MLM Company Profile: The Critical Thinking Company

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The Critical Thinking Company

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Editor's Note:
*Welcome to **MLMLegal.Com Company Profiles** at www.mlmlegal.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
The Critical Thinking Company is a family-owned business and was started over 35 years ago by John Baker. The Bright Minds Company was started in 2003. His son, Michael, now runs Bright Minds. The products are used by 78 of (www.mlmlegal.com) the top 100 high schools across the country.

Bright Minds is a division of The Critical Thinking Company.

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When Bright Minds was first founded, it began under the name Midwest Publications as a math and textbook company. Bright Minds now has over 200 titles under the categories of reading, math, and science.

In 1976, Bright Minds changed its name to Critical Thinking Press and Software. The name was again changed to Critical Thinking Books & Software in 1997. The current name, The Critical Thinking Company, evolved in 2003.

Impact on the Industry

Bright Minds is a member of the DSA and complies with their code of ethics. Bright Minds is also a member of the Direct Selling Woman's Association (DSWA).

Although the Company has earned many rewards over the years, the following are most recent:

2007
Word Roots, 2nd Place Reader Award, Vocabulary (www.mlmlegal.com) *category, Practical Homeschooling Magazine*
Teaching Signs for Baby Minds, 2007 Best Products iParenting Media Awards! 3 DVD set- Three Awards!

2006
Beginning Mathematical Reasoning, Best Smart Play/Smart Toy Product for 2006, Product of Excellence, Dr. Toy!
Editor and Chief, 1st Place Software Award, Grammer Category, Practical Homeschooling Magazine

Discussion of Products
The products are intended to produce higher grades and test scores among kids. Many of the Company's products teach kids reading, writing, mathematics, and science and are also fun, challenging, and easy to use.

Reading, reasoning, and arithmetic is taught before kindergarten with a line of products, giving kids the opportunity to be ahead of their peers.

The Company guarantees their products 100% and offers a 60-day money back guarantee.

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The website also has online activities and other products to increase vocabulary skills and spelling skills.

Discussion of Opportunity
Hostesses earn free or half-off products by hosting a show. The amount of free products earned increases along side with party sales. When the party reaches a certain amount of sales the host receives free product and two half-priced items. If a person at the party schedules another party, the host and the future-host are both entitled to purchase another item at half price.

The scale of free products is illustrated as follows:

Workshop Sales	FREE Product	Half-Price Product
$75-$99	$0	1
$100-$149	$20	1
$150-$199	$30	2
$200-$299	$40	2
$300-$399	$50	3
$400-$499	$70	4
$500-$599	$90	6
$600-$699	$100	6
$700-$799	$120	8
$800-$899	$130	9
$900-$999	$140	10
$1000	$165	12

Bright Minds offers representatives the opportunity to be their own boss, use free business tools and training materials, have access to unlimited growth potential, have access to their own personalized website, earn credit for their customer's online purchases, and have the opportunity to sell educational products.

The Starter Kit includes everything representatives need to begin running their own business.

The Consultant Business Center allows representatives to get the latest news, process workshop orders, take advantage of business tools, access valuable (www.mlmlegal.com) resources, discuss selling strategies with other consultants, and get up-to-date training materials.

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

Company Website: www.brightminds.us

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.mlmlegal.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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