



The EcoQuest Umbrella


Let your own interests and skills determine your focus...



Our company's Business Owners (Dealers) work under the umbrella of our parent organization, EcoQuest International, Inc. EcoQuest's responsibilities include product development, manufacturing, marketing, and sales administration in North America and overseas.

The EcoQuest theme is Healthy Living Products, and that begins with our cornerstone line of electronic indoor air purifiers. Most of our success and fame have come from this category. In fact, over \$700 million in commissions and bonuses have been earned by EcoQuest Business Owners. Both in market penetration and scientific innovation, EcoQuest is the world leader in indoor air purification.




Within air purification, home purifiers  have been our mainstay. Residential and small business customers use Fresh Air (primary home unit), DuctwoRx (for heating and A/C systems), ecobox (secondary home unit, mobile homes), Refresh (refrigerator unit), Fresh Air To Go (small, portable, for cars, boats, hotel rooms), PHX (room unit) and Focus (closets, bathrooms, litter boxes).

EcoQuest first opened its umbrella by adding water purification products. We provide safe, good-tasting water to homes and offices. This product line stands as a natural companion to our air products. Customers can make better, more delicious water at home than they can buy in bottles. With a single decision, they gain a feeling of safety and spend substantially less money!

Another part of our residential line is LaundryPure. Using the identical Space Age UV technology that has been proven in our air products, LaundryPure processes city or well water at the point of entry into a washing machine, making it possible to wash clothes and linens in cold water without detergent. As a pollution-saver/allergen-eliminator (no detergent), landfill-saver (fewer containers), and energy-saver (no hot water), we deliver environmental significance and convenience.



To better fit the needs of large corporate customers, our commercial division  operates as activTek Environmental. ActivTek serves hospitals, the hotel industry, warehousing, cruise ships, restaurants and all other large markets. The top-selling commercial products are in-duct purifiers for controlling mold, bacteria, viruses, and

odors. Only 1 in 500 of our dealers will make a serious push into commercial markets. For the person with that inclination and aptitude, it could be worth thousands or even millions of dollars.

When the subject of nutrition 🍎 comes up, some people ask: How do nutritional supplements fit with air and water purification? The answer is quite natural. From the standpoint of survival, air is the most essential part of healthy living. We can't live for more than a few minutes without it. Water is next. Humans can only live a few days without water. Nutrition is next. Humans need it daily or nearly so. So Infinity2, enzyme-based supplements are an integral part of our system.

For several years after EcoQuest acquired the Infinity2 nutrition company, we continued to present ourselves as an air purification company—which was very consistent with our history and reputation. But changes were beginning to show. A separate incentive plan was created to support the nutritional side of EcoQuest. Nutrition training calls were offered six mornings each week. And a higher emphasis was placed on authorized, automatic product orders called Autoshipments. The Infinity2 side of EcoQuest grew to 14% of the company's sales.

In 2007, EcoQuest took stock of its expanded profile 🏠🍎💰📱🌍⚡ and restructured its management plan. Although air purification is by far the biggest division, several branches of EcoQuest now have their own distinct status. Under one umbrella, we offer exciting options in the areas of air, water, nutrition, energy, and opportunity. Yes, the EcoQuest business program is a division in and of itself.



Network Marketing—also called multilevel marketing or MLM—has existed for more than 50 years. When the products are right, it's an excellent marketing system. Thousands of companies have entered this sometimes volatile industry and only a few have stood the test of time. EcoQuest is distinguished from the other enduring network marketing companies in several notable ways.

1. EcoQuest has consistently offered unique and distinguished products. We hold many patents and are open to any new Healthy Living Idea that will keep us in a position of leadership.
2. EcoQuest offers a profitable selling opportunity (in our Residential, International, Energy, and Commercial Divisions) through which some EQ Business Owners (including brand new Dealers) have earned executive-sized incomes.
3. EcoQuest offers more choices than any other networking company has ever offered. Under one umbrella, people who join this company can work with one division that suits them or with several divisions. All EcoQuest participants can recruit others into any of the divisions.
4. EcoQuest offers financing options for candidates who want to work with us in a serious way. The degree to which EcoQuest has helped serious participants go into business has never been matched in this industry.
5. EcoQuest has been willing to expand and change to keep its dealer opportunity fresh and in tune with the times. A newcomer can make part

time money or career money in five different divisions...and the option to operate under the whole umbrella is always open.

