



Source of Success

August 2022

A Marketing Minute From Multipure

We're at the tail end of summer, which means for most of the country it's at least another month of long days and blistering heat. Keep yourselves and your customers healthy by staying cool and hydrated with Multipure water.

We have some exciting news this month – Multipure will be featured on Designing Spaces (<https://www.designingspaces.tv/>), the award-winning home-improvement show on the Lifetime network! In our featured segment, Designing Spaces will highlight one family's quest for better water for their home and family, leading to their decision to install a Multipure system at their kitchen sink. Keep an eye out for us on Designing Spaces on August 24th at 7:30 a.m. Eastern/Pacific Time, and spread the word!

In other news, Emergency Preparedness Month is coming up in September, which makes this a great time to present our "Be Prepared" promotion to your customers and help them request a free WET System with their purchase of a Multipure drinking water system. It's never too early to protect your home and family from unforeseen water emergencies, and all through August and September, you can ensure that happens with this promotion. Refresh yourself on the details of the Be Prepared promotion at www.multipure.com/promo.

If you haven't done so yet, make sure to familiarize yourself with our Automatic Coupon Links. These links make it much easier for you to share Multipure's products and webpages with others while automatically associating your Builder ID number and 5% Discount Code to any purchases at the same time.

This month – August – is the last print edition of the Source of Success newsletter. Although the print SoS is going away (the online edition will continue to be posted on our website under Business Resources), we're introducing a separate, customer-centric email newsletter to customers who opt-in to our mailing list when they register on our website. The customer newsletter will be a great way to keep people informed about our promotions, blog articles, and handy tips for their water, home, and family.

Remember to stay safe, stay hydrated, and talk to people about cleaner water through Multipure. For Life. For You.

Dedicated to Your Success.

Kenton Jones • Vice President of Marketing

This Is The Last Month For The Print Edition Of The SOS

The print edition of Multipure's Source of Success will be ending this month, rendering the email/online version of the Source of Success as the only edition of this newsletter. Our online newsletter is posted each month under Builder Resources on our website, and past issues can be viewed once you click on the latest issue. To ensure you don't miss out on any upcoming news, updates, promotions, and contests, please make sure that you are subscribed to the online Source of Success by performing the following steps:

1. Visit www.multipure.com/multipure-business-opportunity/builder-resources
2. Click Source of Success
3. Click Subscribe in the upper left of the page
4. Fill out your information, then click Subscribe.

Multipure Social Media

Looking to jumpstart your business? A strong social media presence is a great way to increase your visibility and accessibility as a Multipure Builder. If you haven't set up your social media accounts yet, we highly advise it, because it takes just a few minutes to set up, and allows you to reach a wide-ranging online audience. Our blogs and social media posts are a great way to increase your knowledge and touch base with some of the happenings at Multipure. Some of our recent blogs and social media posts include:

- Facts about Forever Chemicals
- 15 Reasons to Drink More Water

Make sure to Like and Follow Multipure's social media accounts to keep up to date with news from HQ, increase your knowledge, and interact with others. We love it when people share our posts and comment with their own thoughts and ideas!

www.facebook.com/multipure, Instagram, - www.instagram.com/multipure, TikTok - www.tiktok.com/@multipureofficial/, YouTube - www.youtube.com/user/MultiPure4U

Be Prepared With A Free WET System

Through September 30, 2022, you can request a FREE Water Emergency Treatment (WET) System when you purchase a Multipure drinking water system – an \$85 value! With a WET System, you can make almost any water source safe for consumption, protecting your home and family when unforeseen emergencies happen. For full details, please visit www.multipure.com/promo.

*The free Promotional Item is only available to the end user, and is not available to Builders who retain stock/inventory. Builders operating their own website or storefront cannot redeem the free Promotional Item unless the Promotional Item is to be delivered to the eligible end user.



Promo Code: SA912PROMO
\$24 Shipping



Congratulations To Multipure-Sponsored Karate Athlete Trinity Allen

Trinity Allen, a Multipure-sponsored Las Vegas native and USA Karate athlete, won the Bronze Medal in 55kg Kumite at the 2022 World Games in Birmingham, Alabama. After going undefeated in the preliminary rounds, Trinity lost in the semifinals before winning the third-place match in the finals.

For the full story, please visit www.prweb.com/releases/2022/07/prweb18785718.htm.

Set Up Your Automatic Coupon Links

Ensure you get credit for your sales by using Automatic Coupon Links. An Automatic Coupon Link is a webpage link you create that automatically adds your Builder ID and Discount Code (if you have registered for your Builder Discount Code) to any of the Multipure pages visited or Multipure purchases made through that link. When you send an Automatic Coupon Link to a customer, and they click that link and make a Multipure product purchase, two significant benefits occur:

1. The customer automatically receives the 5% Builder Discount on their purchase of a drinking water system, Bath & Garden product, or replacement filter cartridge, because your Builder Discount Code is automatically applied to that purchase during the checkout process.
2. You automatically receive credit for the order in accordance with Multipure's Terms & Conditions, because your Builder ID is automatically assigned to this online sale at checkout.

IMPORTANT: The Builder must specify and make it clear that they are a Multipure Independent Builder wherever these links are used.

To set up your Automatic Coupon Links, visit www.multipure.com/content/mp-auto-coupon-link.pdf and simply follow the instructions. These links are specific to each Builder, because they use your unique Builder ID number.

NOTE: The Builder must have a registered Builder Discount Code for the Automatic Coupon Link to work. Builders who signed up prior to April 1, 2022, must register for their Discount Code at www.multipure.com/multipure-business-opportunity/builder-resources/builder-discount-registration. Builders who signed up after April 1, 2022, were automatically registered for their Discount Code.

Notable Dates

August 4, 2020 – Coast Guard Day: Commemorating the founding of the Revenue Marine on August 4, 1790, by then-Secretary of the Treasury Alexander Hamilton. The Revenue Marine became the U.S. Coast Guard in 1915.

August 26, 2020 – Women's Equality Day: Commemorating the adoption of the 19th Amendment to the U.S. Constitution in 1920, giving women the right to vote.

Direct Deposit Saves You Time & Money

When you set up Direct Deposit, your commissions are automatically deposited to your bank account. This means you don't have to wait for the mail and don't need to take a trip to the bank. Even better, when you set up direct deposit, you bypass the processing fee associated with mailed commission checks. Direct deposit registration is quick and easy – simply visit www.multipure.com/mp-direct-deposit/. **NOTE:** Direct Deposit is not available in Canada.

A Multipure Builder Webpage Can Power Up Your Business Identity

When you purchase and subscribe to a personal Multipure Builder Webpage, you help customers see your Builder Business as a business, and not a hobby. It helps establish your Builder Business identity, especially when added to your business cards, email signatures, and other business materials. Best yet, when a customer uses your Builder Webpage to purchase Multipure products, your Builder ID and Coupon Code are automatically applied during the checkout process! You can subscribe to your Builder Webpage at www.multipure.com/basic-web-no-email/.

Regarding The Warranty On Drinking Water System Parts

Customers with issues regarding specific parts on their drinking water system should be instructed by Builders to contact Multipure directly. Multipure will send the necessary part to the customer, and this establishes a record of the issue and the replacement part resolution. Builders should not sell parts from their stock, as this prevents this record from being established.

Multipure
Motivation

"Potential is like a summer crop. If it don't rain, it don't grow."

- Charles Oakley

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