

## MLM Company Profile: Encoura



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### Encoura

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#### **Founding Story**

Encoura was established based on two beliefs, 1) ([www.mlmlegal.com](http://www.mlmlegal.com)) changes are occurring in the personal care and home care products industry which will lead to the clearer labeling that state the dangers of products, which Encoura is a trusted source for safety in its products, and 2) people in the United States are capable personally and financially to achieve success in business yet lack business education, which Encoura provides.

Therefore, Encoura is dedicated to providing safe and healthy products and a profitable income opportunity.

#### **Impact on the Industry**

NA

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#### **Discussion of Products**

Encoura offers natural health products that are made with natural ingredients. The company keeps its prices low by not over-designing product packaging. Some of the products offered by Encoura are in the categories of hair

care, facial care, body care, nutritional, scents, home care, and surface protection. A few of Encoura's products include Was & Shine, Personal Mist, Multi-Plus Women's, Ginkgo, Body Wash, Trust Deodorant, Facial Scrub and Toner, and Natural Shampoo. Many additional products are available for viewing on the company's website.

### **Discussion of Opportunity**

Prospective Encoura Agents can join the company by locating an agent in their area, becoming a customer, telling people about the company, and then by beginning to build their downline.

The company offers the following reasons in which to join as an agent:

- *There is no question that establishing a solid secondary income is a very smart thing to do.*
- *Sponsoring other customers and Agents is not only easy but it can be a lot of fun and making money while having fun is a real good thing.*
- *Encoura is very loyal to the Agents and will only sell products to or through an Encoura Agent. Never through a retail store. When a customer contacts Encoura to make a purchase without an Agent to sponsor them, that sale will still go through an Agent somewhere.*
- *No expensive "start up" kit is required to get started as an Encoura Agent. It is free to join.*
- *There are no monthly minimum purchases or sales required. Obviously some volume has to be required to earn a bonus and to determine an active status we do have a 90 day minimum volume but that minimum can easily be met.*

Encoura offers their opportunity to everyone, regardless of such arbitrates such as gender and education level.

Prospective customers can join the company as Advantage Customers, Wholesale Customers, or Free Agents.

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The company offers the following Growth Plan:

- *Sponsoring Agents and Customers is not required but can help your Team grow.*
- *Everyone benefits - Customers save and Agents earn.*
- *No one is required to do a large amount of volume to make this plan work. In fact most everyone is already purchasing these types of products so no additional unplanned spending ever has to take place.*
- *The average Encoura order is over 20 points. This plan shows customers creating only 20 points each month.*
- *Some Agents will sponsor 1-2 while others will sponsor 10-20 Customers and Agents. This plan shows each Agent sponsoring 5.*
- *This plan only shows Advantage Customers orders. Including Agent orders would increase the points and bonuses.*

5 - first level Advantage Customers X 20 points = ([www.mlmllegal.com](http://www.mlmllegal.com)) 100 points X 40% = \$40.00 earned. (35% Advantage Customer bonus + 5% first level bonus = 40%)

#### First level Agents

Each build a Growth Team.

25 - second level Customers X 20 points = 500 points X 10% = \$50.00 second level bonus + \$40.00 (from Level 1 customers) = \$90.00 earned.

#### Second level Agents

Each build a Growth Team.

125 - 3<sup>rd</sup> level Customers X 20 points = 2500 points X 5% = \$125.00 3<sup>rd</sup> level bonus + \$90.00 (Level 1-2 customers) = \$215.00 earned.

#### Third level Agents

Each build a Growth Team.

625 4<sup>th</sup> level Customers X 20 points = 12,500 points X 10% = \$1,250.00 4<sup>th</sup> level bonus + \$215.00 (Level 1-3 customers) = \$1,465.00 earned.

#### Fourth level Agents

Each build a Growth Team.

3125 - 5<sup>th</sup> level Customers X 20 points = 62,500 points X 5% = \$3,125.00 5<sup>th</sup> level bonus + \$1,465.00 (Level 1-4 customers) = \$4,590.00 earned.

Levels 6 – 10 can create many Agents and Customers with bonuses from .25% to 2% from each order.

A much more extensive plan and additional information can be ([www.mlmllegal.com](http://www.mlmllegal.com)) found on the company's website.

#### **Discussion of Distributor Base and Sales Volume in U.S.**

NA

Company Website: <http://www.encoura.com/>

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