



Source of Success

March 2022

A Marketing Minute from Multipure

Spring. A time for rebirth and renewal, and the perfect time to refresh, refocus, and recommit to yourself, your customers, and your business.

At the beginning of the year, we talked about the importance of setting goals and plans for the coming year. Three months into 2022, your goal should be working on implementing those plans and carrying momentum forward. Work on reaching out to new customers and prospects. Work on expanding and training your network. Work on your knowledge of our products and the science of water filtration. Work on understanding product certification and the specifics of NSF certification as it relates to Multipure and competing water filtration products.

This month's spotlight focuses on certification, and why it is so important to our customers and Builders. Certification marks the difference between trusted performance and empty promises. Certification marks the difference between a product that only treats one or two contaminants and a product that treats a wide range of contaminants. Certification is a mark of product excellence.

In other news, let all your customers know that this is the last month for our free replacement filter promotion. An extra filter is a terrific way to give your customers another year of the best water filtration on the market. Furthermore, let your past customers know that this is the last month for them to use the free filter certificate from last year's replacement filter promotion. Make sure your customers don't miss out!

Let's all welcome springtime and warmer weather with energy, positivity, and focus. Talk to people, share your knowledge, and help others with Multipure. For Life. For You.

Dedicated to Your Success.

Kenton Jones • Vice President of Marketing

Direct Deposit Saves You Time and Money

Want to receive your commission checks as quickly as possible? Set up direct deposit, and your commissions are automatically deposited to your bank account, without having to wait for the mail and 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/assets/mp-direct-deposit.pdf.

Multipure Spotlight: The Importance Of Certification

Multipure's Spotlight for March 2022 is "The Importance Of Certification." This month, our articles will focus on the third-party testing and certification: what it is, why it is important, and how certification helps when comparing products. Plus, Multipure on social media is a great way to promote yourself and your business, and a great way to reach out to new customers, new prospects, and new groups of people interested in cleaner water, better health, and better lives. Don't miss out learning about our spotlight this month on all our social media, at:

Blog - www.multipure.com/purely-social/blog/ • Facebook - www.facebook.com/multipure

Instagram - www.instagram.com/multipure • TikTok - www.tiktok.com/@multipureofficial/

YouTube - www.youtube.com/user/MultiPure4U • SoundCloud - soundcloud.com/multipure

Training Updates

Check out the latest podcasts, videos, and articles to boost your knowledge and your business.

Podcasts – <https://soundcloud.com/multipure>

- **Bottled Water: A Costly, Unnecessary Drain on Essential Resources** – Multipure VP of Marketing, Kenton Jones, Director of Marketing, Michele Priest, and Copywriter, Joel Pelina discuss the high cost and negative impact of bottled water companies drawing water from drought-prone California.
- **Children and Drinking Water** – Director of Marketing, Michele Priest, and Copywriter, Joel Pelina offer useful information, advice, and tips about the importance of drinking water for children.
- **A Fresh Start to Your Builder Business** – Director of Marketing, Michele Priest, and Copywriter, Joel Pelina discuss ways to help grow your business and get a fresh start for the year.
- **Contamination Is a National Concern** – Director of Marketing, Michele Priest, and Copywriter, Joel Pelina discuss recent arsenic and PFAS water contamination alerts around the country.
- **National Award Winners** – What makes a successful Multipure Builder? Multipure VP of Marketing, Kenton Jones, and Director of Marketing, Michele Priest talk about the business of water and health with three of Multipure's 2022 National Award Winners: Salesperson of the Year Deanna DeLong, Rising Star Laura Rice, and Spirit Award winner Heather Michet.

Videos – <https://www.youtube.com/user/MultiPure4U/videos>

- **Multipure December Opportunity Meeting** – A recording of Multipure's Virtual Opportunity Meeting from December 15, 2021, hosted by VP of Marketing, Kenton Jones.
- **States with Water Shortages** – A sobering look at the state of water availability in several states around the country.
- **Understanding PAR** – Training on Personal Activity Requirement (PAR), hosted by Director of Marketing, Michele Priest.
- **Founders' Circle: What It Is & How to Qualify** – Training on Multipure's Founders' Circle, hosted by Director of Marketing, Michele Priest.

Articles – <https://www.multipure.com/purely-social/blog/>

- **A Water Filter for Every Household** – A look at the differences and capabilities of Multipure's line of drinking water systems.
- **A Way to Better Health and Hygiene** – An overview of Multipure's Aquashower and Aquasplash shower and bath filters.
- **Multipure's Aquasource: Whole House Utility** – An examination of Multipure's Aquasource whole-house filter, and its benefits as a complement to a dedicated drinking water system.

How Is Your Social Media Presence?

Don't underestimate the power of social media to reach new audiences and connect with customers and fellow Builders. When you build a robust online social media presence, you gain the ability to quickly share your message of better water with others, and gain a forum to spread news and updates about products, training, meetings, and more.

TWICE AS NICE

Everyone needs clean water, and everyone loves free stuff. Why not get both? From January 1, 2022 – March 31, 2022, buy a superb drinking water system from us, and we throw in a FREE extra filter! What's better than the best water? Twice as much of the best water. A Multipure system and a free extra filter makes for clean water that's twice as nice.

PROMO CODES

Aqualuxe Filter - **FCBLX** • Aquaperform Filter - **FCB11**
Aquaversa Filter - **FCB6** • Aquamini Filter - **FCBMINI**

*Visit www.multipure.com/promo
for full terms & conditions.



Last Month for a Free
Replacement Filter!

Notable Dates

March 8, 2022: International Women's Day

March 13, 2022: Daylight Saving Time Begins

March 17, 2022: St. Patrick's Day

March 20, 2022: Spring Begins

Do You Have Your 5% Discount Code Yet?

Did you know that every Builder can register for a 5% discount code to share with customers? Any time you or your customer orders a drinking water system, Home Essential, or replacement filter directly from our Multipure website, they can input this code to receive the 5% discount. And because each code is unique, it identifies the selling Builder and they are guaranteed to get the resulting commission.

To register for your Builder Discount Code to give to customers, please visit www.multipure.com/builder-discount-registration.html. Please allow up to 72 hours to receive your discount code.

Remind Your Customers to Use Last Year's Free Filter Certificate

March 31, 2022 is the last day to redeem the Free Filter Certificate from our January-March 2021 free filter promotion. Remind your customers not to wait for the last minute to redeem their certificate – for just the cost of \$10 shipping, they can get another year of cleaner, healthier water with a FREE replacement filter!

If you can't remember which customers received a free filter certificate, you can look them up in your Multipure Back Office. While you're at it, let your customers know that they can get another FREE filter certificate by taking advantage of our current "Twice as Nice" Free Filter Promotion!

Multipure
Motivation

**"It is only the farmer who faithfully plants seeds in the Spring,
who reaps a harvest in the Autumn."**

- B. C. Forbes

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