

Become a Wall Words Consultant!

WALL
WORDS
Decorate with Words



Would you like an opportunity to get in on the ground floor and make your stamp on the company you are helping to develop?

~ Build your own business
or enhance your
current income

~ Get rewarded for your
sales

~ Independent
recognition and
personal satisfaction

~ Create your own
schedule

~ Share a unique product
with friends, family,
co-workers

~ Ongoing support from
Wall Words

~ Have fun while you
work!

Does the idea of a fun, creative, personalized business, and no-limits earning appeal to you?

Let me introduce myself, my name is Carrol Caldwell. I started Wall Words in 1997. Since then, we've grown from our original selection of 30 quotes in three colors and two font choices advertised on a postcard, to a 48-page color catalog with over 2000 quotes in 38 colors and 54 font choices. This last year we added digital printing of banners and wall graphics. We've appeared on QVC, TLC, the Kitty Bartholomew's show, "At Home on HGTV", "Mission Organization" also on HGTV, "I Want That" on HGTV and "Paint, Paint, Paint" on PBS.

We've also had articles written about us in many major newspapers, websites and magazines across the country. Wall Words lets anyone personalize their home or office in just minutes, and the look and appeal are spreading. You don't have to be an ultra-creative person with lots of crafting experience. Our customers are:

- Today's women who want to do something special to their homes but don't have a lot of time.
- Schools and Churches: Posting a positive, encouraging message helps reinforce it daily.
- Medical offices: It's always nice to read something while you're in the waiting or exam room.
- Local businesses - Places you frequent every day.

Background

As an artist and graphic designer, I've always been an advocate of personalizing the home. But decorating projects are time consuming! When my children were babies I stayed home with them, and occasionally tried to find art projects that satisfied my creativity. At that time, super graphics were popular. I sketched out some thoughts for large murals and started painting a series of giant sunbursts throughout my home and backyard wall. One mural I named, "Eight Months of Nap Times." In the seven years we lived in the house I never finished the sunbursts in the backyard. When the new owners moved in, one of the first things they did was to paint over all the murals. Heartbreaking, yes, but it was no longer my home and canvas.

As life goes on, I find that I can put off big refinishing and redecorating projects for years. My life has become so busy and hectic that when faced with any task that takes more than an hour, I'll sit down to think about it for a half hour, or just put the project off forever.

We're all busy, but who wouldn't be interested in a beautiful, unique, quick and easy way to personalize our homes, schools, churches and businesses? You don't have to be Martha Stewart — we're all looking for time-saving ways to enrich our lives.

Who's Who: What You Need to Know

Wall Words Consultants are people who have evaluated the Wall Words Consultant Program and decided to join the Wall Words family.

Customers are the people who buy Wall Words products from our Consultants. One of your best sources for building a customer base is a group of people you already know, including family, friends, neighbors, co-workers and acquaintances.

Like any other venture, your Wall Words business needs frequent attention and activity to grow. Whatever your goals, you control how quickly or how slowly you build your business.

If you have any additional questions about our business opportunity, please feel free to call our office toll free at (888) 422-6685 and ask for Jackie.

Here's What We Can Offer You

Business Opportunity

The Wall Words Consultant Program offers Consultants several benefits. Some are financial,

"I've been selling for Wall Words since 2004, and the Consultant community has been extremely helpful for me in answering questions, offering suggestions and becoming my friends. The Wall Words office staff is one of the best in the business. They are always there for me to answer a question, resolve an issue or offer advice. Who wouldn't want to be a part of this fun and exciting organization?"

Consultant Julie Wallace,
Amelia, OH

"WALL WORDS is a great product! I'm always so proud when I present a home show and the installed quote looks so beautiful...and... the home show hostess tells all her guests how easy it was to install."

Consultant Karen Farrell-Skirha,
Vandalia, OH

"I have enjoyed Wall Words in my home since 2000. I was lucky enough to come across one of the first catalogs and have been addicted to the product ever since. I installed Wall Words in my office and soon after was asked to decorate our Oncology Center. I became a Consultant in 2005 due to the many requests and interests in the product. The quality of Wall Words is incomparable to anything else out there and the staff goes above and beyond to help guide the Consultants. I personally have found a second family. The product simply make people happy, young and old, who can ask for more."

Consultant Barbara Belligio,
Schererville, IN

others are intangible, such as career satisfaction and enjoyment, peer recognition, pride in achievement, and the esteem of growing your own business.

Low Risk

We have no inventory requirement, which ensures low risk when starting your Wall Words business. Our satisfaction guarantee is a measure of confidence in the quality and value of Wall Words products and is one more way we support the Wall Words Consultant Program.

Performance-based Rewards

Wall Words is a performance-based business that rewards people in proportion to their efforts. The bigger the personal financial goal, the more time and effort a Consultant will need to put into growing his or her business.



With a Wall Words business, a Consultant can work as much or as little as he or she likes. The rewards are based directly on the Consultant's accomplishments.

Flexibility

Goals and rewards are as different as every individual. You have the flexibility of working part time while keeping a full-time job or building your Wall Words business into a full-time career. You decide the amount of time you invest.

