspberry (reg. \$4.99)
21391♦ **4.59** Rum (reg. \$4.99)
21386♦ **4.59** Strawberry (reg. \$4.99)
21375♦ **4.59** Vanilla, D.S., Clear (reg. \$4.99)
21390♦ **5.09** Vanilla, D.S., Original (reg. \$5.49)
21376 5.49 Vanilla Nut

Pepper & Cinnamon (Tins)

01141 \$15.49 Black Pepper, 12 oz. (granulated, highest quality)
01140♦ **7.99** Black Pepper, 6 oz. (granulated, highest quality) (reg. \$8.99)
01115♦ **5.99** Cinnamon, 6 oz. (reg. \$6.99)
00590 5.99 Ground Black Pepper, 4 oz. (organic)

All-Natural Herbs and Spices

01920 \$4.99 Allspice
01921 4.99 Basil
01922 4.99 Bay Leaves
01923 4.99 Cayenne (Red) Pepper
01924 4.99 Celery Seed
01949 4.99 Chili Powder
01925 4.99 Cilantro
01926 4.99 Cinnamon
01951 4.99 Cinnamon (Saigon)
01927 4.99 Cloves (Ground)
01955 4.99 Cloves (Whole)
01928 4.99 Cumin
01966 4.99 Curry Powder
01929 4.99 Dill
01930 4.99 Garlic Flakes
01931 4.99 Garlic Granules
01932 4.99 Ginger
01974 4.99 Italian Seasoning
01933 4.99 Lemon Peel
01934 4.99 Marjoram
01935 4.99 Minced Green Onion
01936 4.99 Mustard (Dry)
01937 4.99 Nutmeg
01938 4.99 Onion Flakes
01939 4.99 Onion Granules
01940 4.99 Orange Peel
01941 4.99 Oregano
01942 4.99 Paprika
01943 4.99 Parsley
01944 4.99 Red Pepper Flakes
01945 4.99 Rosemary
01946 4.99 Sage
01947 4.99 Tarragon
01948 4.99 Thyme

100% Organic Herb/Spice (Tins)

♦ Purchase any 12 Organic Spices (excluding #00590 Ground Black Pepper) and get one Spice Rack #00515 for \$11.99

00503 \$4.99 Basil
00510 5.99 Beef Seasoning
00511 5.99 Chicken Seasoning
00591 4.99 Chili Powder
00598 4.99 Cinnamon
00507 5.99 Cloves (Ground)
00592 4.99 Cumin

00505 4.99 Curry Powder
00509 4.99 Dill
00500 4.99 Garlic Powder
00595 4.99 Ginger
00596 4.99 Mustard (Dry)
00589 6.49 Nutmeg
00501 4.99 Onion Powder
00594 4.99 Oregano
00593 4.99 Paprika
00508 4.99 Parsley
00504 4.99 Rosemary
00506 4.99 Sage
00502 4.99 Thyme
00515 21.99 Spice Rack for Organic Tins (NEW)

All-Natural Herbs/Spices (Tins)

00517 \$4.99 Beef Seasoning
00518 4.99 Chicken Seasoning
60396 3.99 Ground Blck Pepper (2oz)

All-Natural Peppers & Blends

02005♦ **4.59** Lemon Pepper (no sod.) (reg. \$4.99)
02006♦ **4.59** Onion & Garlic Pepper (reg. \$4.99)
02012♦ **4.59** Sea Salt (reg. \$4.99)

All-Natural Whole Peppercorns

02011 \$4.99 Black Tellicherry Pcorns
02007 4.99 Garlic Peppercorn Blend
02008 4.99 Royal Peppercorn Blend
04646♦ **9.99** **Spice Mill (Purchase any two Whole Peppercorns and get this for \$6.66)**

Grinder Tops (avail. late Sept)

00513 \$5.99 Black Tellicherry Pcorns
00514 5.99 Garlic Peppercorn Blend
00516 5.99 Royal Peppercorn Blend
00512 5.99 Sea Salt

Snack and Dip Seasonings

02050 \$8.79 Bacon & Cheddar
02051 8.79 Bacon & Horseradish
02068 8.79 Bacon & Onion
02069 8.79 Blazin' Cajun
02054 8.79 Crab
02055 8.79 Cucumber & Dill
02056 8.79 Garden Veg (temp unavail)
02057 8.79 Garlic & Dill
02062 8.79 Salsa & Sour Cream
02065 8.79 Tomato & Horseradish

Gourmet Seasoning Blends

01960♦ **4.59** All-Purpose (reg. \$4.99)
01961♦ **4.59** Apple Bake (reg. \$4.99)
01913 4.99 Barbecue Seasoning (avail. late Sept)

01963♦ **4.59** Chicken (reg. \$4.99)
01959 4.99 Chili
01987♦ **4.59** Coleslaw (reg. \$4.99)
01967 4.99 Fajita
01989 4.99 Fish/Seafood
01912 4.99 Garlic Herb (avail. late Sept)

01972♦ **4.59** Grill Seasoning (reg. \$4.99)
01973♦ **4.59** Ground Beef (reg. \$4.99)
01976 4.99 Meatloaf
01977♦ **4.59** Omelet & Soufflé (reg. \$4.99)

01979 4.99 Pizza Seasoning
01986♦ **4.59** Potato Salad (reg. \$4.99)
01981♦ **4.59** Poultry Seasoning .6 oz. (reg. \$4.99)
21143 5.99 Poultry Seasoning 1.58 oz.
01982♦ **4.59** Pumpkin Pie Spice (reg. \$4.99)
01983 4.99 Salsa Seasoning
01985♦ **4.59** Soup & Vegetable (reg. \$4.99)

Flavored Salts

01993 \$4.99 Butter
01996 4.99 Celery
01998 4.99 Garlic
01997 4.99 Onion
21992 5.99 Seasoning Salt, 6.7 oz.

All-Natural Grapeseed Oils

01528 \$10.99 Citrus & Cilantro
01527 10.99 Garlic & Parsley
01535 10.99 Original

Grapeseed Oil Liquid Spices

01896 \$7.99 Chipotle
01892 7.99 Garlic

Bread and Pizza Crust Mixes

02600 \$4.99 Good Tastings Bread Mix
05333 4.99 White Deep-Dish Pizza
05334 3.99 Whole-Wheat Thin Pizza

Cookbook

09453 \$10.99 Watkins Vanilla Classic Recipes (limited supply)

Sauces

01167 \$7.99 BBQ Sauce, Mesquite, concentrated
01164 7.99 BBQ Sauce, Original, concentrated
01150 5.99 BBQ Sauce, Original, ready to use (NEW)
01058 4.99 Hot Sauce, Calypso
01056 8.49 Hot Sauce, Inferno
01046 4.99 Hot Sauce, Jalapeño
01168♦ **8.29** Meat Magic (reg. \$8.99)
01057 8.49 Salsa, Tropical
01169♦ **6.29** Sauce, Steak (reg. \$6.99)

Miscellaneous

01038 \$4.99 Baking Cocoa
01039 3.99 Baking Powder
01040 6.49 Cooking Spray

Soup and Gravy Bases

21175 \$8.49 Beef
21180 8.49 Cheese
21176 8.49 Chicken
21179 8.49 Cream
21182♦ **7.79** Mexican (reg. \$8.49)
21177 8.49 Mushroom
21178 8.49 Onion
21183♦ **7.79** Six Onion (reg. \$8.49)

Gravy Mixes

05704 \$8.49 Country Gourmet
21173 8.49 Roasted Turkey Gourmet

Dessert and Frosting Mixes

21012♦ **5.49** Banana (reg. \$5.99)
21013♦ **5.49** Butterscotch (reg. \$5.99)
21014♦ **5.49** Chocolate (reg. \$5.99)
21015♦ **5.49** Coconut (reg. \$5.99)
21016♦ **5.49** Lemon (reg. \$5.99)
21017♦ **5.99** Rice Pudding (reg. \$6.49)
21018♦ **6.99** Tapioca (reg. \$7.49)
21019♦ **5.49** Vanilla (reg. \$5.99)

Fresh Wash

02150 \$9.99 Concentrate (Refill)
02151 7.99 Spray

Gourmet Beverages

05311 \$6.99 Chai Latte
01232 4.99 Hot Cocoa Mix, French Vanilla

Organic Rock Solid Coffee

43087 \$8.99 Breakfast Blend
43094 8.99 French Roast
43013 8.99 Sumatra
43124 8.99 Swiss Decaf

SATISFACTION GUARANTEED

If a Watkins product used in your home is, for any reason, considered not to be satisfactory, please return it to Watkins or your local Independent Watkins Associate for exchange or full refund of purchase price.

