

## Country Bunny Fact Sheet

[www.countrybunnybathandbody.com](http://www.countrybunnybathandbody.com)

Country Bunny Bath and Body was started in 1999 by Nancy Bogart, a stay at home mom who began experimenting with recipes in her kitchen for homemade soaps and lotions to sell at craft fairs. They were a hit and as the demand for these wonderful products grew, she started Country Bunny as a direct sales company designed to help women earn income by selling these products while growing their own home-based businesses and helping other women do the same.

### What do you need to do to be successful?

Just 2 things: Sell the product (Person to Person, Spa Shows, Craft Fairs, Online Web store, Direct Mail and Telephone Orders) and help other women do the same.

### What's in it for you?

- Build your business nationally with your online web store!
- High quality products that will keep your customers coming back for more!
- Immediate income and long term residual income with unlimited bonuses!
- Be in control of your business by determining your schedule and setting your goals.
- Receive training and the support of your team and the home office staff.
- Earn 15% commission on all of your sales.
- Start building a team and earn 8% of the sales of each and every one of your sponsors.
- Earn a Quick Start I Bonus of \$100 when you sell your first \$300 in products within 60 days.
- Earn a Quick Start II Bonus every time you help your new Representative sell \$300 in 60 days.
- Promote yourself to Managing Representative and start earning High Achiever Bonuses!

### How do you get started?

Sign up for the Management Services Program for \$179.00 which includes:

- Corporate Support Services (toll-free telephone number to answer any questions, concerns...)
- E-commerce Online Web store for 1 year including email- customers can order from you online and have their product delivered to them. (optional internet renewal yearly for online access)
- Access to the Bunny Mart rep area where you can get important information about your business
- Business Presentation Manual
- Monthly Commission Reports and Monthly Downline Reports
- Starter set of Catalogs, Order Forms and Business Cards
- Retail Products sample kit (includes- 1 Lotion Bar, 1 Salt Scrub, 1 Lip Cube, 1 Fizzing Bath Bomb, 1 Body Silk Spray Lotion, 1 Scrunchie, 1 Bunny Soap Saver, 1 Satin Shea Body Butter, 1 Oatmeal, Milk and Honey Soap, 10 Lotion Bar Samples, 1 Country Bunny Tote Bag, 1 Business Presentation Audio Tape, 1 Training Video)

### Our Bunnies Are Multiplying!

If you think you'd like to join our rapidly growing team of Representatives to earn unlimited income on a flexible schedule by offering our unique products and this awesome opportunity to others, then contact me today or you can sign up right online (just enter my rep ID# \_\_\_\_\_)! I would love to have you on my team and want you to know that I am available to give you the support you need to make your Country Bunny business a success!

## Part II- More details...

As a Rep- you only need to have \$300 in sales in 6 months to remain active (yep- that's Six months to sell \$300 in product). But in order to collect the 8% profit on your sponsors you need to have \$300 in sales in the month that you want to earn that profit. So if you want to earn it every month- then you need to sell \$300 every month- but if you can't for whatever reason... Nothing happens- you don't lose your leadership or your downline or your status- you just don't get the Downline profit and you try again next month! It's a no-pressure set up! Nancy wanted to make sure that our reps didn't feel pressured by "upline" to "SELL". Of course she wants everyone to succeed, but your priorities- whatever they may be- family, health, faith, education, vacation- anything... that comes first! You should not have to lose your status just because you were sick or suffered a loss, or moved or had a baby or anything! Life happens- that's why we get 6 months to sell \$300 to keep our account open.

There's a bit more about promoting out to a Managing Representative- you need 12 sponsors- but only 3 need to be personally sponsored by you and you can promote and earn High Achiever bonuses on all new recruits and qualify for 3rd and 4th level commissions on your downline. Beyond that you can promote to Executive Rep and National Rep for additional bonuses- but more about that later... The unique part of this opportunity is that even if all 12 of your sponsors quit- you don't "lose" your title or leadership or anything. You just keep sponsoring!

