

WATKINS

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Quick Start Guide

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Let's Get Rolling...

You want to earn income as quickly as possible in your new work-from-home business with Watkins. So, let's not waste any time.

After you read this, you'll probably want to talk by phone with your sponsor or an experienced leader about how you plan to build your business, and to get answers to your questions.

Here are steps you should do right now:

1. Thoroughly read this Quick Start Guide, jotting questions as you go.
2. Complete the "Business Blueprint" survey (available on TimelessIntegrity.com, your Watkins training website) to prepare the foundation for your strategic business building plan.
3. Talk to your sponsor or leader to discuss your plan and get answers to your questions.
4. Put your plan into action, to earn income and create a brighter future!

About Article Numbers

Throughout your training, we mention other articles where you can get more details (such as "see article #900053"). Simply log in at your Watkins training website at www.TimelessIntegrity.com and enter the article number into the Search box INSIDE the training site. You will be taken directly to the article.

What You'll Learn

In this Quick Start Guide, you will:

1. Get the "big picture" of how this business can work for you.
2. Meet your leaders, and learn why you should follow their advice.
3. Learn the two methods for earning income in your business, and the benefits of each.
4. Identify the business strategy that's right for you.

Okay... let's get to it!

Section 1 - The Big Picture

What Do You Want?

Different people want different things from their new business. So, before we start talking about how this business can work for you, you need to ask yourself exactly what it is that you want.

You can achieve two unique, life-changing goals with this business:

1. **A large income that continues month after month, even when you take time off.**
2. **Complete time freedom, for your family or other priorities in your life.**

The majority of people who join Watkins want one or both of those benefits. In this Quick Start Guide, we lay out all the information you need to begin your journey to those goals.

Take just a minute to think about it... Do you have a particular monthly income you'd like to achieve? Are there particular things for which you need more money? A new car? Paying off debts? Home improvements, or an entirely new home? College fund for kids or grandkids?

What about time flexibility? Many people find that having the income from this business can allow them to cut back or eliminate other things they were doing to earn income. What about you? Would you quit your current job? Spend more time on hobbies or volunteer work? Care for a family member? Or, maybe take a dream vacation?

All of your goals and dreams are reachable with this business. Right now, jot down the things you want. Brainstorm a list of everything that would make your life more fun, exciting, and fulfilling. Then consider which goals and dreams are most important to you, and ask yourself how hard you would be willing to work to achieve them. Finally, answer this critical question...



Other than your new business with Watkins, do you have any other plan that can quickly help you reach your most important goals?

You see, most people do not have any plan for reaching their goals and dreams while still maintaining the flexibility they need for their family and/or other priorities. That's why building your Watkins business makes so much sense.

Other than your new business with Watkins, do you have any other plan that can quickly help you reach your most important goals?

Now, we realize that some people's goals are more modest, and that's okay, too. Some just want a few hundred extra dollars each month. Some want to have fun socializing while earning a little extra cash. Others want the friendship and recognition this business can provide. And some new team members simply want the wholesale discount on Watkins great life-enhancing products.

Regardless of the size of your goals, you'll want to read this entire Quick Start Guide. It will give you the foundation for getting exactly what you want from your new business.

The Big Picture

Now that you've identified the goals you're shooting for, you'll want to choose a business strategy that can lead you to achieving them. But first, you need an understanding of the Watkins business. This background knowledge will let you move confidently through the rest of this Quick Start Guide... and then on to success.



What is Watkins?

Watkins is a company that offers household products under the Watkins and the J.R. Watkins brands. The Watkins products included gourmet food items like spices, extracts, and seasonings, many of which are certified organic. The J.R. Watkins brand (a separate company from Watkins) offers body and personal care, home care, and health remedies. These are all high-quality, natural-based products at reasonable prices.

