

DECALOGUE OF DUPLICATION

At FACTORY, forming a strong work team is essential for consolidating a successful business that generates substantial monthly income in perpetuity. To achieve this, you need to build an **Exponential Marketing Network**. **The key is to maintain a positive attitude and faithfully apply the DUPLICATION SYSTEM.**





Our Duplication System consists of ten established steps that both you and each member of your Network at all 5 Levels must rigorously follow to build a Great Network capable of generating millions of dollars in profits month after month. The goal of applying the system is **to ensure that all your Promoters replicate exactly what you do**. The critical point is not merely to affiliate a Client but **to convert them into a Promoter**. After affiliation, you must encourage the new member to become a Promoter and build their own Exponential Marketing Network.

"The richest people in the world build networks; the rest are programmed to look for jobs."

Robert Kiyosaki.

Work hard and stay motivated for several months, and you could receive your dream income for life. Once you add someone to your network, you don't need to sell them anything, give them products, or charge them; simply support them in building their own business to earn money, and in turn...

YOU EARN PERPETUALLY 37% of the total turnover of your network!

Your role is to contact prospects, introduce them to the business model, and affiliate them. FACTORY handles the collection, delivery of the subscription box, and everything related to customer management. For your efforts, you earn 37% of your entire network's turnover.



Follow every step of this system and teach it to your team—THAT'S HOW YOU WILL SUCCEED. Always keep these three objectives in mind: **Learn, Execute, and Teach.** These are the steps **you must faithfully follow to build a profitable Exponential Marketing Network** with FACTORY.

STEP 1 DEFINE YOUR DREAMS



It is essential that you define the dreams you want to achieve in building your Master Business with FACTTORY. These dreams will provide you with the fuel and creativity needed for success in this business and will motivate you to fulfill the commitments and goals of Step 2. Write down what you want to accomplish with the money you will earn. Be specific— for example: Buy the house of your dreams, purchase a new car, travel the world, have time to spend with your family, or pay for your children's college education.

Cut out specific pictures of your goals and post them in a place visible to you, such as on a mirror or the refrigerator door. This will help you remember your dreams daily and remind you of your reason for developing this business.

DREAM BIG, and don't let anyone tell you that your goals are unachievable. **DON'T LET ANYONE STEAL YOUR DREAMS.**

In the following table, list each of your dreams and the latest date by which you aim to achieve them

[illegible]

Read your list of goals out loud three times a day. As you read, **visualize, feel, and believe that your dream has come true.**

On our website, there is an earnings simulator that allows you to project and calculate the EXTRAORDINARY INCOME you can earn from building your Magisterial Business, based on your effort and the commitments you make to achieve your goals.

STEP 2 MAKE COMMITMENTS



To achieve your dreams, you need to make commitments and be willing to fulfill them. You must put everything on your side to achieve the objectives and goals you have set for yourself.

Reaching the Blue Diamond rank should be your goal as you work toward your dreams. Always keep a positive attitude, and as you achieve each goal, you will gain more confidence. Members of your Exponential Network will follow your example.

My Commitments and Goals:

- I will dedicate _____ hours to my business every day.
- I will talk about my business to _____ people every day (in person or through social media).
- In the first week I will have _____ people on my front line (First Level)
- In one month, I will have _____ people on my frontline (First Level)
- In one month, I will have _____ people in my 5 levels.
- In six months, I will have _____ people in my 5 levels.
- In one year, I will have _____ people in my 5 levels.



STEP 3 FALL IN LOVE WITH THE PRODUCT

To speak with passion, you must first understand what makes our FACTORY Box truly unique.

It's not just about essential products. It's about choosing to live differently—turning everyday routines into acts of love: for yourself, for your home... and for the planet. Each box includes daily essentials, but with a real difference: they're made from biodegradable, recyclable, or natural materials that reduce waste and promote a more conscious lifestyle.

For example:

Our eco-friendly kitchen bags, made from corn starch, decompose within 6 to 12 months. Traditional plastic can take centuries.