NATURAL BASED REMEDIES AND SUPPLEMENTS

Natural Based Remedies

02330	\$11.99	Beef, Iron & Wine Tonic
02320	9.99	Cough Syrup & Decongestant
60491	4.49	Icy Blue Menthol Gel (reg. \$4.99)
10491	7.99	Menthol Camphor Bath Soak 12.3 oz.
02340	6.99	Menthol Camphor Relief Mist
02358	8.49	Menthol Camphor Ointment (reg. \$8.99)
02359	4.49	MC Ointment, Travel Size
02351	10.49	Menthol Lavender Breathe Easy Drops
06630	10.99	Menthol Rub
02332	4.49	Natural Peppermint Fluoride Toothpaste
10498	6.99	Pain Relief Burn Cream
02350	8.99	Pain Relief Spray, 4 oz. (reg. \$9.99)
02372	8.99	Petro Carbo Salve
02373	4.49	PC Salve, Travel Size
02300	7.99	Settelz
02326	4.99	Supercold Cough Medicine
60492	5.49	Warming Analgesic Balm, 3.88 oz. (reg. \$5.99)
02317	11.99	Watkins Red Liniment, 11 oz.
60499	5.99	Watkins Red Liniment, 2 oz.
02316	11.99	White Cream Liniment, 11 oz.
20498	5.99	White Cream Liniment, 2 oz.

Weight Management

02280	\$19.99	Reduce Plus, 60
02090	7.99	SoyNilla
02283	19.99	TheraTrim, 60
02284	29.99	TheraTrim Value Pack (#02280 & #02283)

Natural-Based Supplements

01460	\$17.99	Aloe Vera Gel Caps, 90
01468	5.99	Aloe Vera Juice, Quart
01461	15.99	Aloe Vera Juice, 1 Gal
02265	9.99	Balanced Ginseng, 30
02275	20.99	Brain Plus, 60
02271	9.99	Children's Chewable, 60
02277	27.99	E+CoQ10 Softgels, 30
02269	13.99	Eye Care Formula, 30
02263	13.99	Female Formula, 30
02268	16.99	Fruit/Veggie Complex, 60 (reg. \$17.99)
01465	11.99	Garlic Oil Softgels, 120
02267	11.99	Inner Cleanse/Restore, 30
02266	21.99	Linimax, 60
02262	17.99	Male Formula, 60
02273	21.49	Mood Plus, 60
02264	15.99	Osteogen, 90
02272	18.99	Rezist Plus, 60 (reg. \$19.99)
02270	13.99	Skin, Hair & Nails, 30 (reg. \$14.99)
02260	26.99	Superfood Multiple, 90

NATURAL J.R. WATKINS PERSONAL CARE

Hand & Body Lotions

20470	8.99	Aloe & Green Tea (reg. \$9.99)
20486	8.99	Lavender (reg. \$9.99)
20487	8.99	Lemon (reg. \$9.99)
20520	8.99	Mango (reg. \$9.99)
20474	8.99	Vanilla (reg. \$9.99)

Body Creams

40507	\$7.99	Aloe & Green Tea
40508	7.99	Lavender
40509	7.99	Lemon
40516	7.99	Mango
40510	7.99	Vanilla

Body Oils (2 fl. oz.)

20505	\$5.99	Aloe & Green Tea
20514	5.99	Lavender
20515	5.99	Lemon
20506	5.99	Mango

Hand and Cuticle Salves

10490	\$6.99	Aloe & Green Tea
20481	6.99	Lavender
20521	6.99	Lemon
10495	6.99	Mango

Facial Care

20500	\$10.99	Daily Cleansing Cream (avail. late Oct)
20502	15.99	Divine Day Cream (avail. late Sept)
20501	10.99	Gentle Pore Scrub (avail. late Oct)
20503	15.99	Nourishing Night Cream (avail. late Sept) (Buy one Day Cream #20502, get this for \$8.00)

Specialty Bath and Hair Care

20471	\$8.99	A> Body Wash (avail. late Sept)
23327	8.99	A> Daily Conditioner (avail. late Sept)
23326	8.99	A> Daily Shampoo (avail. late Sept)
20485	9.99	Calming Lavender Bath Soak (reg. \$10.99)
20478	9.99	Rejuvenating Foot Cream (reg. \$10.99)
20479	10.99	Smoothing Foot Scrub (avail. late Sept)

Lip Care

20223	\$4.99	Lip Tint, Berry Charming
20222	4.99	Lip Tint, Mauve-lous
20221	4.99	Lip Tint, Strike-a-Rose
20220	4.99	Lip Tint, Ticked Pink
13533	3.29	Natural Beeswax Lip Balm
23534	2.99	Weatherproofing Lip Balm
23535	2.99	Medicated Lip Balm (avail. late Oct)

Sets and Kits

20533	\$14.99	Head to Toe (reg. \$15.99)
20530	15.99	Life's a Beach (avail. late Sept)
20532	15.99	Manicure Pack
20531	10.99	On the Go Kit

TRADITIONAL J.R. WATKINS PERSONAL CARE

Natural Shea Butters (Jars)

10473	\$7.99	Aloe & Green Tea
10489	7.99	Lavender
10482	7.99	Lemon Cream
10493	7.99	Mango
10494	7.99	Vanilla

Natural Shea Butters (Tubes)

10507	\$6.99	Aloe & Green Tea
10508	6.99	Lavender
10509	6.99	Lemon Cream
10516	6.99	Mango
10510	6.99	Vanilla

All Natural Body Oils

10513	\$8.99	Fragrance-Free Body Oil
10514	8.99	Lavender Body Oil
10515	8.99	Lemon Body Oil

Natural Hand & Cuticle Salves

60481	\$6.99	Old Red Barn / Lavender
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60518	3.79	Old Red Barn / Lavender, travel size
60521	6.99	Lemon
60522	3.79	Lemon, travel size
60480	6.99	Red Clover
60517	3.79	Red Clover, travel size

Hand Cream

10484	\$5.99	Ultra-Rich Hand Cream (reg. \$6.49)
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Hand & Body Lotions

10470	\$8.99	Aloe & Green Tea
10525	8.99	Citrus & Chamomile
10486	8.99	Lavender
10487	8.99	Lemon Cream
10520	8.99	Mango
10474	8.99	Vanilla

Bath Salt and Body Cleansers

10485	\$8.99	Bath Salt, Lavender Mint
10471	8.99	Body Cleanser, A>
10475	8.99	Body Cleanser, Vanilla

Dry Oil Body Mists

10472	\$8.49	Aloe & Green Tea (reg. \$8.99)
10526	8.49	Citrus & Chamomile (reg. \$8.99)
10496	8.49	Lavender (reg. \$8.99)
10476	8.49	Vanilla (reg. \$8.99)

Body Care Kits

10533	\$19.99	Head to Toe
10531	18.99	Lotion and Shea Butter
10528	10.99	Mini Moisturizer
10530	18.99	Original Body Care (previously called J.R. Watkins Sampler)
10527	14.99	Shower and Travel (reg. \$15.99)

Peppermint Foot Care

10479	\$9.99	Exfoliating Foot Scrub
10478	9.99	Rejuvenating Foot Cream

Botanical Hair Care

03327	\$10.49	Daily Conditioner, Aloe & Green Tea (reg. \$10.99)
03326	9.49	Daily Shampoo, Aloe & Green Tea (reg. \$9.99)
03329	11.99	2-in-1 Shampoo, Vanilla

Skin Care

10534	\$6.99	Deodorant - Aloe & Green Tea
02989	7.99	Vanilla Cologne Rollette

Lip Balms & Sun Block

03533	\$2.99	All-Natural Beeswax Lip Balm
03113	7.99	SunBlock SPF-30
03069	2.99	Natural Aloe Lip Balm SPF-23 (stick)
60523	4.99	Natural Aloe Lip Balm SPF-23 (tin)
02979	2.99	Vanilla Lip Balm (stick)
60524	4.99	Vanilla Lip Balm (tin)

NEW! NATURAL PLANT-BASED HOME CARE

Home Care Starter Kit

16711	\$64.71	Natural Home Care Starter Kit (includes items below marked with a + symbol)
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Household and Cleaning

16701	\$6.99	Aloe & Green Tea All-Purpose Wipes + Citrus Tub & Tile Cleaner +
16788	5.79	Lemon Automatic Dishwashing Deterg
16780	12.99	Lemon Furniture Polish + Lemon Toilet Bowl Cleanser +
16776	7.29	Lemon Toilet Bowl
16750	7.99	Cleanser +

All-Purpose Cleaners

16781	\$5.99	Aloe & Green Tea
16783	5.99	Lavender
16782	5.99	Lemon +

Concentrated Refills for All-Purpose Cleaners

16791	\$15.99	Aloe & Green Tea
16793	15.99	Lavender
16792	15.99	Lemon

Laundry Detergents

16741	\$12.99	Lemon Liquid Laundry Concentrate + Watkins Laundry Deterg
06738	12.49	Watkins Laundry Deterg

Liquid Dish Soap Concentrates

16771	\$5.99	Aloe & Green Tea +
16773	5.99	Lavender
16772	5.99	Lemon

Liquid Hand Soaps

13050	\$6.99	Aloe & Green Tea
13052	6.99	Lavender +
13051	6.99	Lemon

Sink Set

20472	\$17.99	A> Sink Set (NEW)
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Window Cleaners

16798	\$4.69	Aloe & Green Tea
16799	4.69	Lavender +

Natural Room Fresheners

16721	\$5.99	Aloe & Green Tea
16723	5.99	Lavender
16722	5.99	Lemon

HOME CARE

Traditional Home Favorites

06782	\$11.49	Bio-Drain Opener
06785	9.99	Degreaser, 32 oz.
06747	29.99	Degreaser, Gallon
06730	13.49	Generation III Laundry Deterg
06787	10.49	Organic Cleaner, 32 oz.
06746	30.99	Organic Cleaner, 1 Gal
06795	9.99	Toilet Bowl Cleanser (Not available in HI, DE, or NH)
06248	3.99	Bathroom Caddy/Brush (for #06794 and #06795)

Accessories for Traditional

06271	\$1.59	Pump for 32 oz. items
06273	3.29	Pump for 1 Gallon
06259	1.39	Trigger Sprayer for 32 oz.