A man named J.R. Watkins founded the company in 1868. His first product, Watkins Red Liniment (a treatment for sore muscles) is still in the product line today. On those early bottles of liniment, J.R. placed a "Trial Mark" partway down the bottle. Customers could try the product down to that mark and return it



for a full refund if not completely satisfied. Thus, J.R. Watkins invented the first documented money-back guarantee. Although you'll still find the Trial Mark on some Watkins products, it's just for nostalgia.

For over one hundred years, Watkins salespeople sold products door-to-door. Part of the company's proud heritage is the image of farmers waiting anxiously for the "Watkins Man" to make his monthly visit by horse and buggy, with "the store that comes to your door." By the 1970s, however, door-to-door selling had become ineffective and was for the most part, replaced by other, more effective marketing methods.

In 1978, multi-millionaire Irwin Jacobs purchased the company from the descendants of J.R. Watkins. Irwin Jacobs was the son of poor immigrants, and had built his fortune through hard work, determination, and self-reliance. Irwin was attracted to Watkins because he liked how Watkins offered *anyone* the opportunity to do what he had done—better themselves through hard work, determination, and self-reliance.

The Jacobs family still owns Watkins. Irwin has passed away, but his son, Mark Jacobs, is the C.E.O. of the company. Just like the Watkins family before them, the Jacobs' family is dedicated to continuing this great family-owned company for many more years, with the foundational principle of helping people improve their lives.

Watkins is located in Winona, Minnesota. There's a beautiful administration building, a manufacturing plant, a high-tech warehouse/distribution center, and even a small museum featuring Watkins history. If you're ever in the area, call ahead and schedule a tour of the facilities—it's very impressive.



Your Purpose—Help Watkins Get More Products to More Families

The goal of any manufacturing company is to get people interested in purchasing their products. Most companies blend several methods for marketing or promoting their products. For example, a beverage company may advertise on television, radio, billboards, magazines, and more.

Watkins uses various marketing methods and multiple channels of distribution, too, but they aren't typically spending money on big ad campaigns. Instead, the most important marketing method for Watkins is us, the independent team members.

As Watkins team members, we help families understand the benefits of the company's products and business opportunity. As more and more families purchase Watkins products for their homes, we earn profits from our efforts. But exactly what do we do to generate those profits? Let's talk about that next...



The Two Methods for Earning Income in this Business

There are two ways to earn income in this business. One method revolves primarily around selling products to customers. The other method is based on showing others how to start their own Watkins home-based business—called sponsoring.

Selling

Some team members choose to focus most of their time on retailing the Watkins products. This may be because the love to sell, because they have fond memories of the old-time Watkins salesperson, because they desire the socializing that comes with face-to-face selling, or other reasons.

Sponsoring

Some team members primarily pursue the sponsoring method because it does not just focus on selling the products. Most team members who have high income goals find they can achieve larger incomes and have more time flexibility if they focus on sponsoring as well as some product movement. We certainly recommend spending a significant amount of your time on sponsoring if your goal is to earn more than \$1,000 per month, remembering of course that commissions are a result of product movement.

Team members choosing to both retail products and sponsor, may find building a team while successfully earning a retail profit is perfect if you need "now" money, but also want to earn a significant long term income. Depending on your goals, your strategy may involve sponsoring, retailing or both. But you can rest assured that your team leaders want you to succeed no matter what your chosen method.

What is TimelessIntegrity.com and How is this Connected to Watkins?

Watkins handles everything related to the products including research, development, government approvals, manufacturing, ordering, and distribution. They handle consultant compensation, such as sending monthly bonus checks to qualifying team members and calculating discounts on team member orders. And, Watkins creates catalogs and other sales materials for those team members who focus on selling products.

On the other hand, Watkins has partnered with the most successful field leaders to coordinate training and other support for home business team members. The TimelessIntegrity.com website was created to be your one-stop place for you to go to learn how to succeed. Here is just a portion of what is offered:

- 1. An extensive training website that is available 24/7, so you can learn how to succeed when you have the time to do so.**
- 2. Regular training communication, primarily through email, but also through periodic conference calls and webinars.**
- 3. Personal coaching from your upline leaders.**
- 4. And finally, you already have your own personal free recruiting and business information websites along with access to other business tools that help you build your business.**

So, basically, Watkins produces the products while your business training is provided through the TimelessIntegrity.com website.