Our toothbrushes and dental floss, made from bamboo and plant-based wax, help prevent thousands of plastic waste items each year.

Our biodegradable razors, comfortable and efficient, are crafted from compostable plant-based fibers.

Our natural toothpaste protects your smile with organic ingredients—no harsh chemicals.

Every choice counts. Every product tells a story. Every box inspires change.

UNBOXING: AN EXPERIENCE TO REMEMBER

One of the most anticipated moments for our subscribers is the unboxing. It's not just opening a box... it's unwrapping a gift with purpose.

Every month, they look forward to their delivery—the surprise gift, the scents, the colors, the thoughtful details designed to make them feel good. It's an emotional experience that goes beyond the products inside—like opening a Christmas present in the morning.

“We don't just sell products. We shape habits. We inspire choices. We deliver purpose in every box.”



STEP **4** MAKE A LIST OF CANDIDATES FOR YOUR EXPONENTIAL NETWORK

The basis of your success in FACTORY is people, so you must create a **CONTACTS LIST**. Include family, friends, neighbors, acquaintances, classmates and former classmates, as well as co-workers and former co-workers, among others. This list should preferably be made in Excel or in a planner, and the information can be obtained from your contacts on your cell phone, email, Facebook, Instagram, and other social networks.

Your list should contain at least 350 people. If it contains fewer, you are likely not including everyone, so review your databases and add more contacts as needed.

This list is crucial because it is the backbone of your business and will help you achieve the phenomenal income needed to fulfill your dreams.



As an example, in a moderated scenario: if you link only 200 people from your list as Promoters in your First Level, and each of them affiliates 3 people (your Second Level), and each of those affiliates 2 people (your Third Level), and each of those affiliates 2 people (your Fourth Level), and each of those affiliates 2 people (your Fifth Level), **YOU WOULD EARN MONTHLY AND PERPETUALLY** approximately 8,000 DOLLARS.

Great, isn't it?

Additionally, we suggest seeking out and contacting people who work or have worked in Multilevel Marketing companies. These individuals have extensive experience, have built great teams, and by affiliating them, you will give your Network a significant boost.

STEP 5

MEET WITH YOUR CANDIDATES



After drawing up the list of candidates, **you must communicate and meet with them—either through group meetings or one-on-one**, in person or virtually—to present this wonderful Master Business to them and carry out the respective affiliation.

The first objective is to affiliate at least 90% of your contacts with FACTORY, which is achievable because:

- 1 Our products are essential and of excellent quality.
- 2 Using biodegradable garbage bags is becoming a trend in households.
- 3 Most people are deeply passionate about caring for the environment and the planet.
- 4 No one will tell you they don't buy the membership because they feel a strong connection to the place where they usually purchase these products.
- 5 With FACTORY, buying household products turns into a delightful experience of anticipation and joy when you receive your monthly Subscription Box.

The first results are the most important and motivating. For this reason, your initial affiliates should be your parents, siblings, relatives, friends, neighbors, and work or study colleagues. After that, you can reach out to acquaintances who are not as close, and then continue with contacts from social networks.

With this initial effort, you will have built a strong network at your First Level. Your next step is to focus on finding new prospects in various places

The second and most important objective is to ensure that at least 90% of your affiliates become Promoters and members of your Exponential Network. This is relatively simple because this business model is very attractive: you earn good income, there's no fee to join or purchase stock, and it's not about selling but rather recommending biodegradable bags to others. This way, you earn money while helping the planet.



The family and friends of the people who make up your first level will also make up the other levels of your network. Therefore, you should strive to help each of them build the business.

We recommend holding one or two meetings in your home with family, friends, and neighbors, followed by group and one-on-one meetings. To start with the best prospects for success, ensure that each of your meetings includes some of the top candidates from your list of friends—those who are enthusiastic and possess leadership qualities.

They will be more likely to join, become Promoters, and set an example for others within your network.