Premium Room Fresheners (limited quantities)

06621	\$6.99	Cassia Cinnamon
06622	5.99	Lemon Citrus (reg. \$6.99)
06624	5.99	Orange Citrus (reg. \$6.99)

Non-Aerosol Air Enhancers

06652	\$4.99	Cranilla
06653	4.99	Vanilla

Insect Repellent

06835	\$9.99	Insect Repellent Lotion*
06830	6.99	Insect Repellent Spray*
(* Not available in HI, DE, or NH)		

Watkins Price List for September 2008

Item numbers, Canada retail prices, and product descriptions. Sale prices are in bold-faced type with ♦ symbols.

GOLD MEDAL GOURMET FOODS

Gift Assortment

05960 \$38.99 Gold Medal Assortment
01902 47.99 Simply the Best (NEW)

Double Strength Vanilla Extract

01007 \$11.99 Vanilla, Clear, 325 mL
01076 93.99 Vanilla, Clear, 3.78 L
01008♦ **12.99** Vanilla, Original, 325 mL (reg. \$15.99)
01077 132.99 Vanilla, Original, 3.78 L

Organic Vanilla Extract

00402 \$10.99 Pure Vanilla, 59 mL
00403 7.99 Pure Vanilla, 29 mL

Baker's Size Extracts, 180 mL

01191 \$11.79 Almond
01192 11.79 Butter
01193 15.99 Caramel
01194 11.79 Coconut
01197 22.79 Pure Vanilla
01196 13.49 Vanilla, D.S., Original

All-Natural Pure Extracts, 59mL

00391 \$8.39 Almond
00395 6.99 Lemon
00392 6.99 Orange
00394 6.99 Peppermint

Extracts & Flavors, 59 mL

21380 \$6.99 Almond
21381♦ **5.99** Banana (reg. \$6.99)
21392♦ **5.99** Butter (reg. \$6.99)
21371 6.99 Butter Pecan
21364♦ **6.99** Caramel (reg. \$7.99)
21398♦ **5.99** Chocolate (reg. \$6.99)
21383 6.99 Coconut
21368♦ **5.99** Mango (limited quantities) (reg. \$6.99)
21385♦ **5.99** Maple (reg. \$6.99)
21387♦ **5.99** Orange (reg. \$6.99)
21367♦ **5.99** Peach (reg. \$6.99)
21365 6.99 Peanut Butter
21388♦ **5.99** Peppermint (reg. \$6.99)
21389♦ **5.99** Pineapple (reg. \$6.99)
21705♦ **5.99** Raspberry (reg. \$6.99)
21391♦ **5.99** Rum (reg. \$6.99)
21386♦ **5.99** Strawberry (reg. \$6.99)
21375♦ **5.99** Vanilla, D.S., Clear (reg. \$6.99)
21390♦ **6.79** Vanilla, D.S., Original (reg. \$7.79)
21376 7.79 Vanilla Nut

Pepper & Cinnamon (Tins)

01141 \$21.49 Black Pepper, 340 g (granulated, highest quality)
01140♦ **9.99** Black Pepper, 170 g (granulated, highest quality) (reg. \$11.99)
01115♦ **7.99** Cinnamon, 170 g (reg. \$8.99)
00590 5.99 Ground Black Pepper, 113 g (organic)

All-Natural Herbs and Spices

01920 \$6.39 Allspice
01921 6.39 Basil
01922 6.39 Bay Leaves
01923 6.39 Cayenne (Red) Pepper
01924 6.39 Celery Seed
01949 6.39 Chili Powder
01925 6.39 Cilantro
01926 6.39 Cinnamon
01951 6.39 Cinnamon (Saigon)
01927 6.39 Cloves (Ground)
01955 6.39 Cloves (Whole)
01928 6.39 Cumin
01966 6.39 Curry Powder
01929 6.39 Dill
01930 6.39 Garlic Flakes
01931 6.39 Garlic Granules
01932 6.39 Ginger
01974 6.39 Italian Seasoning
01933 6.39 Lemon Peel
01934 6.39 Marjoram
01935 6.39 Minced Green Onion
01936 6.39 Mustard (Dry)
01937 6.39 Nutmeg
01938 6.39 Onion Flakes
01939 6.39 Onion Granules
01940 6.39 Orange Peel
01941 6.39 Oregano
01942 6.39 Paprika
01943 6.39 Parsley
01944 6.39 Red Pepper Flakes
01945 6.39 Rosemary
01946 6.39 Sage
01947 6.39 Tarragon
01948 6.39 Thyme

100% Organic Herb/Spice (Tins)

♦ Purchase any 12 Organic Spices (excluding #00590 Ground Black Pepper) and get one Spice Rack #00515 for \$12.99

00503 \$6.39 Basil
00510 7.99 Beef Seasoning
00511 7.99 Chicken Seasoning
00591 6.39 Chili Powder
00598 6.39 Cinnamon

00507 7.99 Cloves (Ground)
00592 6.39 Cumin
00505 6.39 Curry Powder
00509 6.39 Dill
00500 6.39 Garlic Powder
00595 6.39 Ginger
00596 6.39 Mustard (Dry)
00589 8.49 Nutmeg
00501 6.39 Onion Powder
00594 6.39 Oregano
00593 6.39 Paprika
00508 6.39 Parsley
00504 6.39 Rosemary
00506 6.39 Sage
00502 6.39 Thyme
00515 24.99 Spice Rack for Organic Tins (NEW)

All-Natural Peppers & Blends

02005♦ **\$5.79** Lemon Pepper (no sodium) (reg. \$6.59)
02006♦ **5.79** Onion & Garlic Pepper (reg. \$6.59)
02012♦ **5.79** Sea Salt (reg. \$6.59)

All-Natural Whole Peppercorns

02011 \$6.89 Black Tellicherry Pcorns
02007 6.89 Garlic Peppercorn Blend
02008 6.89 Royal Peppercorn Blend
04646♦ **14.99** Spice Mill (Purchase any two Whole Peppercorns and get this for \$9.99)

Grinder Tops (avail. late Sept)

00513 \$6.99 Black Tellicherry Pcorns
00514 6.99 Garlic Peppercorn Blend
00516 6.99 Royal Peppercorn Blend
00512 6.99 Sea Salt

Snack and Dip Seasonings

02050 \$10.99 Bacon & Cheddar
02051 10.99 Bacon & Horseradish
02068 10.99 Bacon & Onion
02069 10.99 Blazin' Cajun
02054 10.99 Crab
02055 10.99 Cucumber & Dill
02056 10.99 Garden Veg (temp unavail)
02057 10.99 Garlic & Dill
02062 10.99 Salsa & Sour Cream
02065 10.99 Tomato & Horseradish

Gourmet Seasoning Blends

01960♦ **\$5.59** All-Purpose (reg. \$6.39)
01961♦ **5.69** Apple Bake (reg. \$6.39)
01913 6.39 Barbecue Seasoning (avail. late Sept)
01963♦ **5.59** Chicken (reg. \$6.39)
01959 6.39 Chili
01987♦ **5.59** Coleslaw (reg. \$6.39)
01967 6.39 Fajita
01989 6.39 Fish/Seafood
01912 6.39 Garlic Herb (avail. late Sept)
01972♦ **5.59** Grill (reg. \$6.39)
01973♦ **5.59** Ground Beef (reg. \$6.39)
01976 6.39 Meatloaf
01977♦ **5.59** Omelet & Soufflé (reg. \$6.39)
01979 6.39 Pizza Seasoning
01986♦ **5.59** Potato Salad (reg. \$6.39)
01981♦ **5.59** Poultry Seasoning, 18g (reg. \$6.39)
21143 7.99 Poultry Seasoning, 45g
01982♦ **5.69** Pumpkin Pie Spice (reg. \$6.39)
01983 6.39 Salsa
01985♦ **5.59** Soup & Vegetable (reg. \$6.39)

Flavored Salts

01993 \$6.39 Butter
01996 6.39 Celery
01998 6.39 Garlic
01997 6.39 Onion
21992 7.49 Seasoning Salt, 180g

Grapeseed Oils

01528 \$14.69 Citrus & Cilantro
01527 14.69 Garlic & Parsley
01535 14.69 Original

All-Natural Grapeseed Oil

Liquid Spices

01896♦ **\$8.99** Chipotle (reg. \$9.99)
01892♦ **8.99** Garlic (reg. \$9.99)

Bread and Pizza Crust Mixes

02600 \$6.99 Good Tastings Bread Mix
05333 5.99 White Deep-Dish Pizza
05334 4.99 Whole-Wheat Thin Pizza

