



# 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.

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June 21, 2016

Issue: 21



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Featured  
Articles  
this Issue

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Hard Facts and  
Statistics about  
the Direct Selling  
Industry (Updated  
for 2015)

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

- Multi-Level Marketing: Defining The MLM Business Model
- MaryKay sales director qualifies for 15th career car
- SEC sues firm in Ponzi scam



The Direct Selling Association released the MLM statistics for direct sellers for 2015. The numbers are riveting:

- 2 million people were involved in direct selling in the U.S. during 2015.
- Those people sold an estimated \$36.12 billion dollars in retail sales, an increase of 4.8% from 2014.
- 2015 revenues were higher than any other year in history.

In 2014, 18.2 million people were involved in direct selling. In 2015, that number increased by 11% to 20.2 billion people. Of those people, 28.2% were between the ages of 35 and 44. 24.9% were between the ages of 44 and 54...

[Read more](#)

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## Trending Video this Issue

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[What about Raising Capital to Start Your Network Marketing Company?](#)

- [I Made a Whopping \\$27.75 Selling Tyra Banks Beauty Products](#)
- [Amway to add new products, plans to join the top three consumer company in country](#)
- [NewAvon LLC Names Betty Palm President, Social Selling](#)
- [Morinda Posed to Change the Essential Oils Industry for Good](#)
- [LegalShield Announces Four Senior-Level Leadership Promotions](#)
- [NuSkin Enterprises Announces Strategic Investment](#)
- [Amway's DeVos family donates \\$500K to help families of Orlando mass shooting](#)
- [The Evolution of Direct Sales](#)
- [MLM Prospecting - What Is The](#)
- [Most Effective Marketing Strategy?](#)



There are many giant direct sales companies operating today that began with a very limited budget, in basements and garages. Many of these companies grew to the size that they are now organically. To learn more watch the video with expert network marketing Attorney, Jeff Babener.

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

Watch now

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## Why do MLM Companies Require Distributors to Use Replicated Websites Rather than Distributor-Created Websites?



Many companies require their consultants to use replicated websites because they are rightfully concerned about unauthorized medical and earnings claims as well as confusion in the search engines. Therefore, many leading companies provide authorized

- [AfterToday's Huge Increase, Is Avon Products, Inc.'s Near-Term Analysis Positive?](#)
- [Followinga direct path to work-life balance](#)
- [WorkdayHR comes calling at Avon](#)
- [USMarketers Plan to Invest More in Loyalty Programs by 2017](#)
- [Omni-channelTrends Changing the Shopping Experience](#)
- [Areconsumers over celebrity fragrances?](#)
- [DSAAnnounces New Partnership with Momentum Factor to Bolster Code of EthicsEnforcement](#)
- [100,000people are selling our products in Egypt: Oriflame Egypt's Managing Director](#)
- [Amway maximises return on research](#)

replicated websites to distributors and prohibit individual-created websites.

There are three primary reasons for this, which include:

1. To avoid unauthorized medical and earnings claims
2. To assert control over the company's trademark...

[Read more](#)

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## 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](#)
- [Network Marketing: What you should know book](#)
- [MLMLegal on iTunes](#)
- [Over 140 Educational MLM Videos for Company Owners and Consultants](#)
- [Latest MLM/Direct Selling Headlines](#)
- [MLMLegal.com's Blog](#)
- [MLMAttorney.com's Blog](#)

- [NaturallyImproved Search Engine Ranking Through High Quality Social Network Marketing inEnglish](#)

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## Free MLM Startup Manual



## MLM Startup Conference – October 27 & 28, 2016

### MLM STARTUP CONFERENCE



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Jeffrey Babener, Editor,  
MLM News Global



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

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## 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.mlmattorney.com](http://www.mlmattorney.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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