

MLM Company Profile: Heritage Makers



**** Trademark of Heritage Makers

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Heritage Makers

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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

Heritage Makers was founded in 2004 and is based out of Provo, Utah. The company began when Dr. Sharon Murdoch and her daughter, Candace May, wanted to tell the story of Grandpa Wozney. They created a “storybooking.” The first book that was created was an 8x8 color copy that was hand-stitched and involved the personal story of Grandpa Wozney.

Heritage Makers initially launched under the name “My Family Tales” in 2000. Heritage Makers began selling storybook kits through retailers like Saks Fifth Avenue. After that, the Company was featured on the CBS Early Show, *Redbook* Magazine and *People* magazine.

As the business grew, the founders realized that storybooks were too difficult to complete, too costly to make, and too cumbersome to store. To resolve this dilemma, Heritage Makers made storybooks available to complete online. This eliminated the need for customers to stores cabinets and drawers full of tape, stickers, glue, kits, etc. and the online books needed no software that customers had to download.

With customers making their products in their home, Dr. Murdoch decided to sell the product in the home through a party plan concept.

Heritage Makers outlines its success as follows:

In 2004, the Company sold 600 storybooks. In 2005, the Company had over 1,000 consultants and the original 8x8 storybooks expanded into a variety of sizes, layouts, and text options. That year, Heritage produced and shipped over 12,000 products during its prelaunch phase. In March of 2006, the business officially launched and over 300 representatives showed up to celebrate at the Launch Event in Salt Lake City, Utah. In September of 2006, they held the first Heritage Makers' first annual Reunion in Scottsdale, Arizona. Over 400 reps attended that event. 2006 was a year full of product additions and enhancements that included Heritage Studios™- that enabled customers to use a drag and drop system to create advanced layouts. Heritage Makers also launched premium content subscriptions with the partnership with Scrap Girls™. In October of 2006, they launched StoryCard Greetings™ and StoryPosts™, which enabled customers to create simple stories in greeting cards and postcards

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Impact on the Industry

Heritage Makers is a member of the Direct Selling Association. The company has been featured in several magazines, including:

- *Heritage Builders - Crafttrends - April 2002 Issue*
- *Hot Baby Products - InStyle Magazine - May 2002 Issue*
- *Creating Keepsakes - October 2002 Issue*
- *Paperkuts Magazine - Aug/Sep 2002 Issue*

Discussion of Products

Creating a storybook with a consultant can take anywhere from a few hours to a few weeks depending on the depth of the story. Besides storybooks, the company offers products such as Photo Journals, Family Folds, Posters, Calendars, and hardbound books. For Example, the price of a 12x12 hardbound book is \$74.95 for 20 pages and each additional page is \$2.99 (max. 78 pages).

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Discussion of Opportunity

To begin with the Company, a representative must purchase a business kit for a modest investment, which contains the Consultant Manual, forms, brochures, and other materials. Representatives also receive a website where they can track their sales and their team's sales.

Representatives earn rewards on everything they sell as well as bonuses for achievements. For more information, one must contact the company.

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

Heritage Makers has thousands of consultants.

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

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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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