Cookbook

09453 \$12.99 Watkins Vanilla Classic Recipes (limited supply)

Sauces

01167 \$10.99 BBQ Sauce, Mesquite
01164 10.99 BBQ Sauce, Original
01150 6.99 BBQ Sauce, Original, ready to use (NEW)
01058 5.99 Hot Sauce, Calypso
01056 10.49 Hot Sauce, Inferno
01046 5.99 Hot Sauce, Jalapeño
01168♦ **9.49** Meat Magic (reg. \$10.99)
01057 10.49 Salsa, Tropical
01169♦ **7.49** Sauce, Steak (reg. \$8.99)

Miscellaneous

01038 \$6.99 Baking Cocoa
01039 4.99 Baking Powder
31040 8.79 Cooking Spray

Soup and Gravy Bases

21175 \$10.49 Beef
21180 10.99 Cheese
21176 10.49 Chicken
21179 10.99 Cream
21182♦ **9.99** Mexican (reg. \$10.99)
21177 10.99 Mushroom
21178 10.99 Onion
21183♦ **9.99** Six Onion (reg. \$10.99)

Gravy Mixes

05704 \$10.99 Country Gourmet
21173 10.99 Roasted Turkey Gourmet

Dessert and Frosting Mixes

21012♦ **\$6.19** Banana (reg. \$7.99)
21013♦ **6.19** Butterscotch (reg. \$7.99)
21014♦ **6.19** Chocolate (reg. \$7.99)
21015♦ **6.19** Coconut (reg. \$7.99)
21016♦ **6.19** Lemon (reg. \$7.99)
21017♦ **6.69** Rice Pudding (reg. \$8.49)
21018♦ **7.69** Tapioca (reg. \$9.49)
21019♦ **6.19** Vanilla (reg. \$7.99)

Fresh Wash

02150 \$13.99 Concentrate (Refill)
02151 9.99 Spray

Gourmet Beverages

05311 \$8.99 Chai Latte
01232 6.29 Hot Cocoa Mix, French Vanilla

SATISFACTION GUARANTEED

If a Watkins product used in your home is, for any reason, considered not to be satisfactory, please return it to Watkins or your local Independent Watkins Associate for exchange or full refund of purchase price.

NATURAL BASED REMEDIES AND SUPPLEMENTS

Natural Based Remedies

32375	\$7.69	Analgesic Balm (reg. \$8.69)
30535	8.99	Burn Cream
32319	12.99	Cough Medicine
32374	\$6.59	Icy Blue Ointment (reg. \$7.59)
32358	\$9.99	Medicated Ointment, 117 g (reg. \$10.99)
32359	4.99	Medicated Ointment, Travel Size 9 g
10491	9.99	Menthol Camphor Bath Soak 350 g
02340	8.99	Menthol Camphor Relief Mist
02351	14.99	Menthol Lavender Drops
02332	5.49	Peppermint Whitening Toothpaste
32372	10.99	Petro Carbo Salve, 124 g
36607	4.99	Petro Carbo Salve, Travel Size, 9 g
32300	11.99	Settelz
32317	13.99	Watkins Red Liniment, 325 mL
30499	7.49	Watkins Red Liniment, 59 mL
32316	13.99	White Cream Liniment, 325 mL
30498	7.49	White Cream Liniment, 59 mL

Weight Management

32131	\$26.99	WMS #1, 60
32128	26.99	WMS #2, 60
32132	43.99	WMS Value Pack (32131 & 32128)

Natural Based Supplements

01460	\$21.99	Aloe Vera Gel Caps, 90
01468	7.49	Aloe Vera Juice, 946 mL
01461	23.99	Aloe Vera Juice, 3.8 L
32130	29.99	Balance Plus, 60
32126	35.99	E+CoQ10 Softgels, 30
32113	17.99	Female Formula, 30
31465	15.99	Garlic Oil Softgels, 120
32116	28.99	Linimax, 60
32112	23.99	Male Formula, 60
32114	21.99	Osteogen, 90
32123	\$19.99	Rezist Plus, 60 (reg. \$26.99)
32120	\$15.99	SHN Formula, 30 (reg. \$18.99)
32110	35.99	Super Multi, 90
32118	\$18.99	Watkins Harvest, 60 (reg. \$21.99)
32119	18.99	Watkins Vision, 30

NATURAL J.R. WATKINS PERSONAL CARE

Hand & Body Lotions

20470	\$9.99	Aloe & Green Tea (reg. \$11.99)
20486	\$9.99	Lavender (reg. \$11.99)
20487	\$9.99	Lemon (reg. \$11.99)
20520	\$9.99	Mango (reg. \$11.99)
20474	\$9.99	Vanilla (reg. \$11.99)

Body Creams

40507	\$9.99	Aloe & Green Tea
40508	9.99	Lavender
40509	9.99	Lemon
40516	9.99	Mango
40510	9.99	Vanilla

Body Oils

20505	\$7.99	Aloe & Green Tea
20514	7.99	Lavender
20515	7.99	Lemon
20506	7.99	Mango

Hand and Cuticle Salves

10490	\$8.99	Aloe & Green Tea
20481	8.99	Lavender
20521	8.99	Lemon
10495	8.99	Mango

Facial Care

20500	\$12.99	Daily Cleansing Cream (avail. late Oct)
20502	17.99	Divine Day Cream (avail. late Sept)
20501	12.99	Gentle Pore Scrub (avail. late Oct)
20503	\$17.99	Nourishing Night Cream (avail. late Sept) (Buy one Day Cream #20502, get this for \$8.00)

Specialty Bath and Hair Care

20471	\$10.99	A> Body Wash (avail. late Sept)
23327	10.99	A> Daily Conditioner (avail. late Sept)
23326	10.99	A> Daily Shampoo (avail. late Sept)
20485	\$10.99	Calming Lavender Bath Soak (reg. \$12.99)
20478	\$10.99	Rejuvenating Foot Cream (reg. \$12.99)
20479	12.99	Smoothing Foot Scrub (avail. late Sept)

Lip Care

20223	\$5.99	Lip Tint, Berry Charming
20222	5.99	Lip Tint, Mauve-lous
20221	5.99	Lip Tint, Strike-a-Rose
20220	5.99	Lip Tint, Ticked Pink
13533	4.59	Natural Beeswax Lip Balm
23534	4.39	Weatherproofing Lip Balm
23535	4.39	Medicated Lip Balm (avail. late Oct)

Sets and Kits

20533	\$17.99	Head to Toe (reg. \$19.99)
20530	19.99	Life's a Beach (avail. late Sept)
20532	19.99	Manicure Pack
20531	12.99	On the Go Kit

TRADITIONAL J.R. WATKINS PERSONAL CARE

Natural Shea Butters (Jars)

10473	\$9.99	Aloe & Green Tea
10489	9.99	Lavender
10482	9.99	Lemon Cream
10493	9.99	Mango
10494	9.99	Vanilla

Natural Shea Butters (Tubes)

10507	\$8.99	Aloe & Green Tea
10508	8.99	Lavender
10509	8.99	Lemon Cream
10516	8.99	Mango
10510	8.99	Vanilla

All Natural Body Oils

10513	\$11.99	Fragrance-Free Body Oil
10514	11.99	Lavender Body Oil
10515	11.99	Lemon Body Oil

Natural Hand & Cuticle Salves

60481	\$8.99	Old Red Barn / Lavender
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60518	4.79	Old Red Barn / Lavender, travel size
60521	8.99	Lemon
60522	4.79	Lemon, travel size
60480	8.99	Red Clover
60517	4.79	Red Clover, travel size

Hand Cream

10484	\$7.49	Ultra-Rich Hand Cream (reg. \$8.49)
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Hand & Body Lotions

10470	\$10.99	Aloe & Green Tea
10525	10.99	Citrus & Chamomile
10486	10.99	Lavender
10487	10.99	Lemon Cream
10520	10.99	Mango
10474	10.99	Vanilla

Body Cleansers

10471	\$10.99	Body Cleanser, Aloe & Green Tea
10475	10.99	Body Cleanser, Vanilla

Dry Oil Body Mists

10472	\$9.99	Aloe & Green Tea (reg. \$10.99)
10526	\$9.99	Citrus & Chamomile (reg. \$10.99)
10496	\$9.99	Lavender (reg. \$10.99)
10476	\$9.99	Vanilla (reg. \$10.99)

Body Care Kits

10533	\$22.99	Head to Toe
10531	22.99	Lotion and Shea Butter
10528	13.49	Mini Moisturizer
10530	22.99	Original Body Care (previously called J.R. Watkins Sampler)
10527	\$17.99	Shower and Travel (reg. \$19.99)

Peppermint Foot Care

10479	\$11.99	Exfoliating Foot Scrub
10478	11.99	Rejuvenating Foot Cream

Botanical Hair Care

03327	\$15.49	Daily Conditioner, Aloe & Green Tea (reg. \$16.49)
03326	\$13.99	Daily Shampoo, Aloe & Green Tea (reg. \$14.99)
03329	17.99	Two-in-One Shampoo, Vanilla

