



PLENTY OF MONEY
 PLENTY OF TIME
 Have the Life
 You Desire

The Solution: Earn income with a respected work-from-home business



**HOME BUSINESS
 OPPORTUNITY**

Whew! Get ready to breathe a huge sigh of relief... You've finally found a reliable way to earn money for yourself and your family. At long last, here's something you do from home a few hours a week that is actually respected, sensible, risk-free, and yes... Fun! You can feel good about it, because you'll be helping other people enjoy happier, healthier, more wholesome lives while also helping yourself.

In this brochure, we unveil the stress-free, part-time, work-from-home business you can start today with Watkins. It's relaxed, respected, wholesome, and family-oriented. Earn money while laughing with old friends, making new friends, and having a ball. Get support and encouragement from successful people who build you up rather than tear you down. Do as much or as little as you want at any point. It's the "perfect fit" that just "feels right" to so many people.

- On the following pages, we'll answer the following questions, including:
- How much can I earn?
 - What would I be doing?
 - How much time will it take?
 - What makes this such a great way to earn income?
 - Who is Watkins and why should I trust them?
 - What are the products, and what's so special about them?
 - Are there start-up fees or expenses?
 - Are there monthly minimums or requirements?
 - How do I get started?
 - What if this doesn't work out for me?



Here's How It Works

Makes So Much Sense...
It's a No-Brainer!

- ★ This easy, flexible, sensible work-from-home business can let you earn from a couple hundred dollars to many thousands in extra income each month.
- ★ Simply help us get more families using Watkins products, by selling products yourself or by introducing other people to our business opportunity.
- ★ Earn up to a 47% profit on everything you sell.
- ★ Earn 5% to 10% average bonus commissions on your team members' activity.
- ★ Get a wholesale discount on everything you buy for your own family.
- ★ Get the income tax advantages of owning your own business, which may increase your tax refunds.
- ★ Backed by Watkins' superior products and reputation.
- ★ Tons of free coaching, tools, and a training website dedicated to showing you exactly what to do to be successful.
- ★ Just \$19.95 gets you started.
- ★ **Full refund within your first thirty days if it doesn't work out for any reason.**



Why You'll Love It

- ✓ **Easy! No Stress**—There's no boss breathing down your neck. You ask for help when you need it. Do as much or little as you want at any point.
- ✓ **No Risk**—100% Money-Back Guarantee! If you join today and then it doesn't work out for you for any reason, simply call Watkins for a full refund.
- ✓ **Great Income**—Be rewarded for your efforts, with potential for immediate profits and large ongoing income.
- ✓ **Awesome Products**—Watkins naturally-based products are simply the best!
- ✓ **Totally Flexible**—Adjust your level of involvement or change your business methods at any point. Have the flexibility to be there for your family when they need you.
- ✓ **New Friends**—Our business naturally attracts friendly, wholesome, family-oriented people. Many members have become best friends with other members.
- ✓ **Recognition and Free Trips**—Watkins has a great incentive program, with free vacations and prizes. Plus, new members earn **DOUBLE** the amount of incentive points during their first three months, so it's even easier!

You Get To Choose

- Your Favorite Business Methods!
- Your level of involvement!
- Your Income and Bonuses!

Watkins rewards you when your efforts result in more families using Watkins products. There are three ways this can happen. You can:

1. Help other people obtain the products through retailing.

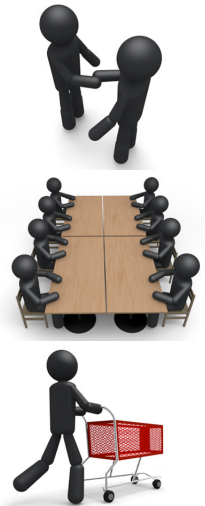
Selling products can result in immediate and ongoing profits, but those profits decrease immediately if you ever reduce your efforts.

2. Establish a group of Consultants through sponsoring.

Sponsoring can lead to long-term residual income that, once established, can continue even if you reduce your efforts.