How Watkins' "Multiple Channels of Distribution" Helps Us

A bit earlier, we mentioned that your purpose as team members is to help Watkins get more products to more families. Besides having us (the independent team members) promoting the products and business opportunity, Watkins also uses other channels of distribution to get the products to more families and increase awareness of the Watkins brand. It helps the public become familiar with the quality and value of the Watkins brand, so that people will begin to choose Watkins over other brands. This helps all of us become more successful.

Some of the brand awareness efforts simply help get the name in front of the public, such as when Watkins products are included in gift bags for movie stars at the Oscars. Countless magazine and newspaper articles have also mentioned Watkins favorably, such as in rankings of the best natural products. You'll also see a limited number of Watkins products in retail stores, including Target, Walmart, drug stores, regional chains, and even occasionally on home shopping television shows.

While it might seem like using multiple channels of distribution would create competition with team members, actually the opposite is true. What really happens is that it opens more people's minds to using Watkins products instead of other brands. And as more people switch to Watkins from other brands, it means more profits for team members, not less.

For example, if a team member is telling someone about Watkins, the prospect may say, "You know, I've heard of Watkins somewhere before. I think maybe I saw a couple of their products in Target. I guess it must be a good product." The team member can then help the prospect understand that we have over 200 other products beyond the few they saw in the store. So, in this particular situation, Watkins helps build trust and credibility by making a limited number of products at stores where people already shop.

In addition to building trust and credibility, Watkins also discovered something very interesting after promoting a few body care items at Walmart for a limited time. They already knew that having a few prod-

ucts on the store shelves would help team members move *other* Watkins products.

But, quite surprisingly, they found that team members also sold more of those *exact same* body care items—even while those same products were on the shelf at Walmart. In other words, having a particular product more prominently in front of people led more people to want that exact product—certainly, some of those people got the product from the store shelf, but other people got the product directly from someone they knew who was a Watkins team member.

So, having some products available through multiple channels of distribution helps us because it increases interest in Watkins products and lets us team members grab some sales that would have otherwise gone to competitors' brands.

To learn more about how Watkins is using multiple channels of distribution to build the brand, and why it's a good thing when you see Watkins products in your local stores or on television on QVC, see article #722850.

While it might seem like using multiple channels of distribution would create competition with consultants, actually the opposite is true.

Section 2 - Your Leaders

Get to Know Your Leaders

You'll have much more success if you establish contact with one or more of the leaders above you in the organization. Just as with any endeavor in life, your business will have great days when you want to share your excitement with someone, as well as challenging moments when you need extra coaching and encouragement. Having an experienced leader with whom you can comfortably discuss both the ups and the downs will make a huge difference in your success.

So, as soon as you finish reading this Quick Start Guide and complete the online "Business Blueprint" survey (available on www.TimelessIntegrity.com), you should **call and introduce yourself**. To know who to call, however, you need to know about the organization structure and achievement levels.

First, a couple of definitions... The person directly above you is your "sponsor." And everyone above you in the organization is your "upline."

Now, depending on how you got interested in this business, your sponsor may be a friend who helped you join. Or, your sponsor may be a team member you met recently through an advertisement, at an event, or online. Or, if you signed up as a team member directly through Watkins Corporate, the computer system may have automatically assigned you a qualified sponsor.

Regardless of how you came to be directly under your sponsor, however, you'll definitely want to call and introduce yourself to that person, if you don't already know them. If your sponsor is an experienced leader, then they may be the perfect person for you to go to with all your questions and for coaching.

But, don't fret if your sponsor is new to the business like you, or if he or she isn't pursuing the high level of success that you want. You can get coaching from one of the experienced leaders in your upline, and you and your sponsor can still have fun sharing ideas and giving each other encouragement.