Skin Care

10534	\$9.99	Aloe & Green Tea Deodorant
02989	8.99	Vanilla Cologne Rollette

Lip Balms & Sun Block

03533	\$4.39	All-Natural Beeswax Lip Balm
33113	9.99	SunBlock SPF-30
33069	4.39	Natural Aloe Lip Balm SPF-23 (stick)
30523	5.99	Natural Aloe Lip Balm SPF-23 (tin)
02979	4.39	Vanilla Lip Balm (stick)
60524	5.99	Vanilla Lip Balm (tin)

NEW! NATURAL PLANT-BASED HOME CARE

Home Care Starter Kit

16711	\$80.89	Natural Home Care Starter Kit (includes items below marked with a + symbol)
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Household and Cleaning

Products

16701	\$8.79	A> All-Purpose Wipes+
16788	6.99	Citrus Tub & Tile Cleaner+
16776	9.19	Lemon Furniture Polish +
16750	9.99	Lemon Toilet Bowl Cleanser +

All-Purpose Cleaners

16781	\$7.49	Aloe & Green Tea
16783	7.49	Lavender
16782	7.49	Lemon +

All-Purpose Cleaner

Concentrated Refills (temporarily unavailable)		
16791	\$19.99	Aloe & Green Tea
16793	19.99	Lavender
16792	19.99	Lemon

Laundry Detergents

16741	\$15.99	Lemon Liquid Laundry Concentrate +
06738	17.99	Watkins Laundry Deterg

Liquid Dish Soap Concentrates

16771	\$7.49	Aloe & Green Tea +
16773	7.49	Lavender
16772	7.49	Lemon

Liquid Hand Soaps

13050	\$8.99	Aloe & Green Tea
13052	8.99	Lavender +
13051	8.99	Lemon

Window Cleaners

16798	\$5.99	Aloe & Green Tea
16799	5.99	Lavender +

Natural Room Fresheners

16721	\$7.19	Aloe & Green Tea
16723	7.19	Lavender
16722	7.19	Lemon

HOME CARE

Traditional Home Care

Favorites

36782	\$14.29	Bio-Drain Opener
06785	11.99	Degreaser, 946 mL
06747	39.99	Degreaser, 3.78 L
06730	17.99	Generation III Laundry Deterg
06787	11.99	Organic Cleaner, 946 mL
06746	39.99	Organic Cleaner, 3.78 L
66795	83.94	Toilet Bowl Cleanser (case of 6)
36795	13.99	Toilet Bowl Cleanser
06248	5.59	Bathroom Caddy/Brush (for #36794 and #36795)

Accessories for Traditional

Home Care

06271	\$2.19	Pump for 946 mL items
06273	4.49	Pump for 3.78 L
06259	2.09	Trigger Sprayer for 946 mL

Insect Repellent

33079	\$8.99	Insect Repellent Lotion, 80 mL
33077	14.99	Insect Repellent Lotion, 240 mL
33081	5.99	Insect Repellent Lotion, travel size 45 mL
33075	14.99	Insect Repellent Spray

Buy From Watkins Instead Of Your Local Store And SAVE!

Source	Store Brand	Cost	Watkins Equivalent	Cost	Savings
Walmart	Jello Cook'n Serve Chocolate Pudding	\$0.37 / cup	Watkins Chocolate Dessert Mix	\$0.12 / cup	65%
Walmart	McCormick Pure Vanilla	\$1.97 / oz	Watkins Original Vanilla	\$0.88 / oz	55%
Pampered Chef	Pampered Chef Pure Vanilla	\$3.69 / oz	Watkins Pure Vanilla	\$2.12 / oz	42%
Walmart	McCormick Pure Vanilla	\$2.64 / oz	Watkins Pure Vanilla	\$2.12 / oz	20%
Pampered Chef	Pampered Chef Cinnamon	\$2.44 / oz	Watkins Cinnamon	\$0.87 / oz	64%
Walmart	McCormick Cinnamon	\$1.02 / oz	Watkins Cinnamon	\$0.87 / oz	14%
Walmart	McCormick Pure Lemon	\$4.12 / oz	Watkins Lemon Extract	\$1.12 / oz	73%
Walmart	McCormick Pure Almond	\$2.94 / oz	Watkins Almond Extract	\$1.12 / oz	62%
Walmart	Fit Vegetable Wash	\$0.33 / oz	Watkins Fresh Wash Concentrate	\$0.18 / oz	43%
Walmart	McCormick Cloves	\$4.73 / oz	Watkins Ground Cloves	\$2.49 / oz	47%
Walmart	McCormick Peppercorns	\$3.81 / oz	Watkins Royal Peppercorn Blend	\$3.11 / oz	18%
Walmart	McCormick Nutmeg	\$2.99 / oz	Watkins Nutmeg	\$2.67 / oz	11%
Tastefully Simple	Tastefully Simple Bountiful Beer Bread	\$4.99 / loaf	Watkins Good Tastings Bread	\$3.74 / loaf	25%
Tastefully Simple	Tastefully Simple Bacon & Onion Dip Mix	\$2.01 / oz	Watkins Bacon & Onion Dip Mix	\$1.59 / oz	20%
Walmart	Starbucks Sumatra Coffee	\$0.66 / oz	Watkins Organic Sumatra Coffee	\$0.66 / oz	0%
Walmart	McCormick Chicken Gravy	\$0.98 / cup	Watkins Chicken Gravy	\$0.29 / cup	69%
Walmart	McCormick Beef Gravy	\$0.98 / cup	Watkins Beef Gravy	\$0.37 / cup	62%
Walmart	McCormick Mushroom Gravy	\$0.98 / cup	Watkins Mushroom Gravy	\$0.71 / cup	28%
Walmart	Pam Spray	\$0.021 / spray	Watkins Cooking Spray	\$0.003 / spray	86%
Quixtar	Quixtar Nutrilite Double X	\$2.39 / day	Watkins Superfood Multiple	\$0.64 / day	73%
Usana	Usana Essentials Multivitamin	\$1.61 / day	Watkins Superfood Multiple	\$0.64 / day	59%
Herbalife	Herbalife Formula 2 Multivitamin	\$0.67 / day	Watkins Superfood Multiple	\$0.64 / day	2%
Walmart	Osteo-Biflex	\$0.77 / day	Watkins Osteogen	\$0.39 / day	48%
Walmart	Spring Valley Glucosomin	\$0.59 / day	Watkins Linimax	\$0.52 / day	12%
Walmart	Capzasin HP	\$7.84 / oz	Watkins Analgesic Balm	\$1.15 / oz	85%
Walmart	Ben Gay	\$2.14 / oz	Watkins Analgesic Balm	\$1.15 / oz	46%
Walmart	Icy Hot	\$1.35 / oz	Watkins Icy Blue	\$1.01 / oz	25%
Walmart	Vicks 44D	\$0.62 / use	Watkins Cough & Decongestant	\$0.20 / use	66%
Walmart	Pepto Bismol	\$0.34 / use	Watkins Settlez	\$0.16 / use	51%
Walmart	Rembrandt Toothpaste	\$2.11 / oz	Watkins Peppermint Toothpaste	\$0.96 / oz	54%
Walmart	Nexus Aloe Rid Shampoo	\$1.07 / oz	Watkins A> Shampoo	\$0.62 / oz	42%
Target	Biolage Shampoo	\$0.87 / oz	Watkins A> Shampoo	\$0.62 / oz	29%
Target	Biolage Conditioner	\$1.01 / oz	Watkins A> Conditioner	\$0.68 / oz	31%
Target	Method Body Lotion	\$0.61 / oz	Watkins A> Body Lotion	\$0.61 / oz	0%
Target	Method Body Wash	\$0.61 / oz	Watkins A> Body Wash	\$0.61 / oz	0%
Target	Burts Bees Lemon Cuticle Crème	\$9.98 / oz	Watkins Lemon Hand & Cuticle Salve	\$2.49 / oz	75%
Target	Burts Bees Hand Salve	\$2.66 / oz	Watkins Red Clover Hand Salve	\$2.49 / oz	6%
Target	Burts Bees Beeswax Lip	\$19.93 / oz	Watkins Beeswax Lip Balm	\$16.01 / oz	20%
Target	Burts Bees Foot Crème	\$2.49 / oz	Watkins Peppermint Foot Cream	\$0.68 / oz	73%
Target	Burts Bees Body Butter	\$1.97 / oz	Watkins Shea Butter	\$1.22 / oz	38%
Target	Burts Bees Body Oil	\$1.99 / oz	Watkins Body Oil	\$1.68 / oz	16%
Ecos	Ecos Orange Plus	\$0.14 / oz	Watkins All Purpose Cleaner	\$0.08 / oz	41%
Target	Method All Purpose	\$0.11 / oz	Watkins All Purpose Cleaner	\$0.08 / oz	22%
Walmart	409 All Purpose	\$0.08 / oz	Watkins All Purpose Cleaner	\$0.08 / oz	0%
Shaklee	Shaklee Germ Off Disinfecting Wipes	\$0.26 / wipe	Watkins All Purpose Wipes	\$0.14 / wipe	41%
Shaklee	Shaklee Fresh Laundry Concentrate	\$0.47 / load	Watkins Liquid Laundry	\$0.30 / load	35%
Ecos	Ecos Wave Dishwasher Gel	\$0.12 / oz	Watkins Automatic Dish Gel	\$0.10 / oz	10%
Walmart	Pledge	\$0.23 / oz	Watkins Lemon Furniture Polish	\$0.22 / oz	2%

Comparison shopping was done in July, 2007 in the St. Louis, Missouri area. Store or online prices are compared with the Watkins associate wholesale price which is 25% less than retail. Possible additional bonuses from Watkins and shipping costs are not considered for this chart. Pricing in your area may vary.

