



Thank you for your inquiry into the e-cloth Independent Online Retailer Program

What is an e-cloth Independent Online Retailer?

Independent Online Retailers (IOR's) represent the e-cloth product line in an **online-only** environment. They maintain an independent website for selling e-cloth. IOR's do not do home parties or sell products in a physical sense (i.e., no flea markets, in-store sales, etc.). **All sales and marketing is done online.**

This is not a direct sales business, and there is no team-building involved. IOR's do not have to carry inventory; instead, products are drop-shipped from the e-cloth warehouse in Greenland, NH, and can be sent anywhere in Canada and the USA.

How Drop-shipping works



Commissions are 35% for all US orders (e-cloth provides free shipping to the contiguous states) and 40% for Canadian/international Orders (you pay shipping). From time to time, e-cloth offers sale and special promotion items. For these items, commissions typically range from 20% to 25% regardless of final destination.

When a customer places an order on your website, you receive the full retail payment for that order. You then place your order with e-cloth (on the ecloth.com website), who will ship directly to your customer. At that time, your credit card on file with e-cloth is charged at your cost of 60%-65% of retail cost.

Note that some IOR's choose to stock products and ship from their own location. This is permitted under certain circumstances.

Who is a good fit for the IOR Program?

We have found through experience that the people who succeed as IOR's meet most or all of the following criteria:

- You want to promote a product line that helps people to **create healthier lives** for themselves and family, and protect and sustain the **environment**.
- You want to work in an **online-only** environment not only to **sell** products, but to **educate** consumers

on the benefits of **green, healthy cleaning**.

- You have previous knowledge, skills and experience in the high-end **microfiber industry**.
- You have previous experience with **websites, blogs, social media**, etc. and are prepared to be **independent** in building on your current skills.
- You **have an active blog and/or social media presence with a strong following** and an established point of view.
- You are **100% ethical** in your behavior, and you are prepared to adhere to a specific set of terms relating to sales and marketing of e-cloth.
- You understand that owning, operating and marketing a website requires **time, patience, consistent hard work and dedication** if it's going to succeed.
- You understand that there are **monetary and time costs** associated with running any business.



Cost and Time Requirements

All e-cloth sales are made on-line through websites, and **every IOR must have an independent website**. IOR's create their own websites with product content and images provided by e-cloth. IOR's are encouraged to modify the product descriptions but it is not necessary. All websites are reviewed by and must obtain approval from e-cloth prior to going live (so that standards of design and customer experience can be maintained).

Things to know about the monetary commitment associated with owning a website:

- IOR's must purchase a domain name for use with their website (in the range of \$14US per year through GoDaddy.com). The word e-cloth is no longer permitted in the domain name.
- Monthly website hosting costs for a provided website are the responsibility of the IOR and are paid directly to the e-commerce hosting company (\$20-\$25 per month).
- IOR's require an account with an online payment system (eg. PayPal) to be able to accept payment on their website. Online payment systems typically charge a fee for each transaction and may also have a monthly account fee. Transaction fees may be in the range of 3% and monthly fees are between \$35 and \$100 depending on the provider and level of service.
- Design changes to the provided website are the financial responsibility of the IOR and can be negotiated on a per-case basis depending upon the scope of changes requested.

Things to know about the time commitment associated with owning a website:

- Product and information updates to the website are the responsibility of the IOR (e.g. monthly specials, new products, etc.).
- Marketing of a website, through online advertising and social media, takes creativity, patience and time. The more time and effort you put into this, the more exposure and traffic your website will get.

Other important things to know:

- There is a monthly sales requirement of \$500US/month. This may be waived for the first few months as an IOR sets up their website but will be expected thereafter.
- IOR's have a great deal of freedom in how they market their site online; however, please know that the

IOR Agreement, which every IOR must sign, imposes a strict set of guidelines for actions and behavior. IOR conduct must remain 100% ethical at all times in accordance with this agreement , and any breach of it is grounds for immediate termination from the program.



Questions?

Please contact Kate Macnaughton at kmacnaughton@gmail.com with any questions prior to applying.

Ready to Apply?

If you have read carefully through this information on the e-cloth IOR Program and feel it's a good fit for you, we invite you to apply. Please know that we do not accept every application.

APPLY NOW

Disclaimer: You received this email because you requested information on the e-cloth IOR Program. You will not receive any further emails