3. Order products for you own personal use.

Personal use of products lets you save with the Consultants' discount, and can help you qualify for bonus income. As you build your business through retailing or sponsoring, it can increase the overall discount you get on products for yourself.



What you choose to do with your business and which methods you use are entirely up to you. Full-time, part-time, or hardly-ever-time, you have total freedom to choose the amount of effort you wish to expend. Regardless of the amount of time you spend, consistent efforts can lead to a significant income (even on a part-time basis). But you won't earn anything if you don't do anything.

As a member of the Watkins home-based business team, you can choose any of the following activities for building your business. Our training website is filled with tips for succeeding with all of these methods.

You can do this, if you want to... it's completely your choice!	\$\$\$ Value to You
Wholesale Buying —Buy Watkins products at the wholesale discount for yourself and your family.	You can save hundreds of dollars every year over similar quality store brands.
Catalog Sales —Show the Watkins catalog to people you know and gather orders.	You can earn up to \$470 profit on every thousand dollars worth of products you sell to retail customers through catalog sales, parties, or booth sales.*
Party Sales —Present Watkins products to guests at the home of a hostess during informal, fun get-togethers.	
Booth Sales —Display and sell Watkins products at state and local fairs, craft shows, and church bazaars.	
Sponsoring —Let other people know about our business. As they join, your team can sell many more products than you could by yourself, and you can earn significant bonus commissions on your team's overall sales and purchases.	You'll typically earn \$50 to \$100 as bonus commissions on every thousand dollars worth of products that your team members sell or use for their own family.*

* See page 4 for more details on how you earn money with Watkins.

WHAT CAN I EARN?

There are four main ways Consultants can earn income with Watkins.

① Upfront Retail Discounts

Your first benefit as an Independent Watkins Consultant is the discount you get when you order Watkins products. Whether you're going to sell the products to customers, use them in your own home, or give them as gifts, you get an immediate discount each time you place an order, as shown in the chart to the right.

② Additional Retail Discounts

If you place several small orders during the month (or have customers who order direct from Watkins using your ID number), Watkins calculates your total sales after the end of the month. If your total sales qualify for a higher discount, then Watkins makes up the difference to you, so that you ultimately earn that higher discount level on all the orders.

③ Achievement Level Bonuses on your own sales

You earn achievement level bonuses once your group volume has grown past approximately \$500 (slightly higher in Canada) for the month. The first benefit of reaching these levels is that you earn additional profit on your own sales and products you buy for your own personal use. Recruiting other team members can help you reach these achievement levels, but is not required—you can reach any of these levels based only on your own sales volume.

Retail Discounts		
Monthly Sales	% Discount	ALB*
> \$10,000	35%	12%
> \$5,000	30%	12%
> \$2,000	25%	9%
> \$1,000	25%	6%
> \$500	20%	3%
> \$250	15%	
> \$150	10%	
> \$100	5%	
*This column lists the approximate ALB (Achievement Level Bonus) percentage. Not all items qualify for this full amount.		
Orders over \$100 are shipped for FREE.		
Under \$100, shipping is a flat rate \$11.95 and there is no discount.		



Having money coming in month after month, even when you take time off... that's the power of residual income!

④ Achievement Level Bonuses on your team

If you choose to expand your team, you can earn bonuses from Watkins on the results of your overall team, not just on your own sales efforts. It's Watkins' way of saying "thanks" to you for helping increase the number of members and the number of customers those members are reaching. What's really cool is that your team members would likely continue their selling and sponsoring even if you took time off for your family, a vacation, or other priorities. Because your team would still be helping Watkins get products to families, you can continue to earn bonus income even when you're not working. That's called "residual income" and it allows some members to earn more than they'd ever earn at a traditional job.

Regardless of which business methods you choose, everyone starts from exactly the same place, with no customers and no team members. You progress to higher levels based on your achievements. You may be content just getting the discount on your own purchases. You might want to sell products to generate profits of up to 47%. Or, you might prefer the flexibility and residual income that comes from helping more people learn about the Watkins business, which can result in bonuses that typically average 5% to 10% of your team's overall sales/use. Certainly, not everyone who joins Watkins reaches the highest levels of success, but what's great is that those who put forth any level of effort can be rewarded for those efforts.

