

## **BookWise Bookstores Bring Real Business Opportunity to Network Marketing**

*1.5 million books, CDs, DVDs, and games take MLM out of the overpriced potion market and into legitimate products for the masses.*

Salt Lake City, UT (FPRC) October 30, 2007 -- BookWise founders changed the nature of the network marketing model at the company's first annual convention this month. "We're merging Amazon and MySpace," said founder Richard Paul Evans.

Evans, along with his partner, Robert G. Allen, announced a new contract with Baker & Taylor, the world's largest entertainment distributor, to create a personalized bookstore for each associate featuring over 1.5 millions books (including textbooks), DVDs, CDs, and games.

"This turns multi-level marketing upside down," said President's Club member and BookWhiz.biz co-founder Dr. Samuel M. Smith. "MLM has always been a good idea, poorly executed. Either the downline is emphasized without a legitimate product, or the product is great, but there is no real compensatory business to build."

Alison Moore Smith, co-founder of BookWhiz.biz, says this is the business she has been waiting for. "I love books and I love business. Combining books with my entrepreneurial mindset was perfect, but the original Preferred Customer Program just wasn't up to snuff. I joined BookWise in late June, but as I blogged out the experience, I lamented the fact that unless the product offering was improved, BookWise was doomed to the same fate of so many network marketing companies; that is becoming a company where the only money coming into the company is from it's own distributors.

"The new online bookstore model has accelerated BookWise way ahead of the competition. Everything is now in place for an amazing offering of both product and opportunity. This fledgling MLM is going to take the country—the world—by storm. I'm convinced this will be the next billion dollar company."

According to the official announcements, BookWise will split the profits from every sale 50/50 with associates. The selling associate gets 40% and the enroller of the selling associate gets 10%.

"This is the ideal compensation plan," Alison said, "because it directly rewards the person who brought revenue to the company. Too many network marketing companies give all the advantage to the top levels and/or dilute the profits so much that there is no incentive to actually sell the product. BookWise keeps the money where it belongs."

Samuel added, "This model also prevents churn at the bottom that so many network marketing companies experience. Those who join later find a saturated market. In BookWise, everyone has the opportunity to make a good income because the sales model is one that most outside buyers will find attractive."

The new bookstore program is set to roll out December 1, 2007.

About BookWhiz.biz:

BookWhiz.biz is the BookWise Power Team founded by the husband/wife team of Samuel M. & Alison Moore Smith. To become a BookWise Associate, or to learn more about the new benefits, contact them at BookWise@BookWhiz.biz.

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