



MLM News Global

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August 16, 2016

Issue: 25



Featured
Articles
this Issue

Trending MLM News
Headlines for
August 16, 2016

Is it True that
Distributors in
MLM have a 95%
Failure Rate?

Nature's Sunshine Products
Reports Second Quarter
2016 Financial Results

Before she was Stella & Dot's
CEO, she was a teenage
'waste of time'



Semantics play a role here. For instance, what is the meaning of *failure*? Does it refer to distributors who do not make substantial enough money, or who don't make any money, or who *lose* money?

Because most leading companies offer terminating distributors a 100% or 90% buy back policy for inventory and mandatory sales materials (a full refund of your startup kit, e.g.), the risk of actually losing money is drastically diminished.

Many leading companies offer earnings disclosures that indicate the level of earnings...

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Trending Video this Issue

[Who/What Is Generally Responsible for the Failure of the Majority of MLM Companies?](#)



Although many things can go wrong in a startup direct selling company, two major factors are

[Their Hair Fell Out. Should the F.D.A. Have the Power to Act?](#)

[Mannatech Reports Second Quarter 2016 Financial Results](#)

[Herbalife can sell direct in three more Chinese provinces](#)

[A New Start for New Avon](#)

[Pyramid schemes and MLMs – the differences explained](#)

[Forever Green Worldwide Corporation Welcomes New Executive Team Leader](#)

[Youngevity International, Inc. \(YGYI\) Reports Record Revenue for Second Quarter 2016](#)

[Avon Products \(AVP\) Shares are Up 6.47%](#)

[Nerium International Announces Hong Kong Expansion Coming Soon](#)

repeated with frequency for the failure to launch. The first factor is inability to recruit. This business is based on recruiting a successful sales force to market products. Find out what else causes network marketing companies to fail by watching this video with expert network marketing Attorney, Jeff Babener.

Watch now

How Many Distributors Fail in Network Marketing?



What is the meaning of *failure*? If a distributor only makes a few hundred dollars a month, does that mean they have “failed?” What would that make the distributor who doesn’t make any money from network marketing at all? Or the one who loses money?

It’s difficult, in a sense, to *lose* money as a network marketing distributor in today’s world. This is due to the policy changes in direct selling companies. Most network marketing companies offer a full refund (or at least a 90% refund) to distributors who have changed their minds and want to return their starter kits.

Bookreview | Brownie Wise was crucial to growth of Tupperware

RelivInternational Reports Second-Quarter Financial Results for 2016

Herbalife's Stock Is On a Stellar Run; Here's Why It's a Good Bet Now

Shakleelaunches Healthprint™, a personalized digital health assessment tool

Localstell multilevel marketing success stories

EarningsAt Glance for Tupperware Brands Corporation (NYSE:TUP)

Nerium Hosts GetReal Dallas 2016 and Fifth Anniversary Celebration

YoungevityInternational Announces the Acquisition of Renew Interests, LLC

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WhatIs the Direct-to-Consumer Sales Model and Why Should You Care?

WhatIs Social Selling And How Do You Do It?

Multi-levelmarketing: Are they real businesses?

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Jeffrey Babener, Editor, MLM News Global

Jeffrey A. Babener, of Portland, Oregon, www.rmllegal.com is the principal attorney in the law firm of Babener & Associates. He represents leading U.S. and foreign companies in the direct selling industry. He has been a key advisor to such companies as Avon, Herbalife, Discovery Toys, Nikken, Shaklee NuSkin, Excel, Usana, Fuller Brush, Cell Tech, Enagic, Sunrider, Melaleuca, Nerium International, etc. He is a frequent lecturer and has been interviewed on the industry, and published, in such publications as Money, Inc., Atlantic Monthly, Success, Entrepreneur, Kiplinger's Personal Finance, Home Office Computing, Business Start-Ups, Direct Selling News Magazine, and Money Maker's Monthly. He is editor of the industry publication, Direct Sales Legal line. Mr. Babener is also the author of the books; Tax Guide for MLM/Direct Selling Distributors, Network Marketer's Guide to Success, The MLM Corporate Handbook, Network Marketing: Window of Opportunity, and Network Marketing: What You Should Know (used as the college curriculum textbook at Utah Valley State course on network marketing). He is editor of one of most frequented network marketing educational websites, www.rmllegal.com. He has served as Chair of more than 70 national conferences on starting and running the direct selling company. He serves on the Lawyers Council and Government Relations Committees of the Direct Selling Association (DSA), and he has served as General Counsel and on the board of the MLMIA (Multilevel Marketing International Association). He has lectured at major industry trade meetings and at such educational institutions as the Univ. of Illinois, University of Texas, University of Houston, etc. He is a graduate of the University of Southern California Law School where he served as an editor of the USC Law Review, followed by the appointment as a law clerk to Hon. David Williams, U.S. District Court for the Central District of California.

A number of Babener & Associates client companies have been success stories over the last several decades, including several billion dollar and NYSE companies such as Avon, Herbalife, NuSkin, Usana.

Mr. Babener has served as lead trial counsel for multiple cases on direct selling throughout the U.S. Further background material on direct selling will be found at the website, www.rmllegal.com.



Key MLM Resources

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www.sheffieldnet.com - The best from compensation plans to total MLM startup.



Multisoft / MarketPowerPro - www.multisoft.com - Affordable MLM Software, eCommerce, replicated sites & more.



www.trinitysoft.net - Trinity Software offers Firestorm®, its flagship Direct Selling Software Platform.



www.mlmattony.com - The sister site to MLMLegal.com.



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