WATKINS
TRADE MARK

Message / Message:

International Compensation Plan

Watkins Story

Watkins—a Pioneer of the Direct Selling Industry:

It's been more than 135 years since visionary J.R. Watkins sold his first product—Red Liniment—and began gathering his acquaintances to help him distribute his products. This new method of distribution established Watkins as the first Direct Selling Company. J.R.'s dedication to quality and service, not to mention the first-ever money-back guarantee, helped create demand for his Red Liniment and the other exceptional products that followed.

Watkins Enhances the Lives of Countless Men and Women:

Our history of friendly service, the convenience of delivery, and our high-quality products are what continue to set us apart today. Our dedication to these principles has never wavered. As a result, thousands of men and women have proudly marketed Watkins products, earning a substantial income along the way. With the use of today's technology, Watkins makes direct marketing products even easier by shipping products directly to your customers when they order by telephone, mail, or the Internet.

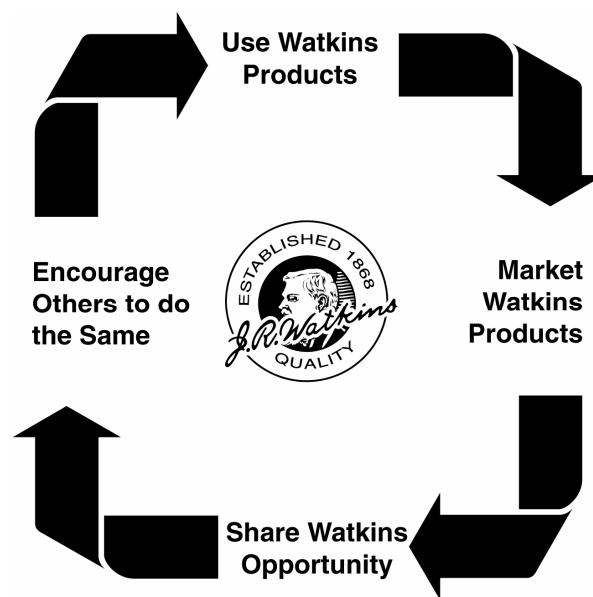
A Customizable Opportunity:

Watkins Associates customize the Watkins Business Opportunity to suit their needs. Whether it's a full-time income or extra money, the Watkins opportunity works for everyone. Associates tailor their level of business activity to the amount of time they have to spend and the amount of income they want to earn. Associates can spend time marketing their Watkins business through one-on-one contact, by holding Good Tastings events, marketing online, or presenting at tradeshow and other community events.

A Basic Business-Building Plan:

Earning money with Watkins centers around **four** basic business-building activities.

1. Using Watkins products saves you money and helps you learn about the benefits of the products.
2. Marketing Watkins products helps you earn income and meet new people—possible business partners.
3. Sharing the Watkins business opportunity with others helps you grow your business and gain new customers.
4. Encouraging others to use Watkins products, market the products, and share the business opportunity helps your team grow.



Income and Incentives

Utilizing the four basic business-building activities will help Associates earn income. Watkins offers three ways to earn income and incentives.

1. Retail Income:

All Watkins Associates earn 25% retail income on personal product sales.

2. Bonus Income:

Watkins Associates earn bonus income based on their Achievement Level. Bonus income is paid on the bonus assigned to each product. Bonus is the amount available to pay out in bonus income on each product after the Associate's 25% retail income and after Watkins costs. The percentage of the bonus you receive increases as you attain higher titles. All bonus income is based on the bonus of the products sold.

3. Travel & Recognition:

Each year, Watkins offers a number of travel and recognition opportunities. Associates may earn additional prizes including trips to exciting travel destinations. Past destinations include Hawaii, Cancun, Ireland, and Rome. In addition, Watkins offers recognition and awards programs.

Levels of Achievement

Watkins compensation plan offers three levels of achievement—Consultant, Manager, and Executive. Within each of these levels, an Associate may achieve Bronze, Silver, or Gold titles. Each advancement in title increases the amount of bonus an Associate can earn. Associates advance levels by consistently practicing the four basic business-building activities (listed on the previous page). Watkins' top leaders are not "workaholics," but they do tend to work consistently, work smart, and work cooperatively with the company and their teams.



Since Watkins is an international company operating within more than one currency standard, Watkins uses points to measure sales volume rather than dollars. Each product carries a point value, which is independent from any national or local currency. Points are used to determine Associate qualifications and achievement. (For a further explanation of volume see Appendix A.)

CONSULTANT LEVEL:

THE FIRST STEP TO SUCCESS

Consultants save money on their own product purchases and earn income by marketing Watkins products to their friends, family, and acquaintances and by building a growing customer base.

The Consultant title offers four achievement levels:

- **Consultant**
- **Bronze Consultant**
- **Silver Consultant**
- **Gold Consultant**

In addition to the 25% retail income, Consultants at the Bronze, Silver, and Gold level earn bonus income.

Definitions:

Bonus—The amount available to pay out in bonus income on each product after the Associate's 25% retail income and after Watkins costs.

Central—Your Central consists of personal sales and purchases.

Central Bonus—The collective Bonus of personal sales and purchases.

Group—Your Group consists of your Central and the Central of each Associate whom you have sponsored, the Associates whom your Associates have sponsored, etc.*

Group Bonus—The collective Bonus of your Group.*

Minimum qualifications for achieving Consultant levels:

Consultant:

- Complete and submit an International Agreement or accept the terms & conditions online
- Purchase Business Introduction Package or a Starter Order Assortment

Bronze Consultant:

- 500 Group Points per month 100 Central Points per month

Silver Consultant:

- 1,000 Group Points per month 100 Central Points per month

Gold Consultant:

- 1,500 Group Points per month 100 Central Points per month

* Your Group does not include Associates who have created their own Groups by achieving the Manager title. Consultants within your downline who attain an equal or higher title to you remain in your group, but you will not receive group bonuses on their activity. You can start receiving group bonuses once you have re-attained a higher title than your sponsored Associates. You will receive a 5% Sponsorship Bonus on all activity for those Associates with an equal or higher title for three months. The Sponsorship Bonus rewards you for sponsoring active Associates and allows you time to increase your business to stay ahead of your downline.

CONSULTANT LEVEL:

Active Consultants will receive the following compensation:

Consultant:

- 25% Retail income on all products you sell, including those you purchase for personal use

Bronze Consultant:

- 25% Retail income on all products you sell, including those you purchase for personal use
- 10% of Central Bonus Volume
- Up to 10% of Group Bonus Volume

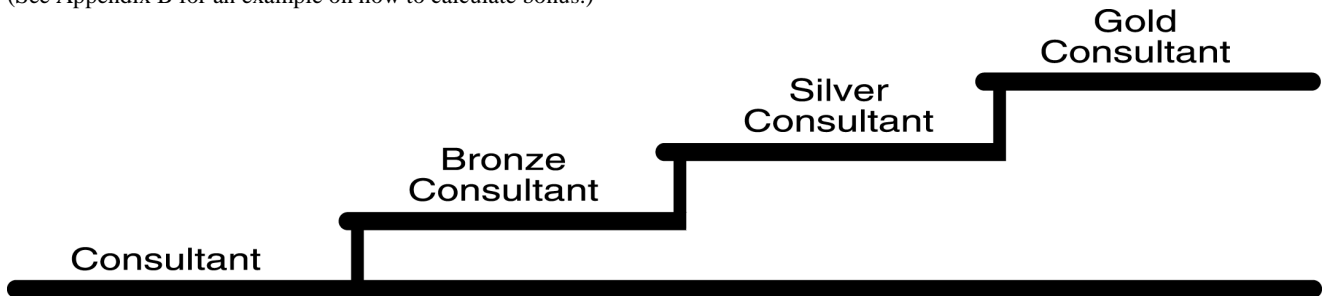
Silver Consultant:

- 25% Retail income on all products you sell, including those you purchase for personal use
- 20% of Central Bonus Volume
- Up to 20% of Group Bonus Volume

Gold Consultant:

- 25% Retail income on all products you sell, including those you purchase for personal use
- 30% of Central Bonus Volume
- Up to 30% of Group Bonus Volume

(See Appendix B for an example on how to calculate bonus.)



ADVANCING MANAGER:

UP THE LADDER OF SUCCESS

Associates who reach the Manager title today quickly realize the benefits of growing a Watkins business. While continuing to generate personal sales and building their own customer base, Managers who advance to higher levels spend more time sharing the Business Opportunity and helping others duplicate their success.

Minimum qualifications for achieving Advancing Manager levels:

Bronze Manager:

- 2,000 Group Points per month
- Two (2) Qualified Legs

200 Central Points per month

Silver Manager:

- 2,000 Group Points per month
- Four (4) Qualified Legs

200 Central Points per month

Gold Manager:

- 2,000 Group Points per month
- Six (6) Qualified Legs

200 Central Points per month

Definitions:

Leg—A "leg" is a downline that starts with a personally sponsored Associate.

