



# MLM News Global

An E-Newsletter of Contemporary News, Business and Legal from a Trusted Source

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## ~MLM News MACHINE~ What's HOT In Today's News?

The World of MLM News and Information Delivered to You,  
from a Trusted Source, [MLMLegal.com](http://MLMLegal.com).

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July 5, 2016

Issue: 22



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Featured  
Articles  
this Issue

## This Week's Top Network Marketing / MLM Headlines

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Products that Sell  
the Best  
through Network  
Marketing

- [ZeekRewards founder heads to trial over \\$900 million scam](#)
- [The Brutal Truth About Those Pyramid Schemes](#)
- [YoungLiving Announces New Chief Financial Officer](#)



As a general matter direct selling, which is often also referred to as network marketing and multilevel marketing, is a channel of distribution best suited to market consumer products and services directly to the customer, or end consumer. Some business-to-business, commercial companies market their business products and services to other businesses. Many times business-to-business products and services are best suited to be sold by staffed sales professionals, as opposed to the sales consultants used by network marketing companies...

[Read more](#)

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## Trending Video this Issue

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[Why Choose the MLM Model for Your Business? – A CEO Interview with Jeff Babener](#)



MLM Attorney Jeffrey Babener interviews a successful direct sales company CEO to better

- [The European cosmetics market returns to a more dynamic growth](#)
- [SECfiles case versus marketing company](#)
- [Sales of \\$4925.5 expected for Herbalife LTD. \(NYSE:HLF\)](#)
- [Damselin Defense teaches women to protect themselves — after some partying, of course](#)
- [LegalShield Announces Two New Board of Directors Members](#)
- [Buzzing Stock: Tupperware Brands Corporation \(NYSE:TUP\)](#)
- [Herbalife Executive Wins Manufacturing Leadership Award](#)
- [Nearly One-Third of the World Will Use Social Networks Regularly This Year](#)
- [Sarahcrafts her way to a Med](#)

understand why some executives choose MLM as their business model over a traditional business model.

Visit [www.mlmllegal.com](http://www.mlmllegal.com) for more information about the MLM industry.

Watch now

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## Why Distributors Should Attend MLM Company Sales and Recognition Events



It's always a good idea to keep yourself encouraged and engaged in your career by participating in company training events that enhance your sales skills. A good network marketing company will offer you tools and seminars to help you improve and grow your business. Some companies offer training tools in an online- back office environment, while others will host elaborate events in select cities.

You can always find ways to improve your sales and business skills online, either through your company's training or by simply searching the web for articles and books on business growth and sense...

Read more

## cruise

- [11 Benefits of Having Your Own Direct Sales Business](#)
- [Amway confident of 4-5 per cent sales growth in Thailand as economy recovers](#)
- [Sales Pick Up for Home Fragrance](#)
- [Social Media: The Multi-Level Marketing Breeding Ground](#)
- [Why Stella & Dot CEO Jessica Herrin Stopped Trying To Do It All](#)
- [Beautycounter buys Nude Skincare and Nude Brands from LVMH](#)
- [Tax Court Denies Amway Losses Due To Lack Of Profit Motive](#)
- [Consumer Groups, Direct Selling Industry Debate 'Anti-Pyramid' Legislation](#)
- [Accenture Plc \(ACN\) Chairman & CEO Pierre Nanterme Sold](#)

## Did you know?

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### MLMLegal.com offers:

- Industry Stock Watch
- Directory of over 700
- MLM company profiles
- Vendor Directory
- All 50 State Statutes
- Federal and State Regulations
- Free MLM Startup Manual
- The MLM Startup Conference
- Network Marketing: What you should know book
- MLM Article Directory
- MLMLegal on iTunes
- Over 140 Educational MLM Videos for Company Owners and Consultants
- Latest MLM/Direct Selling Headlines
- MLM Law Library
- MLM Legal Cases
- MLMLegal.com's Blog
- MLMAttorney.com's Blog

- Amwayconfident of 4-5 per cent sales growth in Thailand as economy recovers
- Jeunesse® Honored for Excellence in Communications in 22nd Annual Communicator Awards
- BestWorld International's subsidiary granted direct selling licence in China

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## Free MLM Startup Manual



MLM Startup Conference –  
October 27 & 28, 2016

# MLM STARTUP CONFERENCE



## Jeffrey Babener, Editor, MLM News Global

**Jeffrey A. Babener**, of Portland, Oregon, [www.rlmlegal.com](http://www.rlmlegal.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.rlmlegal.com](http://www.rlmlegal.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.rlmlegal.com](http://www.rlmlegal.com).



# Key MLM Resources

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[MLMLegal.com](http://MLMLegal.com) - The Best MLM Resource on the Web



[www.sheffieldnet.com](http://www.sheffieldnet.com) - The best from compensation plans to total MLM startup.



Multisoft / MarketPowerPro - [www.multisoft.com](http://www.multisoft.com) - Affordable MLM Software, eCommerce, replicated sites & more.



[www.trinitysoft.net](http://www.trinitysoft.net) - Trinity Software offers Firestorm®, its flagship Direct Selling Software Platform.



[www.mlmattony.com](http://www.mlmattony.com) - The sister site to MLMLegal.com.



[www.mlmnewsglobal.com](http://www.mlmnewsglobal.com) - Home of the MLM News Global E-Newsletter.



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