You can contact the person above your sponsor, or any upline team member in your same branch of the team, all the way up to top Executives if needed. Yes, you can directly contact any leader in your upline at any time—unlike employees in the corporate world, you don't have to work your way up the "chain of command" one at a time.

But, how do you know which team members in your upline have the experience to assist you? It's easy. When you log in at your training site at TimelessIntegrity.com, the first page you'll see is the News-Flash page. Scroll to the bottom of the main News-Flash page and you'll find a listing of all the team members above you in Watkins, including their names, achievement levels, phone numbers, and e-mail addresses.

When you need specific coaching, such as planning your business strategy, you should speak with a leader at the Bronze Manager achievement level or higher. The specific titles to look for are Bronze Manager, Silver Manager, Gold Manager, Bronze Executive, Silver Executive, or Gold Executive. These mid- to high-level leaders have proven that they can help their team members be successful, and they'll be happy to help you, too.

The reason we're spending so much time on this topic of getting to know your leaders is that it is vital to your success. Your leaders know this business inside and out. They've coached hundreds of other team members, and have seen what works and what doesn't for those other team members. Your leaders can point you to business activities that will earn you the most income, while also helping you avoid common pitfalls that could waste your time and energy.

So, to recap:

- Immediately after reading this Quick Start Guide and filling out the online "Business Blueprint" survey, you should make it a priority to call and introduce yourself to one or more of your leaders.
- Don't be shy—your leaders want to hear from you. They want to know more about you, your family, your goals, and reasons why you want to succeed in Watkins. By getting to know you, they will be able to give you the best possible coaching.
- Even if your sponsor is newer to the business, you should still get to know them, even if it's just for friendship and mutual encouragement.
- You should definitely call and introduce yourself to one of your leaders at the Bronze Manager level or higher—especially if you want to earn \$1,000 or more per month. Tell them about your goals and your chosen business strategy, so they can give you specific suggestions for your situation.
- Getting to know your leaders is vital, so they can point you towards success and help you avoid common pitfalls.

About Achievement Levels

Earlier in this section, we mentioned achievement levels of leaders who can help you. The achievement levels are recognition from Watkins of how far you've progressed in your business.

There are three main achievement levels (Consultant, Manager, and Executive), with designators of Bronze, Silver, and Gold within each level. Your achievement level also determines what level of bonuses you can earn on income checks from Watkins after the end of each month. So, reaching higher levels can mean more income for you.

All team members start at the Consultant member level, then progress through Bronze Consultant, Silver Consultant, and Gold Consultant to reach the first major milestone at the Manager level.

By the way, the title of "Manager" doesn't mean you have to actually "manage" people or be their "boss" like a manager in the corporate world. Remember, we're all self-employed and work at our own pace, so you're never responsible for forcing anyone else to take action. Watkins could have called that achievement level anything (like the "Cool Cat" or "Grand Poobah" level). It's simply recognition of a milestone in your business, and does not mean you have to change your daily business activities.

After reaching the Manager level, you're ready to move onward to more success as a Bronze Manager, Silver Manager, and Gold Manager. And, then up to the Bronze, Silver, or Gold Executive level.

Right now, you don't need to worry about specific requirements for reaching each achievement level. It's more important to choose your overall business strategy. Then, your sponsor or upline leader can help you set achievement targets based on your goals.



Section 3 - Income Methods

Learn the Two Methods

Okay, so far we've explained the big picture of how Watkins and your upline team work together to help you succeed. And you also understand why it's crucial for you to establish a good coaching relationship with one or more of your leaders. Now it's time to get down to nuts and bolts... determining how you'll build your business and your income.

Remember, there are two ways to earn income in this business.

- **Selling** - You earn income with retailing when you sell products to customers.
- **Sponsoring** - You earn income based on showing others how to start and grow their own Watkins home-based business.