Plus, **you don't have to be shooting for the top in order to benefit from this business.** Many members just want to give their families a little extra buffer in the monthly budget. That's perfectly fine—there are no mandatory requirements for members. Even at lower levels of success, many members have been able to earn a consistent income that can help cover a car payment; pay off a credit card; add to a college fund; or provide for fun family outings with cash left over. The beauty of this business is that you get to decide how much effort you'll put forth, and how much success you want to pursue.

The Power of the Products!



Oh, yeah! You and your customers will love Watkins products. After all, Watkins doesn't just dabble at making top-quality, natural-based products... they've been doing it with passion for over 145 years! **Watkins was truly North America's first health and wellness company.** And, **Watkins was the first company of any kind to offer a money-back guarantee on their products!** Now that's something worth shouting from the rooftops!

<p>Natural Gourmet Using Watkins gourmet ingredients in your meals lets you give your family a better standard of living without breaking the bank. The value and taste help you eat at home more often, for a healthier, happier, less-expensive lifestyle.</p>	<p>Natural Body Care You'll be energized and looking your best with Watkins personal care line. Treat yourself right with the finest quality products for total body care that nourish and protect your skin.</p>
<p>Natural-Based Remedies and Supplements Watkins has innovative products to soothe and relieve discomforts, and products that reflect new scientific research on health maintenance. You can trust Watkins to make your family feel better and keep them in great shape.</p>	<p>Natural Plant-Based Home Care Watkins keeps things fresh and clean, but without harsh chemicals that could hurt your family. These items are free of dyes, phthalates, ammonia, glycols, and other undesirable ingredients. They are biodegradable and non-toxic, have superb cleaning power, and are never tested on animals.</p>

You can view a list of current products, including this month's specials on this page of our training website:

www.TimelessIntegrity.com/prices

Eat? Shower? Clean?

Watkins makes the kinds of products that ALL families use in their homes EVERY day. Everyone eats. Everyone showers. Everyone does laundry and cleans their home. Everyone takes care of their health. You can earn lots of income when you help people get Watkins products for their home, including all of the following and more:

- Flavorings**—famous Watkins “Double Strength” Vanilla extract, along with other extracts and flavors.
- Spices and Cooking Ingredients**—all-natural black pepper, cinnamon, gourmet seasonings, dip mixes, soup & gravy mixes, healthful grapeseed oils, dessert mixes, cooking spray, and much more.
- Bath and Body**—natural-based hand & body lotions, body creams, facial care, lip care, cuticle salves, peppermint foot care, body oils, bath soak, travel kits, and more.
- Dietary Supplements**—cutting edge supplements for good health, alertness, stamina, joint health, and endurance.
- Health Aids and Natural-Based Remedies**—products to reduce or eliminate aches, pains, and discomforts including Watkins original Red Liniment, White Liniment, Petro-Carbo Salve, menthol medicated ointment, pain relieving liniment spray, deep muscle cooling gel and warming balm, and more.
- Home Care and Cleaning**—natural plant-based home care products to keep homes clean and fresh that are free of harsh or harmful chemicals: liquid hand & dish soaps, all-purpose cleaners and wipes, toilet bowl cleanser, tub & tile cleaner, window cleaner, concentrated laundry detergent, and natural room fresheners—all in wonderful scents like lavender, lemon, orange citrus, grapefruit, along with exotic scents like pomegranate & acai, or sweetgrass & citron!



Frequently Asked Questions

(to help you decide if you should join)

What's this business all about, and why would they need someone like *me* to work from home?

Great question. So, let's take it from square one...

Watkins is a respected company that makes natural-based products for health, nutrition, cooking, bath & body, and household cleaning. Families use these kinds of products in their day-to-day lives, but most people just grab whatever brand is on the shelf at the grocery or drug store. Watkins wants to introduce families to the quality and value of Watkins products, and wants to become the prominent brand over competitors. And that's where you come into the picture...