Here are some phrases you can use to invite your prospect to the first meeting - personal, telephone or virtual - :

1



I am involved in a Master Business where extraordinary income is possible, and I'd like to share it with you. There's no need to spend money or buy products to be part of it; it's truly a fantastic opportunity. Could you spare 10 minutes of your time so I can explain?

Speak with enthusiasm!

2



I'd like to invite you to join a business that not only helps care for the planet but also offers the potential for extraordinary income. You won't need to spend money or buy products to participate; it's an excellent opportunity. Could you spare a few minutes for me to explain?

Speak with enthusiasm!

3



Could you spare 10 minutes to hear about the venture that is shaping my future? There's no need to spend money or buy products; it's truly an exceptional business model.

Speak with enthusiasm!

4



I want to share the business my husband/wife and I are building. Could you give us 10 minutes of your time? There's no need to spend money or buy products; it's genuinely a great opportunity.

Speak with enthusiasm!

After your contact agrees to listen to your proposal, the goal is to confidently and enthusiastically explain the benefits of our Subscription Box. To do this, you should follow each stage of the script below, which will likely lead them to say YES. They will want to join FACTORY and be part of our exponential marketing network.

INTRODUCTION

STAGE 01

In this stage, you need to connect with the prospects on a personal level. The goal is to generate empathy with them. Express these sentiments sincerely, using these words or similar ones:



A "I am building my own business while contributing to environmental care, and I would like to ask for your collaboration to help grow this venture."

B "My product is a staple, and I am confident that you would have no problem changing suppliers. When it comes to these products, there's no absolute loyalty to any particular store."

After the introduction, you should clearly describe what the product is and its benefits. Use the following or similar words:

STAGE 02

PRODUCT PRESENTATION

For less than \$30 a month, receive an eco-friendly box—carefully curated with everyday essentials—delivered to your door in the first days of each month.

Each item is designed to take care of you and the planet.

a You'll find biodegradable kitchen trash bags, bamboo toothbrushes, plant-based dental floss, razors, and other daily-use products made from sustainable, recyclable, or compostable materials.

Every product replaces plastic and unnecessary waste, helping you reduce your environmental footprint without sacrificing comfort.

Plus, each box includes a surprise gift to make your experience even more special.



Taking care of the planet starts with small choices. FACTORY makes it easy.

At FACTTORY, we care for the planet with essential and sustainable products. Our bags are biodegradable, our toothbrushes are made of bamboo, our dental floss is plant-

b based, and our toothpaste is formulated with organic, chemical-free ingredients. While a conventional plastic bag or toothbrush can take up to 500 years to decompose, ours break down naturally in just 6 to 12 months.

c With FACTTORY, you'll transform a routine and mundane purchase into a unique experience that brings anticipation and joy every time you open the box. Not only will you know you're contributing to protecting nature, but you'll also find a surprise gift inside each month.

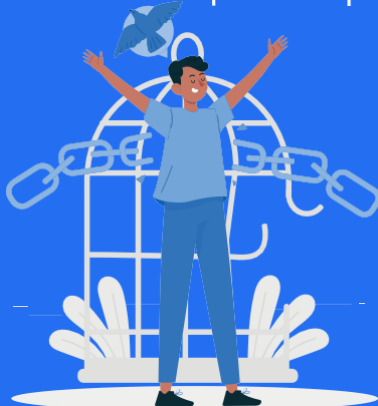
d The products in the box cost 25% more in stores and warehouses, so by supporting my business, you'll save over \$10 every month.

e To meet your household needs, FACTTORY will include new products in your box every month.

**THE SUBSCRIPTION CAN
BE COMPLETELY FREE**

**STAGE
03**

This stage is very important because it eliminates any financial limitations or objections from your prospect's mind. They will realize that by recommending the product to a few family members or friends, they can earn enough to cover their own subscription. Express this or similar ideas honestly:



A

" In addition to these wonderful benefits, your monthly membership can be FREE by affiliating just 4 people, as you earn 23% of the value of each membership you manage. The affiliate pays their monthly membership, and in the first days of each month, FACTTORY deposits your earnings into your bank account, effectively reimbursing the cost of your subscription.