Corporate Support

We are not a multi-level marketing company, so anyone starting a Wall Words business begins at the same level. We will, however, reward any Consultant with \$100 of free product for referring anyone who signs up to be a Consultant. Also, you aren't limited to a territory. You can literally sell all over the United States and the world!

You will be listed on our wallwords.com website and wallwordsconsultants.com as a Consultant, with your phone number and email for those customers that wish to have more personalized service while ordering Wall Words, to schedule a home party or for help installing Wall Words.

Frequently Asked Questions

Is it expensive to start a Wall Words business?

No. The low initial startup cost of the Wall Words Consultant Kit makes this business accessible to virtually everyone. We accept all major credit cards.

How do Consultants earn income?

Consultants earn a 25% profit on the retail value of the Wall Words they sell. They also earn 10% of a sale when a customer orders directly from Wall Words and mentions a Consultant's name. Selling Wall Words to retail stores for the purpose of re-selling is not permitted under the Wall Words Consultant Program.

Wall Words Home Parties

The Wall Words Consultant Program is the foundation of a Wall Words Consultant's business. Wall Words home parties are the ideal place to sell products, develop a customer base, demonstrate how easy the words are to install and how great they look in your home, office, everywhere! You may choose to sell Wall Words on an individual basis, rather than through a home party. Either way is great, whatever is most comfortable for you!

How does a person become a Wall Words Consultant?

Fill out the Consultant Agreement that comes with your information packet or download the form from our website. Return the form to us, and include a credit card number to charge or check for \$350 for Consultants in the United States. For international Consultants, the cost is \$350 plus shipping fees and payment *must* be made in US dollars by credit card.

How does the Consultant handle customer orders?

There are 2 part order forms for order taking purposes. One copy is for the customer, and one for the Consultant. After a home show or individual order, the Consultant will submit the orders to the corporate office using the on-line order system designed for Consultants. The Consultant will collect payment from the customers. The corporate office processes the credit card orders for you. For cash or check payments, the Consultant will use a credit card to cover the cost of the order. Commission checks are issued monthly.

At a home party in the USA, each customer is charged \$3.00 for shipping and the product will be shipped to the Consultant or hostess to distribute. Consultants from Canada charge their customers \$10.00 for the first quote and \$1 for each additional quote and the orders are direct shipped to the customer. International orders are \$12/first quote, and \$1.50 for each additional quote and are also direct shipped to the customer. Please allow 2 weeks for USA orders and 14 - 21 days for international orders. International orders are subject to customs delays and duties. For USA orders, additional shipping services are also available.

"I began working at Wall Words in 2005, and I've seen the Consultant program grow and expand. I love working with the Consultants, helping them grow their business and assisting them with their ideas. Wall Words Consultants are very special people, very intelligent, caring and dynamic!"

Jackie Young, Wall Words
Corporate office in Tustin, CA

At Wall Words, we have drawers full of letters and emails as well as numerous phone calls telling us how people love Wall Words. No one can believe how easy it is to apply Wall Words and how quickly they have them up after receiving them. This is one of the reasons we feel the Wall Word home parties have such a great chance of success. You will be able to show others how quick and easy it is to use Wall Words while being an independent business, having fun and making your own money. Work at your own pace to create the kind of business you want. We can suggest an agenda for your home party, but you will have the final decision on what is appropriate for the group you're hosting.

Not the home party type? Great! You can market Wall Words to businesses and individuals at your convenience, to fit your lifestyle. We want you to be a success as a Wall Words Consultant, and that means promoting your business in the way you like to do business.



How much of a discount does the hostess of a home party get?

With a minimum of 5 guests, she will receive any item in our catalog that has a value of \$29.95. With a minimum of 5 orders, the gift is upgraded to any item in our catalog that has a value of \$39.95. In addition, if she has a home show with total sales of up to \$149.99, she would get 10% off her order. With \$150.00 to \$199.99, she would receive 15% off. From \$200.00 to \$499.99 20%, \$500.00 to \$799.99 25% and \$800 and up 30% off. With each home party booked, the hostess will receive a FREE Fancy End of her choice or \$10 towards her order. Wall Words provides all hostess gifts.

Are Wall Words Consultants employees of the company?

No. Wall Words Consultants are independent business owners.

As a Consultant, will I need insurance?

Verify your coverage with your existing homeowner's policy, or check with your local insurance agent to be sure you have the proper coverage.

Are Consultants required to make minimum purchases?

No! Wall Words Consultants are not required to make any minimum or ongoing purchases. However, if you are inactive for one year, you will be removed from the Consultant list. To become a Consultant again, you will have to reactivate your membership at current cost. Your membership is good for one year.

Does Wall Words have any influence over a Consultant's business?

To become a Wall Words Consultant, an individual must sign an agreement to abide by Wall Words Rules of Conduct. Each year, the Consultant voluntarily renews that promise when he or she renews his or her Wall Words business (\$19 a year). If the Consultant has been inactive for over a year, they will be removed from the Wall Words roster. We promote ethical direct selling principles and provide practical procedures for all Consultants to observe in operating their Wall Words business. Our Rules of Conduct mandate certain business practices. Wall Words has the right to enforce these Rules through its contract with its Consultants — up to and including terminating that contract.