Watkins will reward you with immediate profits and monthly bonuses if you help get more families using Watkins products instead of other brands. You can do that by selling products yourself and/or by helping bring other members to the business. And, of course, you can get a nice discount on any Watkins products you want for yourself.

The reason Watkins wants you and other normal everyday people to work from home is because social marketing (hearing about something good from another normal person via phone, Facebook, e-mail, or face-to-face) has become more effective than typical ad campaigns. So, instead of spending millions on expensive advertising, Watkins lets normal everyday people earn income and bonuses for helping spread the word about their products and the business.

In other words, just by your willingness to try Watkins products yourself and to tell other people about Watkins, you've got more power than a big advertising firm—and Watkins will reward you for it. Pretty cool, huh?



Watkins Headquarters and Factory in Winona, Minnesota

I've never had my own business before. What help is available to help me succeed with Watkins?

Don't worry, there will be lots of free help available to you. Everyone who joins Watkins is "sponsored" by someone. It may be a person you know, or someone you just met online. Your sponsor will likely be the person who gave you this brochure. They'll be available to answer your basic questions and offer friendly encouragement as you get started.

But don't worry if your sponsor is relatively new just like you, or has goals in the business that are more modest than yours. The good news is that all Watkins members get free access to a private, password protected website called TimelessIntegrity.com. This site offers tons of exclusive free coaching, online training, conference calls, business tools, recognition, and encouragement—all provided free by your leaders in Watkins.

Real People Really Succeed!



You would think that a stay-at-home mom suffering from fibromyalgia and caring for six kids would have her hands full. But believe it or not, I was able to build a home-based Watkins business to a substantial level in spite of all of these challenges. It's the most flexible business around.

I was in a different work-from-home business that had left me disillusioned, so I was cautious when I joined Watkins. I started out by just selling a few products to get my feet wet. But once I got to know other leaders in Watkins and saw what a high-integrity business this is, I felt like sharing the opportunity with others. Some of them shared it with even more people. Now my little part-time business has grown to hundreds of members across the U.S. and Canada who help families get Watkins products, on which Greg and I earn monthly bonuses. It really can work!

—LeAnn and Greg and family, California

When you join and get access to all of the free training and support, you can use as much or as little as you want:

- Free access to our training site, where you can read our Quick Start Guide and other great articles that teach you how to make the most money in the least amount of time.
- Free business tools you can print from our training site, including price lists, business cards, customer newsletter templates, and even copies of this brochure that you can share with other people.
- Free recruiting website (with the same information as this brochure), where you can send other people who may be interested in joining Watkins under you.
- Free conference calls where you can learn more about building your business, hear from others who are succeeding, have fun meeting other Watkins members, and ask questions of top leaders.
- Free archive of past conference calls that you can listen to online or copy to your MP3 player or audio CDs.
- Free individual coaching via e-mail or phone as needed with top leaders in our business.
- Free back office area where you can monitor your team's activity for the current and past months.

What would I be doing?

This business is quite simple. You can retail products to customers (using one of the methods listed on page 3), and earn immediate profits. Or, help other people get started as members (by giving them copies of this brochure), and you can earn ongoing bonuses as they build their business. Plus, you get the member's discount on your own purchases, saving your family money. Easy!

Downsized Dad to the Rescue!



I'm one of those people who thought my traditional corporate world job was safe and secure... until the afternoon they told me I had been downsized and my job was gone. What a shock.

It would have been devastating to our family. But luckily, my brother had introduced me to Watkins a couple years earlier. And, because I had been sponsoring other team members, I was already earning decent bonuses each month from Watkins. Between the Watkins income checks and Shelly's job, we were able to make it through what could have been financial disaster. Now look at me... I'm able to enjoy being home with my kids while working.

My advice to anyone considering this business is to "stop stewing and start doing!" Join right away. Build this business before you desperately need extra income. It's a great business and a great way to provide for your future.

—Tom and Shelly and family, Indiana

Why is this better than other ways to earn income?

This business gives you the ability to earn income while still having complete time flexibility for your family, your full-time career, hobbies, clubs, church, or other things that are important to you. You can begin earning income immediately by retailing products. By introducing others to our business, you can also build a large, ongoing income which continues month after month, even when you're taking time off.