At this stage, you should focus all your effort on getting your prospect to join and pay the membership fee. Emotionally convey these or similar words:



A I respectfully ask you to support me by acquiring a FACTORY membership. By doing so, you will help me build my business, realize my dreams, and contribute to caring for the environment.

B Which box and plan options would you like to purchase? Keep in mind that subscribing for 3, 6, or 12 months will save you more money.

C Would you like to get the subscription box for free? Recommend this business model to 4 family members and/or friends, and your membership will be covered for them. Additionally, if any of the 4 refer others, not only will your membership remain free, but you will also earn extra money. FACTORY will show you the value of your earnings month by month. This is truly spectacular!



Don't let your prospect say they need to think about it or consult with someone else. Among other points, tell them:

That, due to your familiarity or friendship, it will help you build your business.

That the membership does not create an additional expense, since you would need to purchase these products elsewhere anyway.

That the only difference is that instead of buying these products from your usual store, you will enjoy a unique and pleasant experience through this fantastic way of acquiring them.

That, by recommending this product to 4 people, the membership becomes FREE.

That, by subscribing to the box, you are not only contributing to the care of the planet but also supporting your business.

INVITATION TO JOIN THE BUSINESS

STAGE
05

After enrolling your prospect, suggest that they, like you, build their own business and earn fabulous income for life. Enthusiastically express these or similar ideas:

- A** And to complement this wonderful product, you can build your own business and earn money by recommending this new way of caring for the environment and the planet to others. With **FACTORY, YOU EARN 37% OF YOUR ENTIRE NETWORK'S REVENUE IN PERPETUITY.**
- B** You earn 23% from the affiliates of your first level, 9% from those of your second level, 2.5% from those of your third level, 1.5% from those of your fourth level, and 1% from those of your fifth level. As long as the people you introduce to your network remain in it, **YOU EARN 37% OF THE REVENUE FOR LIFE.**
- C** Depending on the time and effort you dedicate to your business, you can earn a substantial monthly income for life.
- D** You don't have to pay for membership, buy product stocks, deliver products, or handle payments. You only need to recommend others to help take care of the business with FACTORY.
- E** After you add a person to your network, you don't have to sell them anything, deliver products, or charge them. Simply support them in building their own business and earning money. In this way, **YOU EARN 37% OF THE VALUE IN PERPETUITY OF YOUR NETWORK'S TOTAL REVENUE!**
- F** Would you like to build this great business with me and earn money for life with this fabulous business model? Let me explain the business model.
- G** Finally, make sure they understand that to start building their business, they must read, understand, and apply the Duplication System.

Once you have clearly communicated everything related to contacting and affiliating your prospects, ensure you start on the right foot. To achieve an **EXPLOSIVE START** and build a great network that generates your dream income, **you must recruit at least three people every day for the first two months**, either one-on-one or through meetings.

This step should be carried out once your prospect has joined FACTORY and has decided to build The Exponential Marketing Network.

The first thing you should do is create a WhatsApp group with all the members of your work team, give it a motivating name, and turn it into the Exponential Network meeting room.