Chippynews.com offers a business model (with an income potential pro forma) that shows how two of the divisions interrelate. There could be other models, of course, but this one is based on the assumption that a newcomer (let's say it is a woman) joins EcoQuest through the nutrition products. She buys a Business Owner Kit for \$25 and a Wellness Business Pack for \$750. Then she sets up a Triple-A order (Automatic, Authorized, Autoship) and displays her products in a small area we call a Mini Office. She begins telling the EcoQuest story with a focus on the nutrition products and recruits four new Triple-A users per month.

The result of recruiting at the 4-per-month pace for one year is shown. With a modest amount of network growth, a \$5,371.20 monthly income is produced through nutrition orders! The model goes on to show the boost in income that would result from having only one-tenth of the 308 people working as technology dealers. An additional \$4,800 per month is earned. Added together, the two components come to \$10,171.20, counting bonuses and car credit.

Success Example...



Master Managers Kristin & Bob MacPherson (photo from their early EQ days) have earned monthly checks as high as \$16,000. Kristin started the business and focused on indoor air products. She was a seller, not a network builder. Thus, her career represents a different career path from the one shown above. But after two years she turned to networking. Technology products are still her strongest division, but 20% of Kristin's check now comes from orders people place for nutritional products. To put it in the modern vernacular, that's sweet! Before EcoQuest, Kristin owned a small commercial cleaning business. Bob worked in the computer industry, but he has since joined Kristin as a full-time EcoQuester.

The Business Opportunity and the Flexibility of EcoQuest

The Umbrella System encourages growth in all divisions. A lady could join EcoQuest because she has a background in Avon or Mary Kay. With our company, she can sell air purifiers and make additional money without involving herself with all the other products or with networking. A promoter of the nutrition products might stumble upon an air conditioning man who will make DuctwoRx his focus. A specialist with activTek (Commercial division) might sign up an electrician who works only with the PowerwoRx product line.

Many new recruits are attracted to EcoQuest because they want to make money. Historically, their first interest used to be Fresh Air, our best-selling product. That still might be the case for many people. However, the Consumables Line is an equally exciting entry point.

We enthusiastically welcome the 1 in 500 who is appropriately qualified to work in the commercial field. We open our arms to salespeople who want to call on small businesses. We love to enroll people who have the skills needed to work trade shows. We welcome nutrition specialists, plumbers, HVAC people, electricians, carpet cleaners, and the man or woman with International connections. If you study a cross section of our field force, the most typical EcoQuester is what we refer to as a Casual Dealer.

He or she uses and loves our products, makes small numbers of sales, occasionally recruits a friend, and is always open to the possibility of getting lucky and landing a big deal. Given the versatility of our program, that sometimes happens!

The goal of EcoQuest is to be the right company for many types of people. We want our Dealers (interchangeably referred to as EcoQuest Business Owners) to think of this company as a support system for their own individual goals. An umbrella is about coverage! The EcoQuest opportunity offers the best coverage and the most options in the history of home business.

**Work with the products that suit you...
but promote the whole umbrella!**

Join us when you can (all times shown are Eastern time zone)...

- | | |
|-------------------|--|
| 9:30 AM | Nutrition Calls, six mornings each week |
| 11:00 AM | Consumables Recruiting Calls, six mornings each week |
| 10:00 PM | Overview Calls, a program called Lifeline, Mon - Fri |
| 12:00 Noon | Lifeline Call, Sat only |

Conference Line 641-594-7500; Code 546009#

These calls allow prospective EcoQuesters to learn about us and get a sense of how we operate, while remaining totally anonymous. Just dial in and listen! The calls provide information, exposure to successful EcoQuest people, and an ongoing support system. Come on in out of the rain!