You can get the income tax advantages of being a small business owner, which may let you get larger income tax refunds. You won't have any "boss" or any leader breathing down your neck. You do as much or as little as you want, and you can adjust your level of involvement at any point without needing to explain

your decisions to anyone—it's totally flexible. All those reasons make this a perfect way to earn income.

How much can I earn by selling?

People just like you have been making a living selling Watkins products for decades. There are many potential customers just waiting for someone to offer them the full line of Watkins products. Some people sell a little to make some extra spending money. Others work their business seriously and sell thousands of dollars in products each month, earning a full-time income.

How much can I earn by sponsoring?

Just like the funny video that goes "viral" on Facebook, sharing the Watkins business with others can grow just as quickly. Many people focus on team building, because they feel it is the fastest way to generate the amount of sales necessary to reach their income goals. Over time, the income earned through building a team can be substantial, offering true walk-away residual income.

How much time will it take? Are there monthly minimums or requirements?

Put in as much or as little effort as makes sense for you at any point. There are no monthly requirements (and you won't be "kicked out" if you do nothing at all), but discounts and free shipping start at \$100, and more bonuses kick in and get larger as you reach certain thresholds. So, like everything in life, you can get bigger results by taking more action.

Are there start-up fees or expenses?

The only required fee is \$19.95 to activate your account with Watkins, for which you get your first year of membership, the member discount, and access to an online informational packet with training and basic instructions from Watkins. (Renewal in subsequent years is \$32.) You also get free access to all of the training and tools provided on the TimelessIntegrity.com website. Depending on how you want to build your business, you may want to get catalogs or other optional business tools from Watkins, which are reasonably priced. And, naturally, you'll want to order Watkins products for your own use, but (with your discount) it can be the same or less than you're already paying at other stores for similar products—so that won't add any new expense to your budget. All in all, there's no other business of this caliber with such a low start-up investment.

Is there a need in my area?

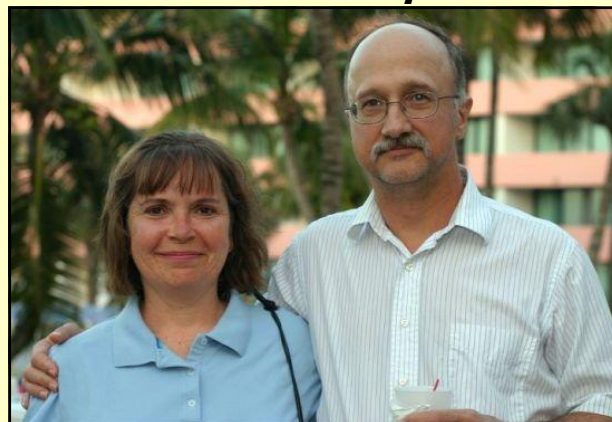
We're not aware of any area of the U.S. and Canada that has "too many" Watkins members. But as a rule of thumb, ask yourself how many different Watkins members have offered you a catalog in the past year. If it's less than five, then there's definitely a need for you to sell Watkins products in your area. As far as sponsoring, the number of members in your area doesn't matter, because you can reach out to anyone living anywhere in the U.S. or Canada.

What if it doesn't work for me?

Just contact Watkins during your first thirty days and they'll get you a refund.



Am I too shy?



I've always been a bit on the quiet side until I really get to know someone well. So, I wasn't really sure how I'd do with building a business like this.

But, what I've found is that this business is comfortable for everyone. You don't have pressure people to get them to buy Watkins products—just show them the catalog, or let them experience the products at a party or a craft show, and the products pretty much sell themselves.

And you don't have to twist peoples' arms to get them to join your team—just show them a copy of this brochure or send them to the free personalized site that is given to all Watkins members, and many people want the benefits of this business for themselves. After all, getting started is just \$19.95 with a money-back guarantee.

Telling people about Watkins products and the business has been simple, and has given us a very nice income.

—Anne and Philip, Georgia

To get started or if you have questions, contact the person who gave you this brochure:

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