Qualified Leg (QL)—is a leg that contains at least one titled Manager or Executive and generates 2000 points in that month. The Manager/Executive does not need to be paid as a Manager/Executive that month, and the Manager/Executive can be at any level in the leg.

Active Advancing Managers will receive the following compensation:

Bronze Manager:

- 25% Retail income on all products you sell including those you purchase for personal use
- 40% of Central Bonus Volume
- Up to 40% of Group Bonus Volume
- 15% Manager Development Bonus of 1st generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 2nd generation Managers and Executives' Group Bonus Volume

Silver Manager:

- 25% Retail income on all products you sell including those you purchase for personal use
- 40% of Central Bonus Volume
- Up to 40% of Group Bonus Volume
- 15% Manager Development Bonus of 1st generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 2nd generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 3rd generation Manager and Executives' Group Bonus Volume

Gold Manager:

- 25% Retail income on all products you sell including those you purchase for personal use
- 40% of Central Bonus Volume
- Up to 40% of Group Bonus Volume
- 15% Manager Development Bonus of 1st generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 2nd generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 3rd generation Manager and Executives' Group Bonus Volume
- 5% Manager Development Bonus of 4th generation Manager and Executives' Group Bonus Volume

EXECUTIVE LEVEL:

BUILDING FOR TOMORROW

Associates who reach the Executive level enjoy a full-time Watkins business. As Executives train and coach others to achieve their goals, a large support organization is created. It is this organization, composed of Associates at all levels, working the business, that will generate ongoing residual income that Executives will enjoy for years to come.

The Executive title offers three achievement levels:

- **Bronze Executive**
- **Silver Executive**
- **Gold Executive**

In addition to the business rewards of consistently marketing Watkins Products and the Business Opportunity, Executives are rewarded for their leadership skills and ability to develop and maintain a successful team of active Consultants and Managers. Along with a significant income and the time to enjoy it, Executives can also qualify for additional rewards, recognition, and company-sponsored travel.

Definitions:

Executive Leadership Bonus (ELB)—This bonus rewards leaders for their influence in the ongoing development of the Associates in their group. Executives who consistently help the Associates in their group grow will be eligible to earn bonus income on their entire downline.

Gold Executive Pool—Each month 2% of the company-wide bonus is added to the Gold Executive Club Pool. Gold Executives earn shares in the pool for each qualified Gold Executive leg developed in their downline unless that downline Gold Executive Associate is owned by the upline Gold Executive.

Total Downline Points (TDP) - the combination of your group points, and the group points of all Managers in your total downline.

Minimum qualifications for achieving the Executive levels:

Bronze Executive:

- 2,000 Group Points per month 200 Central Points per month 50,000 TDP per month
- Eight (8) Qualified Legs (QL)

Silver Executive:

- 1,500 Group Points per month 200 Central Points per month 100,000 TDP per month
- Ten (10) Qualified Legs (QL)

Gold Executive:

- 1,000 Group Points per month 200 Central Points per month 200,000 TDP per month
- Twelve (12) Qualified Legs (QL)

EXECUTIVE LEVEL:

Active Advancing Executives will receive the following compensation:

Bronze Executive:

- 25% Retail income on products you sell including those you purchase for personal use
- 40% of Central Bonus Volume
- Up to 40% of Group Bonus Volume
- 15% Manager Development Bonus of 1st generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 2nd generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 3rd generation Managers and Executives' Group Bonus Volume
- 5% Manager Development Bonus of 4th generation Managers and Executives' Group Bonus Volume
- Up to 5% Executive Leadership Bonus on Total Downline Bonus Volume

Silver Executive:

- 25% Retail income on products you sell including those you purchase for personal use
- 40% of Central Bonus Volume
- Up to 40% of Group Bonus Volume
- 15% Manager Development Bonus of 1st generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 2nd generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 3rd generation Manager and Executives' Group Bonus Volume
- 5% Manager Development Bonus of 4th generation Managers and Executives' Group Bonus Volume
- Up to 10% Executive Leadership Bonus on Total Downline Bonus Volume

Gold Executive:

- 25% Retail income on products you sell including those you purchase for personal use
- 40% of Central Bonus Volume
- Up to 40% of Group Bonus Volume
- 15% Manager Development Bonus of 1st generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 2nd generation Managers and Executives' Group Bonus Volume
- 10% Manager Development Bonus of 3rd generation Manager and Executives' Group Bonus Volume
- 5% Manager Development Bonus of 4th generation Manager and Executives' Group Bonus Volume
- Up to 15% Executive Leadership Bonus on Total Downline Bonus Volume
- Share of Gold Executive Pool

9. *Note: To determine an Executive qualified leg count, Watkins will use the highest count from either the prior or current month. Total downline points must be met each month to achieve Executive paid as title.*

Compensation Plan at a Glance



Title	Monthly Qualifications				Monthly Compensation				
	Central Points	Group Points	Qualified Legs	Total Downline Points	Retail Income	Central Bonus	Group Bonus	Manager Development Bonus	Executive Leadership Bonus
Executive Levels									
Gold	200	1,000	12 Legs	200,000	25%	40%	Up to 40%	15% 1 st Generation 10% 2 nd Generation 10% 3 rd Generation 5% 4 th Generation	Up to 15%
Silver	200	1,500	10 Legs	100,000	25%	40%	Up to 40%	15% 1 st Generation 10% 2 nd Generation 10% 3 rd Generation 5% 4 th Generation	Up to 10%
Bronze	200	2,000	8 Legs	50,000	25%	40%	Up to 40%	15% 1 st Generation 10% 2 nd Generation 10% 3 rd Generation 5% 4 th Generation	Up to 5%
Manager Levels									
Gold	200	2,000	6 Legs		25%	40%	Up to 40%	15% 1 st Generation 10% 2 nd Generation 10% 3 rd Generation 5% 4 th Generation	
Silver	200	2,000	4 Legs		25%	40%	Up to 40%	15% 1 st Generation 10% 2 nd Generation 10% 3 rd Generation	
Bronze	200	2,000	2 Legs		25%	40%	Up to 40%	15% 1 st Generation 10% 2 nd Generation	
Manager	200	2,000			25%	40%	Up to 40%	15% 1 st Generation	
Consultant Levels									
Gold	100	1,500			25%	30%	Up to 30%		
Silver	100	1,000			25%	20%	Up to 20%		
Bronze	100	500			25%	10%	Up to 10%		
Consultant					25%				

Central – Your Central consists of you and your customers.

Group – Your Group consists of all Associates whom you have sponsored, the Associates whom your Associates have sponsored, etc. (It does not include the groups of downline Associates who have created their own groups by achieving Manager or higher title.)

Points – The qualifying value assigned to each product.*

Central Points – Total monthly Points from your Central.

Group Points – Total monthly Points from your Group (Includes your Central Points).

Leg – A downline that starts with a personally sponsored Associate.

Qualified Leg – A leg that contains at least one titled Manager or Executive and generates 2000 points in that month. The Manager/Executive does not need to be

paid as Manager/Executive that month, and the Manager/Executive can be at any level in the leg.

Total Downline Points – The collective total points of all downline.

Downline – The term used to describe the organization that a Watkins Associate builds. It is made up of all the Associates sponsored into an Associate's organization.

Sponsor – The person who brings a new Associate into the business.

Retail Income – Watkins Associates receive a 25% discount off the retail price of Watkins consumer products allowing Associates to earn 25% of their personal sales.

Bonus – Each product is assigned a bonus. The bonus is the amount available to pay out in bonus income on each product after the Associate's discount of 25% and Watkins costs. **All bonus income is based on the bonus of the products sold.***

* Points and bonus for each product can be found on the Monthly Order Form.

ACTIVITIES FOR ADVANCING ON THE INTERNATIONAL COMPENSATION PLAN

CONSULTANT LEVEL:

When J.R. Watkins began building his team of Watkins Distributors in 1868, he realized that true success comes with working hard for personal achievements and enjoying the satisfaction that comes from helping others succeed at the same time.

Consistently striving to achieve the following goals will aid in a steady advancement through the International Compensation Plan.

Goals and Activities for Advancement:

	Goals	Activities
Central Sales	100 to 1,000 Central Points each month	<ul style="list-style-type: none"> • Use the products and develop testimonials. • Prospect for new Customers, start with family and friends. • Ask for customer referrals.
Group Sales (Includes Central Sales)	500 to 1,500 Group Points	<ul style="list-style-type: none"> • Prospect for Associates. • Set weekly/monthly sales goals.
Personally Sponsor	2 new Associates each month	<ul style="list-style-type: none"> • Prospect for others who might benefit from the Watkins business.
Group Sponsor	2 new Associates each month	<ul style="list-style-type: none"> • Set weekly/monthly sponsoring goals and achieve them.
Duplication	Train new Associates to advance by helping them complete the first two sections in the <i>System for Success</i> .	<ul style="list-style-type: none"> • Reward and recognize Associates' sales and sponsoring accomplishments.
Personal and Leader Advancement	Advance to Manager	<ul style="list-style-type: none"> • Continue your own training with the <i>System for Success</i> guide, as well as corporate training opportunities.

