

## MLM Company Profile: A Better Chance (Educational Technologies)



\*\*\*\* Trademark of A Better Chance (Educational Technologies)

## A Better Chance (Educational Technologies)

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### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://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 . \*

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### Founding Story

A Better Chance is an Australian company operating under the umbrella company, Educational Technologies Limited. A Better Chance has been in the publishing industry for over 45 years, with the launch of Time Life Books in the 1960s. Time Life Books offered consumers photojournalism work during World War II.

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Time Life Books began publishing children's books in 1986 with the first book being *A Child's First Library of Learning*, which has sold over 26 million copies in 23 languages and in 45 countries.

### Impact on the Industry

NA

### Discussion of Products

A Better Chance sells books, music videos and multi-media learning products for children under the Time Life brand. The products are designed to spark children's learning, increase intelligence and to help them achieve

their full potential. Products are developed in Hong Kong and distributed to over 20 countries and in nine different languages.

### **Discussion of Opportunity**

A Better Chance offers distributorships and sub-distributorships ([www.mlmllegal.com](http://www.mlmllegal.com)). Prospective distributors must have some experience in children's education as well as direct sales. This opportunity is only available to those locating in a country without an existing distributor. In order to apply for sub-distributorship, there must be a distributor in the prospective distributor's country but no sales office. This position requires experience in sales and managing a sales team.

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

A Better Chance operates in Australia, Bahrain, Brunei, China, Egypt, Hong Kong, India, Indonesia, Japan, Kuwait, Malaysia, Oman, Pakistan, Philippines, Qatar, Kingdom of Saudi Arabia, Singapore, South Korea, Sri Lanka, Taiwan, ([www.mlmllegal.com](http://www.mlmllegal.com)) Thailand, United Arab Emirates, among others.

Company Website: <http://www.abetterchance.com.au/home.htm> and <http://www.etlhomelearning.com/main/en/index.asp>

*\*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](http://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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