

Live the Life You Desire

WATKINS

Since 1868



TRADE MARK

HOME BUSINESS OPPORTUNITY



Do you love Organic, Natural Products? Do you want to earn money by sharing the things you love? Join a team of passionate, talented leaders and start your journey towards living the life you desire.

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. You work 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?



How it Works

- This easy, flexible, sensible work-from-home business can potentially 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.
- Potentially earn up to a 45% profit or more on everything you sell.
- Potentially earn 5% to 10% average bonus commissions on your team members' activity.
- Potentially get a wholesale discount on everything you buy for your own family.
- Potentially 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 \$29.95 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.
- ☑ **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 people have made life-long friends from being involved with Watkins.

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



3. Order products for you own personal use.

Personal use of products lets you potentially save with the Consultants' discount, and can help you qualify for bonus income. As you build your business through retailing or sponsoring, it can potentially 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 potentially 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... it's completely your choice!	\$\$\$ Value to You
Wholesale Buying —Buy Watkins products at the wholesale discount for yourself and your family.	Potentially 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 potentially earn up to \$450 or more 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 potentially 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 potentially 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 (minimum monthly sales of \$150).

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 potentially 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 potentially 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.



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 potentially 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 potentially 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 potential profits of up to 45%. 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 potentially 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.

Retail Discounts	
Monthly Sales	% Discount
> \$10,000	35%
> \$5,000	30%
> \$1,000	25%
> \$500	20%
> \$150	15%
Flat Rate Shipping	
Online - \$9.95 - any size order	
Phone - \$24.95 - any size order	
Achievement Level Bonuses	
Monthly Points *	% Bonus **
> 2,000	10%
> 1,500	7.5%
> 1,000	5%
> 500	2.5%
* 1 point is currently about \$1.1 USD or \$1.3 CAD	
** Approximate percentage. Varies by product.	

The Power of the Products!

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 150 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! As a Watkins member, you'll be able to offer your customers and family hundreds of flavorful food products, while also having access to products from other complementary brands.



Watkins Gourmet Food Products

The value and taste of Watkins gourmet ingredients help families enjoy meals at home for a healthier, happier, less expensive lifestyle.

- Award-winning Baking Vanilla, Black Pepper, and Cinnamon
- Organic Spices and Seasoning Blends
- Grinder-Top Spices
- Aromatic and Orange Bitters (currently U.S. only)
- Organic and Pure Extracts
- Organic Seasoning Mixes, Dip Mixes, and Salad Dressing Mixes
- Gourmet Soup and Gravy Bases
- Decorating Sugars and Sprinkles, Natural Food Coloring, and Cooking Spray
- Organic Grilling Spices, Rubs and Marinades

Complementary Brands

Watkins makes special arrangements with other companies, giving Watkins members access to dozens of complementary products.

- NordicWare offers high quality kitchen utensils and bakeware.
- The J.R. Watkins Company (formerly owned by Watkins) offers remedies for the body including pain relieving liniments and salves.

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

www.TimelessIntegrity.com/prices



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...

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Watkins is a respected company that has been bringing the finest ingredients to your kitchen for more than 100 years. 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 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 potential 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 potentially get a nice discount on any Watkins products you want for yourself.



Watkins Headquarters and Factory in Winona, Minnesota

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, email, 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?

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.

Do What You Love - Love What You Do!



Do what you love, love what you do! That is how I feel about Watkins. I love helping team members and helping others succeed. Having an awesome product is the icing on the cake. Focus on what you CAN do and not what you can't and you will succeed.

—Sue and Chris, Ontario

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 the Timeless Integrity training website**, where you can learn 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, and copies of this brochure that you can share with other people.
- **Two free recruiting websites** where you can send other people who may be interested in joining Watkins.
- **Free order-taking website** where your friends, relatives, neighbors and other potential customers can shop, with you getting credit.
- **Free giveaway website** where you can send your friends and prospects to have a chance to win \$100 in free Watkins products.
- **Free audio and video training** where you can learn more about building your business and hear from others who are succeeding.
- **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 potentially earn immediate profits. Or, help other people get started as members (by giving them copies of this brochure or sending them to your online website), and you can potentially earn ongoing bonuses as they build their business. Plus, you potentially get the member's discount on your own purchases, saving your family money. It's easy!

Watkins on the Label Means Quality on the Table



I started with Watkins almost 30 years ago because it was the only company that was truly gluten-free and I could also get the products as a consultant at a discount. I found out quickly that others would love the products and opportunity to earn extra income. After just over a year I was earning enough to leave my emergency nursing job and as a single mom I was able to be with my children more. I love the products and flexibility of the business and really enjoy offering healthy Watkins food choices and smart shopping to my customers. I have always loved that Watkins offers gluten-free, non-GMO, kosher plus organic products that are healthy for not just you but also our environment.

—Dawn and Tom, Nova Scotia

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 potentially begin earning income immediately by retailing products. By introducing others to our business, you can also potentially build a large, ongoing income which continues month after month, even when you're taking time off.

You can potentially 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, potentially 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 potentially 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 start with monthly sales of \$150, 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 \$29.95 to activate your account with Watkins, for which you get your first year of membership, the member discount, and access to online information with training and basic instructions from Watkins. (Renewal in subsequent years is \$29.95). 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 applicable 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. or 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.

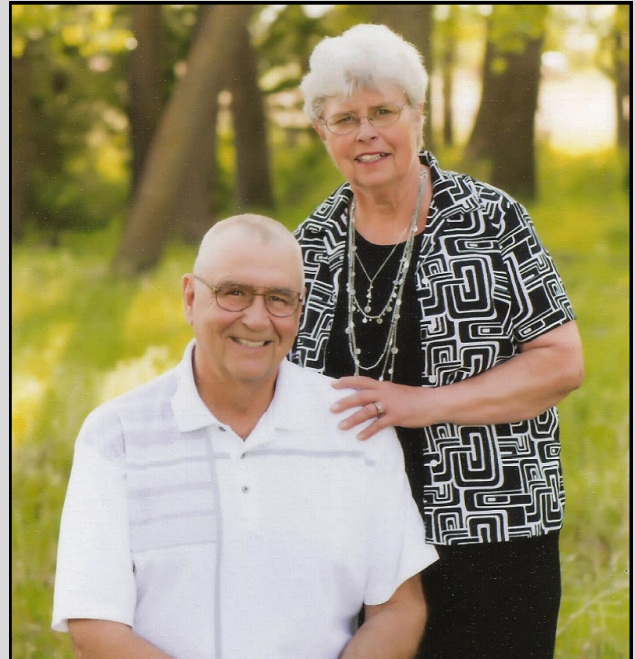
What if it doesn't work for me?

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



Join Now for
Only \$29.95 

Watkins Saved Our Farm!



We live 90 miles from the closest town and it only has a population of around 4000. But in the early 1980's when interest rates hit 18% and corn and beef prices hit rock bottom, I visited all the neighboring towns and helped many people start their own home-based Watkins business. The income from expanding our team helped save the farm.

Today, I have the freedom to work Watkins part time, drive tractors, fix fence or do whatever needs done on the farm and ranch. Ken and I exhibit Watkins products at a couple of state fairs and several home shows each year.

You can have a successful Watkins business working around work and family. Enjoy everything Watkins has to offer—fantastic products, great training and lifelong friendships throughout United States and Canada.

—Ken and Laurine, Nebraska

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