MANAGER LEVEL:

Consistently striving to achieve the following goals will aid in a steady advancement through the International Compensation Plan. Managers provide guidance and mentor their teammates on the journey up the ranks of the International Compensation Plan.

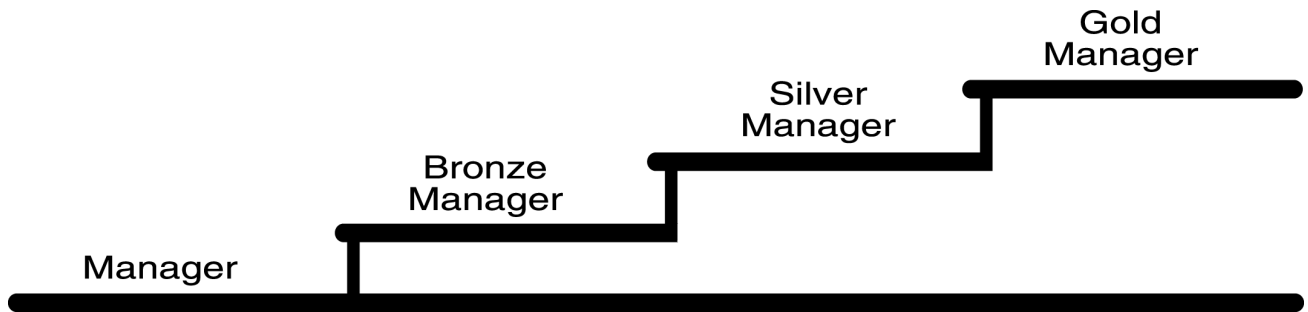
Manager

Goals and Activities for Advancement:

	Goals	Activities
Central Sales	500 to 1,000 Central Points each month	<ul style="list-style-type: none"> • Continue to prospect for at least 10 new Customers and Associate leads per week. • Market and expand your customer base. • Ask for customer referrals.
Group Sales (Includes Central Sales)	5,000 Group Points	<ul style="list-style-type: none"> • Continue to train your downline on selling and sponsoring. • Set weekly/monthly sales goals.
Personally Sponsor	2 to 4 new Associates each month	<ul style="list-style-type: none"> • Prospect for and sponsor others who might benefit from the Watkins business. • Ask for business referrals.
Group Sponsor	5 new Associates each month	<ul style="list-style-type: none"> • Set weekly/monthly sponsoring goals and achieve them through training others.
Duplication	Train new Associates to advance by helping them complete the first two sections in the <i>System for Success</i> .	<ul style="list-style-type: none"> • Reward and Recognize Associates sales and sponsoring accomplishments.
Personal and Leader Advancement	Have 2 to 4 Consultants in training to advance to Manager each month.	<ul style="list-style-type: none"> • Learn to teach others by continuing your own training with the <i>System for Success</i> and <i>Lead and Manage</i> guides, as well as corporate training opportunities. • Train others through the <i>System for Success</i> “Way to Manager program.”

ADVANCING MANAGER:

Consistently striving to achieve the following goals will aid in a steady advancement through the International Compensation Plan. Managers provide guidance and mentor their teammates on the journey up the ranks of the International Compensation Plan.

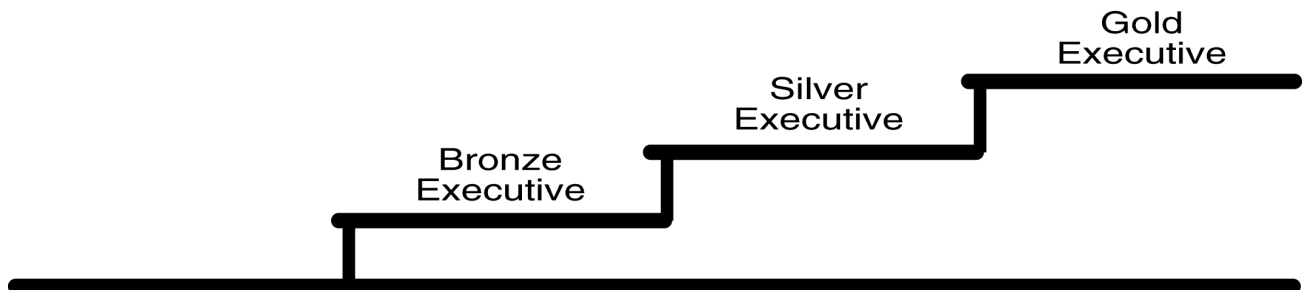


Goals and Activities for Advancement:

	Goals	Activities
Central Sales	1,000 to 2,000 Central Points each month	<ul style="list-style-type: none"> • Continue to prospect for at least 10 new Customer and Associate leads per week. • Market and expand your customer base. • Ask for customer referrals.
Group Sales (Includes Central Sales)	5,000 Group Points	<ul style="list-style-type: none"> • Continue to train your downline on selling and sponsoring. • Set weekly/monthly sales goals.
Personally Sponsor	4 to 6 new Associates each month	<ul style="list-style-type: none"> • Prospect for and sponsor others who might benefit from the Watkins business. • Ask for business referrals.
Group Sponsor	5 to 10 new Associates each month	<ul style="list-style-type: none"> • Set weekly/monthly sponsoring goals and achieve them through training others.
Duplication	Train new Associates to advance by helping them complete the first two sections in the <i>System for Success</i> .	<ul style="list-style-type: none"> • Reward and recognize Associates sales and sponsoring accomplishments.
Personal and Leader Advancement	Have 4 to 6 Consultants in training to advance to Manager each month.	<ul style="list-style-type: none"> • Learn to teach others by continuing your own training with the <i>System for Success</i> and <i>Lead and Manage</i> guides, as well as corporate training opportunities. • Train others through the <i>System for Success</i> “Way to Manager program.”

EXECUTIVE LEVEL:

Consistently striving to achieve the following goals will aid in a steady advancement through the International Compensation Plan. Executives provide guidance and mentor their teammates on the journey up the ranks of the International Compensation Plan. Executives enjoy a lucrative career marketing Watkins products and training others to do the same.



Goals and Activities for Advancement:

	Goals	Activities
Central Sales	1,000 to 2,000 Central Points each month	<ul style="list-style-type: none"> • Continue to prospect for at least 10 new Customer and Associate leads per week. • Market and expand your customer base. • Ask for customer referrals.
Group Sales (Includes Central Sales)	5,000 Group Points	<ul style="list-style-type: none"> • Continue to train your downline to sell and sponsor. • Set weekly/monthly sales goals.
Personally Sponsor	4 to 6 new Associates each month	<ul style="list-style-type: none"> • Prospect and sponsor for others who might benefit from the Watkins business. • Ask for business referrals.
Group Sponsor	5 to 10 new Associates each month	<ul style="list-style-type: none"> • Set weekly/monthly sponsoring goals and achieve them through training others.
Duplication	Train new Associates to advance by helping them complete the first two sections in the <i>System for Success</i> .	<ul style="list-style-type: none"> • Reward and recognize Associates sales and sponsoring accomplishments.
Personal and Leader Advancement	Have 4 to 6 Managers in training to advance to Bronze, Silver or Gold Manager each month.	<ul style="list-style-type: none"> • Learn to teach others by continuing your own training with the <i>System for Success</i> and <i>Lead and Manage</i> guides, as well as corporate training opportunities. • Train others through the <i>System for Success</i> “Way to Manager program.”

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This book was written for the sole benefit of the reader. Possession of this book does not carry with it the right of publication. The author prepared this book utilizing reasonable care and skill in applying methods of analysis consistent with normal industry practice. All results are based on information available at the time of review. Changes in factors upon which the review is based could affect the results. Forecasts and predictions are inherently uncertain because of events or combinations of events that cannot reasonably be foreseen including the actions of government, individuals, third parties and competitors. **NO IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE SHALL APPLY.**

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Earnings Statements and Examples: While the income examples provided under the heading *Actual Income That Others Have Earned* in Chapter 9 (titled *How Much Money Can You Make?*) represent actual averages published by Watkins, all other income examples in this book are hypothetical examples. The actual and hypothetical figures are intended to explain the components and operation of the Watkins compensation plan. The figures are not representative of the income, if any, that a person can or will earn as an independent Watkins associate or member of the Summit Group.

These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Although some associates can and do earn substantial incomes from their Watkins businesses, it should be remembered, as mentioned previously in this book, that the typical participant puts forth very little focused effort and earns less than \$50 per month in bonuses and residual income. Greater success with Watkins results only from successful business building efforts, which require hard work, diligence and leadership. Your success will depend upon how successfully you exercise these qualities.

Currency Exchange: All earnings examples in this book are illustrated in U.S. dollars. To convert to Canadian dollars multiply the amounts by 1.011.

Other Assumptions Made: In the hypothetical earnings table examples contained in the chapter titled “*How Much Money Can You Make*” I assumed that all customers order an average of \$20 per month and all downline associates generate an average of \$100 in orders per month. Since the Summit Group’s goal is \$250 per active associate, my \$100 estimate is considered conservative for Summit Group members.

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