

## MLM Company Profile: SimplyFun



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### SimplyFun

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#### **Editor's Note:**

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites . \*

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#### **Founding Story**

SimplyFun began as an idea in the late 1990s when Gail DeGiulio, a wife, mother, and businesswoman was irritated with the lack of variety and innovation in the quality of traditional games. She wanted games that were easy to learn ([www.mlmllegal.com](http://www.mlmllegal.com)) and enjoyable to play for her family.

SimplyFun was launch in 2004, as Gail set forth to sell games that the family could spend a quick 30-minutes or so playing. The company's mission parallels this concept: in which families are encouraged to take 30 minutes from their day to spend with their families.

SimplyFun is based in Bellevue, Washington.

Gail brings over 25 years of marketing and business development experience to the company.

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Before starting the company, Gail spent 18 month learning about tabletop games. After the launch in 2004, the company had hundreds of consultants across 49 states only after nine months of business.

### **Impact on the Industry**

SimplyFun ([www.mlmlegal.com](http://www.mlmlegal.com)) differentiates itself from other direct selling companies by the amount of assistance it gives its consultants including hosting their website, ongoing training and low costs.

### **Discussion of Products**

Many of the products encourage and teach children skills like sharing, learning to win or lose gracefully, understanding risk and rewards, and building relationships. All of the games are designed to be able to learn within five minutes and be played within 30 minutes. Some of the products include games, puppets, and puzzles. Some of the game names are Peace, Handy, Grabbage & More. The puzzles include 3-D puzzles, Jigsaw, Wood, and Floor Puzzles.

The game Liebrary was designed by actresses Daryl Hannah and Hilary Shepard and was discussed on the Ellen Degeneres Show" and in O (the Oprah Magazine). This game is still one of the company's top sellers.

### **Discussion of Opportunity**

Distributors are able to sell their products through a personal website, home parties, fundraisers, and other events. The Compensation Plan ([www.mlmlegal.com](http://www.mlmlegal.com)) for consultants is outlined as follows:

- *25 to 40% Bonuses on personal sales*
- *3 or 4% Sponsoring Bonus on the retail sales of personal recruits*
- *6% Team Bonus on entire team's retail sales*
- *One to three levels of generation bonuses on qualified leaders in down line of 7%, 3% and 2%, respectively*

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SimplyFun offers Fast Start Bonus Challenges, which include:

The SimplyFun  
**FAST START**

# CHALLENGE

When you achieve these attainable goals within your first 90 days\* as a SimplyFun Consultant, you will earn great rewards!

All Challenge rewards include free shipping.

## CHALLENGE #1

### GOAL: \$350 in Sales & 2 Bookings\* in Your First 20 Days

For achieving \$350 in personal sales and booking two future parties in your first 20 days, you'll receive SimplyFun favorites, **Sumology** and **Picky Sticks**®, and an additional **SimplyFun Tote** to carry them to your parties!

Add these great games to your Starter Kit and you'll have two fun new ways to engage your guests at every party!

\*Sales & Bookings must be entered in Consultant Backoffice (Bookings entered in the Bookings tab) no later than 11:59pm on the final qualification day.

**\$85**  
Value!



**REWARD: Sumology, Picky Sticks and SimplyFun Tote**

## CHALLENGE #2

### GOAL: \$800 in Sales\* in Your First 30 Days

Achieve \$800 or more in personal sales by the end of your first 30 days and earn a **\$125 product shopping spree**! Choose from any of our products!

\*Sales must be entered in Consultant Backoffice no later than 11:59pm on the final qualification day. Sales from Fast Start Challenge 1 achievement will count toward the achievement of Fast Start Challenge 2.

**\$125**  
Shopping Spree!



**REWARD: \$125 in SimplyFun Product<sup>2</sup>**

## CHALLENGE #3

### GOAL: \$1600 in Sales\* and Sponsor 2 New Consultants in Your First 60 Days

Put yourself on the path to Leadership by achieving \$1600 in personal sales and sponsoring two new Consultants in your first 60 days. Earn our party case and exclusive rolling duffel bag, plus two packs of catalogs and a \$75 product shopping spree!

\*Sales must be entered in Consultant Backoffice no later than 11:59pm on the final qualification day. Sales from Fast Start Challenges 1 and 2 achievement will count toward the achievement of Fast Start Challenge 3.

**\$150**  
Value



**REWARD: Supplies + \$75 Shopping Spree!**

## CHALLENGE #4

### GOAL: First Month Qualify for Team Leader by the end of Your First Full 3 Months

Meet Team Leader qualifications<sup>3</sup> and get paid the Team Leader personal profit level for all your sales that month.

**EXTRA**  
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**REWARD: Future Leader Cash Bonus!**

1- Date calculated from the date we receive and accept your Independent Consultant Agreement.

2- Not redeemable for product sets, accessories, SimplyFun logo wear or monthly promotional specials. Business supplies are available for Fast Start 3, but not Fast Start 2.

3- Team Leaders have 3 or more active personally sponsored consultants, and \$800 or more in monthly personal sales and \$3500 or more in monthly team sales.

The SimplyFun Fast Start Challenge program is designed to help new Consultants get their business off to a successful start. SimplyFun reserves the right to make periodic changes to the program at any time.

To claim your Challenge Rewards, go to [www.simplyfun.com/consultants/challenge/](http://www.simplyfun.com/consultants/challenge/) and let us know you have completed your Challenge requirements. (Your awards will be sent as soon as you let us know)



For more information, one must contact the company.

#### **Discussion of Distributor Base and Sales Volume in U.S.**

The company has hundreds of consultants in the United States.

Company website: [www.simplyfun.com](http://www.simplyfun.com)

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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