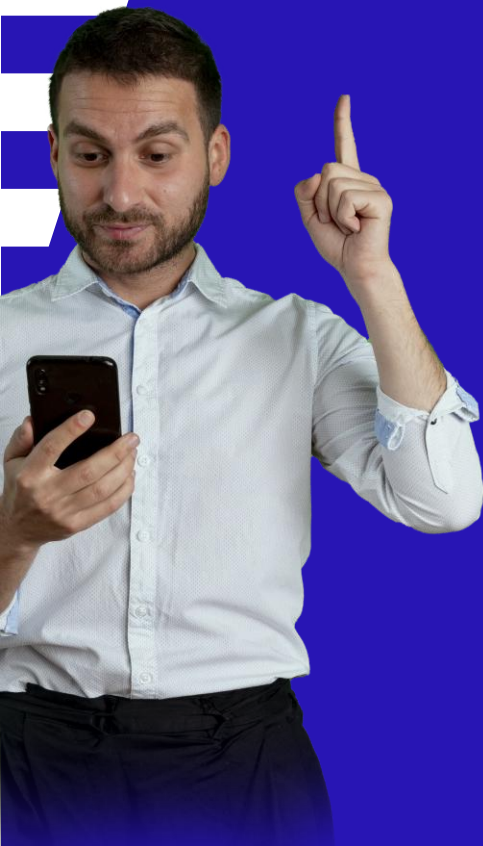
STEP 6 FOLLOW-UP

After linking a new member to the Network, you should visit or call them after 2 or 3 days to greet them, ask how things have been going, review their goals, resolve any doubts, motivate them, and assist them with everything necessary to build their business network. It is very important to maintain constant communication with them.

To ensure effective follow-up, you should review weekly with your prospect the list of dreams described in Step 1 and the commitments made in Step 2. This way, you can make necessary adjustments together and formulate precise strategies to help the prospect successfully build their network.

It is vitally important to hold a weekly meeting—preferably virtual—with all the members of your Exponential Network to listen to them, provide feedback, review each member's goals and achievements, propose new strategies, suggest new tools, and motivate them.

Additionally, it is essential to create a bond of friendship and build a strong relationship with all the members of your Exponential Network.



STEP 7 USE SOCIAL NETWORKS TO ATTRACT PROSPECTS

Frequently publish banners and videos on various social networks to promote your business. Highlight the benefits of biodegradable bags and emphasize your commitment to caring for the planet. Whenever a new shipment arrives, create a video of the unboxing and share it on your social media accounts.



Additionally, showcase the advantages of your business and explain how much money people can potentially earn by joining your team.

Search for groups on Facebook, LinkedIn, and other social networks that consist of people involved in Multilevel Marketing. Join these groups and, without disparaging other companies, promote your FACTORY business model. By connecting with individuals in these groups, you'll expand your network significantly, as these groups often consist of large teams.

STEP 8 CHECK YOUR PROGRESS

Knowing where you are and where you want to go is crucial in this Business Model, as it allows you to organize your progress according to a pre-established plan. It is also essential to continually review your growth and that of your team to understand how far you have advanced and how much further you need to go to meet your commitments and goals.

Every weekend, you should review the commitments and goals you set out to achieve in STEP II, so you can adjust your strategies to reach your desired income and earn the Bonuses with which the Company recognizes and rewards your work.

STEP 9 GET TRAINED GET TRAINED

Adequate training is essential for acquiring the necessary skills to develop your business exceptionally. Therefore, in addition to the training provided by FACTORY, you should watch videos and listen to audios on Multi-Level Marketing and building Marketing Networks. This will enhance your performance and ensure the success of both you and your team.



STEP 10 TEACH THE DUPLICATION SYSTEM

Teaching and promoting the Duplication System is the best way to build a successful Network with FACTORY. The most effective promoters of the Duplication System are those who have achieved significant success and million-dollar profits month after month.

Build your Exponential Marketing Network and help each member of your team build their own Network. In this business, you succeed by helping others succeed. Remember: "You don't earn money by affiliating people to your Network; you earn by building successful people. The more successful your team is, the more money YOU earn."





This Business Model is built on the principles of duplication. Duplication involves transmitting to another person all the information and experience you have regarding the business and its operation, as well as teaching the skills, tools, strategies, and procedures necessary to achieve success.

Be faithful to the commitment you made to yourself to achieve your dreams and goals. Immerse yourself in the System and FULFILL YOUR DREAMS!

By faithfully following this Duplication System, you will see success reflected in your bank account in a very short time.