At this point- there is no Rep discount on products but you do get paid your 15% commission on any product you buy except sales tools ( such as bags, catalogs etc.) and these sales do count for contests and incentives. Catalogs are .22 cents each and Invitation Post Cards are .10 cents each and you can buy as many or as few as you want or need (1 or 1000- there are no minimums!) Other sales tools include Sample Jars, Lotion bar Samples, Sponsoring Tapes, Logo T-shirts, pens, calculators and even a Logo Watch! You can order these items through your Bunny Mart and most orders are processed within 24 hours and shipped out via UPS Ground (takes 3-6 days)! The shipping rates are the same for all orders- any order under \$49.95 pays \$4.95 shipping, orders \$50-\$100 pay 10% shipping, orders \$100-\$200 pay 8% shipping and orders over \$200 pay only 5% shipping... Show orders can be shipped to either You OR the Hostess- which ever you prefer!! Individual customers even have the option of having the product shipped directly to them if they are willing to pay the shipping fee! At this time- bags are not provided with the orders (like they are with PL) but you can leave some bags and stickers with the hostess when you close the show once you know how many guests have ordered.

The Hostess plan is very simple- 10% free products on shows over \$100 (for both Spa Shows and book shows.) Free shipping for the hostess' free products and additional gifts on shows over \$200 and \$300 in sales. There are no booking gifts or hostess specials at this time (but again- its a new company and that may change.) You can call home office yourself and ask questions, get problems solved, place orders if your computer is down... anything... And I can personally testify to the help, attention and support they give to their reps...

### Part III- THE CHALLENGE

Perhaps you are thinking you don't like the sound of a start up fee...

If we put aside for a moment that you'd get your Quick Start-1 Bonus of \$100 back within 1 week- Remember that you are getting a full service Management team at the home office... They process orders generally within 24 hours and provide Corporate support services and excellent customer service for you and your customers. They do provide you with your own online webstore that accepts credit cards and ships product directly to customers- a major convenience (that's not free). They keep track of all your activity and downline reports... Its like being a store owner and having a store manager to keep track of the paperwork and details... I think the start up fee is sort of like putting down a deposit on the start-up of a business- and when you succeed at your business by meeting the \$300 in sales- you get your "deposit" back... but if you don't - it recovers the cost to the company for sending you the kit and setting you up with the online Bunny Mart...

Regarding the optional yearly internet service renewal fee (\$144- a tax deductible business expense)- this is an optional service after your first year! It is not mandatory to keep your online access in order to be an active rep! But after your first year you can evaluate and decide for yourself whether your online access is worth the fee. If your online webstore is not generating the kind of business you expected (or you don't have a computer!) you do not have to renew. You can always mail in or even call in orders on the toll free line- and your customers can order by phone as well with your name or Rep ID#. However, you receive a wealth of information and training through your "Bunny Mart" access, including newsletters, training, activity and downline reports plus the convenience of online ordering. Consider it like pre-paying just \$12 a month for your website. And this is it- the whole plan for Country Bunny Success! It really is a very simple business!

#### Here's a CHALLENGE... Test The Waters!

Perhaps you are not sure if you want to invest in this business opportunity... If you wanted to "experiment" to see what kind of response and interest you'd get from people about Country Bunny, and you'd like to just get test the waters and see if this is a product people will like and buy, without "risking" the start-up fee - then I invite you to host a Book Show!!

If you decide to sign up on my team, I will be happy to provide you with catalogs and samples to pass around to start collecting orders... and you could just "try it out"- Set yourself a goal of getting the \$300 needed to earn the Quick Start 1 Bonus- and if you do- then I will give the show back to you! (Like turning a show into the Starter Show!) You will get Your \$100 Quick Start 1 Bonus, plus your 15% commission on the show, which should be at least \$45, and you'll get the 10% hostess credit, which will be at least \$30 in free product, in addition to the product samples that come in your kit (valued at over \$75), plus your online webstore and all the Management Services provided by Country Bunny! Welcome to the Team!

If you decide you don't want to become a Rep, then as a Hostess you'll get 10% in wonderful free products for yourself from your book show sales- (with at least \$100 in orders) and I'll have the products shipped to you! I hope I've gained a new Hostess! (I need Hostesses on my Team too!)

Are you ready to take the Challenge? Please feel free to contact me if I can answer any more questions and I can always give you a call and we can chat in person!

Stay in touch...