Does Wall Words really give people more free time, or does it require a lot of time to succeed?

As with any business, it takes hard work to succeed in the Wall Words business, and that requires time and commitment, especially in the beginning stages. But this business does offer flexibility. Unlike most conventional jobs, Wall Words Consultants can work at home, when they want, at their own pace, on their own schedule, according to the goals they have set for themselves. This flexibility is one important reason why the Consultant program appeals to so many people.

How much does the average Wall Words Consultant earn?

Because Wall Words Consultants run their own businesses, determine their own expenses, and aren't required to report their earnings to us, an average income cannot be determined. Rather it is based on the individual level of input and activity in the growing of the business.

How many products does Wall Words offer?

Wall Words offers more than 2000 quotes and phrases, wall decor items like trees and animals, as well as Wall Family™ vinyl photos and digitally printed decorative banners. Visit our website and see!

Who makes Wall Words products?

Wall Words products are created by the Wall Words Production Team at the corporate office in Tustin, California.

Is Wall Words publicly or privately held?

Wall Words Corporation is privately held 100% by Carrol Caldwell.

When was Wall Words founded?

Wall Words was founded in 1997 by Carrol Caldwell in Tustin, CA.

If orders are shipped directly to customers:

United States: Home show orders are \$3/each person. To direct ship an order, the cost is \$6.25 shipping for the first quote and .50 cents for each additional quote up to \$100.

Shipped First Class with delivery confirmation. Allow 10 - 14 days for your order to be made and shipped. Other shipping options are available to USA orders.

Canada/Mexico

\$10.00 for 1st item \$1.00 for each additional item.

Rest of the world.

\$12.00 for 1st item \$1.50 for each additional item.

"I ordered Wall Words before I even thought about becoming a Consultant. As I went online to look for my second quote to purchase, I just fell more in love with the idea of Wall Words that I decided to look into becoming a Consultant! Being a Consultant allows me to use my creativity to help people create their own unique set of words to put on their walls! I love helping people find a quote or words that fits them and their home. The possibilities are endless as far as how you can use Wall Words. I attended a Wall Words conference in my first year of being a Consultant - I was able to meet Carrol and Jackie who are a wonderful team to work with - not to mention the other fabulous Consultants who attended! I think this is a great company with a fabulous, positive product that anyone can enjoy."
Consultant Jen Boodt,
Spring Lake, MI



What about support or training?

We began the Wall Words Consultant Program in 2001. All Consultants should feel comfortable calling the main office directly anytime at (714) 832-6685 or toll free (888) 422-6685 for any questions or assistance on Wall Words products or marketing. We have had several Consultant Conferences since the inception of the program at various locations across the country to promote training, knowledge and support. The next Consultant Conference will be held in 2009 at the corporate office in Tustin, CA.

Getting Started

Begin by signing up as a Wall Words Consultant, and then you will receive your Consultant Kit! The kit includes some of our best-selling products for you to demonstrate at your home shows, step-by-step training materials that show you how to get started, professional business supplies, including catalogs, invitations and order forms. This Consultant Kit, containing more than \$650 worth of Wall Words

products, plus training materials and

supplies, is yours for only \$350 (USA) or \$350 plus shipping for international Consultants! We believe you'll quickly recoup this investment when you hold your first few home parties. Your knowledge of the easy installation process and the approximate time investment gives you an extra selling opportunity to offer installation services to your customers, and you can set your own price. The money earned for installations goes directly to you!

Consultant Kit contents include:

- Complete set of color vinyl samples
- Custom made wooden demonstration board
- 25 sample words to demonstrate application
- 100 customer order forms
- 100 Consultant order forms
- 100 instructions sheets
- 100 catalogs
- 20 burnishers
- 5 sample quotes
- 5 decorative end samples
- 200 postcard invitations for your home shows
- DVD of PBS Show "Paint, Paint, Paint"
- CD of photos, training information and more
- 3 posters of fonts

We will be updating the contents of this kit as we get input and great ideas from our Consultants. Your feedback is important to us!

You may also choose to order:

Special Quote Kit of our Best Sellers

Top 24 quotes - our 8 best sellers (3 each), for the wholesale price of \$360, ready to sell at your home parties.

We also have Wall Words business cards available to order with your name, telephone number, email address, web address and contact address.

More Information

We process credit cards for you. If you live in California, charge sales tax. Orders from other states are exempt from California sales tax. If a customer orders from us directly and mentions your name, we will give you 10% of his or her order net payment.

Encourage your customers to contact you. You're their expert on Wall Words. Help them decide on font, color and size. The wallwordsconsultants.com website allows you to preview your standard or custom quote and give you the length of your quote as well. In addition, some of your clients won't want to install the quotes themselves.

Ready to start?

Fill out the enclosed form, include a check or credit card number to cover your Consultant Kit, and send both to us today. You should receive your Consultant Kit in approximately two weeks—at which point you're ready to start selling.

Welcome to Wall Words!!