Method #1 – Selling

If you love Watkins products and want to share them with others, your strategy will involve selling the products in some way. Even if you have high income goals, building a core retail business can make sense, especially if you need or want “right now” money.

We recommend that you choose one or more of the following ways to sell the Watkins products that have proven to be profitable by others. They are:

1. **Catalog Sales** - Show the Watkins catalog to people you know and have them order from you. You combine those orders, then place the order and receive the products from Watkins and then deliver them to your customers. You earn the retail profit percentage immediately.
2. **Party Sales** - Present Watkins products to guests at the home of a hostess during informal, fun get-togethers. Parties can create a lot of sales (and a lot of profits) in just a few hours. There is detailed training on the TimelessIntegrity.com website to help you present parties. It can be as simple as introducing a few products and then letting the guests enjoy mingling as they decide what to order—you don't have to learn a big formal presentation. Easy and fun!



3. **Booth Sales** - Display and sell Watkins products at small- to medium-sized craft shows, church bazaars, and local fairs. With just a few hundred dollars of inventory, you can set up an attractive booth that results in solid sales and profits at small- to medium-sized venues.



You can earn up to \$450 profit or more* (see the footnote at the bottom of page 9) on every thousand dollars worth of products you sell to retail customers through catalog sales, parties, or booth sales.

Method #2 – Sponsoring

To benefit from the income available through sponsoring, your business strategy should include a plan for reaching other people to tell them about the Watkins business, not just the products you love. There are two ways to approach people to sponsor:

1. **Lead with the products.** Leading with the products means that you would primarily sell the products, but also openly use your customers as a place to find sponsoring prospects. A good customer can certainly become a good business prospect.
2. **Lead with the business.** Leading with the business means that you would primarily be searching for people who are interested in making extra money, as opposed to those first interested in the products. This generally gives you a larger pool of prospective business team members, and can allow you to show the business to more people quicker.



The bottom line is that sponsoring requires an intentional strategy. Whether leading with the business or the products, be ready with the proper sponsoring tools and information. Have these basic tools:

1. Your **Recruiting Websites.** All Watkins consultants have two free websites that you can use to show others how the business works. One (RespectedHomeBusiness.com) presents the business by highlighting selling, while the other (TheOneMinuteBusiness.com) highlights and focuses more on the sponsoring aspect of the business. Both lead to having a prospect join your team.

These websites give you an easy way to tell others about the business opportunity through email, Facebook, or other online means.

2. The **Live the Life You Desire brochure.** This brochure is 8 pages and contains essentially the same information as your RespectedHomeBusiness website. These can be printed directly from the TimelessIntegrity.com website. See article 900158 for more information about this brochure.

If your intention is to build a significant income with your Watkins business, you'll want to focus much of your time on sponsoring. And you'll want to primarily lead with telling about the business so you can show the business to as many people as possible in the shortest amount of time.

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. That can really add up as your team grows!



*For personal sales, you earn up to a 35% profit upfront, and then up to 10% additional bonus profit at the end of each month based on your achievement level for the month. For sponsoring, you'll typically earn bonus commissions of 5% to 10% of the retail price of what your downline team sells or purchases for themselves. You'll generally qualify for a small achievement bonus if you and/or your team members sell or use a total of about \$500 US worth of products, which increases up to the maximum percentages as your team's sales reach a little over \$2000 US during the month. There are even more bonus dollars available for continued growth.

Section 4 - Your Business Strategy

Just Tell Me What To Do!

“Just tell me exactly what I need to do, and I’ll do it.” That’s what we’ve heard repeatedly from new team members, and you may be thinking the same thing. So, we’ll reveal exactly what you need to do to build a successful business. But first, there’s some good news and bad news.

The Good News

Building a profitable Watkins business is remarkably simple. This proven strategy can lead to a huge, ongoing income. The steps are quite easy to learn and easy to do. Sounds good so far, right?

The Bad News

Unfortunately, within a few days of starting, many team members get distracted and never get on the right track to their dreams. They get sidetracked by doing business activities that either aren’t productive or simply don’t work at all. These may be ideas from family members, memories of Watkins from the past, hearing what a friend did in a similar business, or ideas from a generic home-business magazine.

