

MLM Company Profile: Barefoot Books



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Barefoot Books

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Barefoot Books was started in 1993 by co-founders Nancy Traversy and Tessa Strickland. The idea came when the women wanted to find a way to be close to their children.

Tessa had three children and lived in a farmhouse while Nancy had her second child in 1993, her third in 1995, and her fourth in 1997.

When they started the Company they had three books to offer to customers that include; *The Myth of Isis and Osiris*, *The Outlandish Adventures of Orpheus in the Underworld*, and *The Birds who Flew Beyond Time*.

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The motivation behind the books were to inspire children by introducing them to other cultures, improving their appreciation for high-quality art, and helping them to enjoy music as well as language at a young age.

In 1996, the Company had \$2 million in sales and practically no overhead since they employed only a couple people. In 1998, they brought their business to Manhattan, NY from London. It wasn't economical for Nancy to travel back and forth on business with four children so in 2000 they closed the NY and London offices and reopened in Cambridge, Massachusetts. In 2001, they opened a store near Harvard Square. There they did

product testing by asking people to read manuscripts, review covers, and sample art. In 2003, they launched home-selling (www.mlmlegal.com) with 650 distributors. In 2004-2005, the Company grew 70%.

Impact on the Industry

Barefoot Books has lowered its impact on the environment by printing the paper their books are made from based on sustainable forestry practices, using boats to ship products instead of planes, recycling paper within the organization, minimizing paper by using mostly phone or the internet for communications, buying office supplies from green manufacturers, using energy efficient light bulbs, minimizing travel, and encouraging employees to "go green".

Barefoot Books has had extensive media coverage since its founding including the Wall Street Journal and Better Homes and Gardens magazine.

Discussion of Products

Barefoot Books offers a variety of educational children's products. Some of the products include storytelling books, craft activities, children's art, writing competitions, music CDs, and storybook CDs.

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Discussion of Opportunity

Representatives are rewarded in several ways with this Company and spiritually, by providing quality literature that enriches children's lives. No experience is necessary; there are low start-up fees and no overhead costs. Representatives can sell products in the home, out in the community, or both. Representatives can organize fundraising events for schools or other organizations. All stallholders receive a free website in which they can use to sell their products. As soon as a representative starts, they are able to earn discounts on products, free products, monthly bonuses, special offers, and commissions on web sales. Other benefits include prizes, incentives, workshops, and get-togethers.

To become a stallholder you must register online or locate a stallholder in your area. There are no monthly minimum income requirements.

Up-Front Discount Levels are illustrates as follows:

-Cumulative Personal Sales (retail value)	-Up-Front Discount
1) \$0-\$749.99	20%
2) \$750-\$299.99	24%
3) \$3000-\$7499.99	28%
4) \$7500+	33%
Personal Sales Bonuses goes as follows:	
-Personal Team Qualifying (retail value)	-Personal Sales Bonuses
\$300-\$749.99	2%
\$750-\$2249.99	4%
\$2250-\$3999.99	7%
\$4000+	10%

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

Barefoot Books has utilized sales that have surpassed five million dollars. (www.mlmllegal.com) Barefoot Books has hundreds of stallholders.

Company Website: www.barefoot-books.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmllegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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