Because of these distracting ideas, some team members overlook the simplicity of this recommended plan, and start doing things that have little or no chance of leading to the large income they truly want. We don’t want you to fall into that trap. So, let’s lay out an easy-to-remember plan.

Two Simple Steps for Success

Your recommended business strategy that can lead you to a large, ongoing income as quickly as possible is based on two simple steps:

- **Use the products**
- **Share the story**

Yes, It Is That Simple

You only have to learn how to do two EASY things: *Share the story. Use the products.*

What does “Share the Story” mean?

Sharing the story simply means letting people know about the benefits of the products or the potential of the Watkins business. We use a very low-key, no-pressure, non-threatening, friendly approach.

You can promote the business and/or products to people you know or to people you meet through advertising or other methods. If it is a customer prospect, share a catalog with them, book a party, let them sample a product, or have them visit your Watkins website. If they are a business prospect, tell them how to get to one of your recruiting websites, or give them a copy of the Live the Life You Desire brochure.

Then, you follow up with them, usually with a short phone call, to learn more about their goals and help them determine if the Watkins products or business is a match for them or not. Don’t make it harder than it is—it’s a very simple process.

What does “Use the Products” mean?

When we talk about using the products, we simply mean that you use the Watkins products in your own home wherever it makes sense, instead of other less-beneficial brands.

Every family is already buying similar products at a grocery store. Ordering direct from Watkins instead gives you the convenience of high quality products, delivered right to your door. And with your team member discount, it often costs less than what you’d pay for anything close to the same quality at a store.

Our successful team members all agree that they love the quality and value of Watkins products over other brands. With Watkins products, you can give your family better tasting meals, better health, nicer personal care, and a cleaner, more inviting home. And, when you use Watkins products yourself, you get all of that as a side benefit of working on your future fortune.

The Beauty of this Strategy

If you simply do those two things consistently (use the products and share the story), you can achieve the kind of income that sets you free! You can have enough money for the things you want. You can have enough to be generous to loved ones or to donate to your favorite charities. You can have enough that you don't have to work for anyone else at a traditional job ever again, leaving you the total time flexibility for your family or other things that are important to you. This can totally change your life for the better, forever!

Remember, however, that success does not happen overnight. And it won't happen at all if you spend your time on the wrong activities. That's why we hope you'll make up your mind right now that you'll stick with your plan, no matter what. The only people who fail are those who give up too soon.

With whom do I share the story?

Okay, we've hit the "Share the Story/Use the Products" concept hard. Now, you're probably saying to yourself, "Wow, that sounds easy enough, but where do I find people to share the story with?"

You can share the story with two groups of people: 1) people you already know; and 2) people you don't know yet, but whom you meet through other methods.

Altogether, that's more than 350 million people across the U.S. and Canada who you could tell about your business or products in a low-key, comfortable way with brochures, your free website, or catalogs.

To learn how to reach out to people, visit the TimelessIntegrity.com website (see article #300001 about sponsoring or #200001 about retailing products) or talk with your upline leaders.

Congratulations!

You have officially completed the Quick Start Guide, and you're ready to roll. Be proud that you've taken the time to make this initial training a priority. Now, simply keep in touch with your leaders, and begin following the plan that you discussed with them. Check the TimelessIntegrity.com training site every day or so for updates. You're going to do great!

Important Note—Overwhelmed? Confused? As a brand new team member, you may find that the information here and on the training website is quite a bit to absorb. If you begin to feel confused or overwhelmed, just take a deep breath and don't fret. Then, pick up the phone immediately and call your sponsor or another upline leader. He or she can walk you through all of this at a pace that's right for you. Within a few days, it will be second nature to you, and you'll be confidently moving forward.



Share the Story and Use the Products!

If you simply do those two things consistently, you can achieve the kind of income that sets you free!