



MLM News Global

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

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

The World of MLM News and Information Delivered to You,
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MLM STARTUP CONFERENCE
LAS VEGAS, NEVADA



NEW! The New FTC Direct Selling Guidance... Imperfect, But a Good Start

by Jeffrey A Babener (First Published in World of Direct Selling)

The new FTC Direct Selling Guidance arrived in January, 2018. It built on the goodwill dialogue between the FTC and the direct selling industry that was ushered in by a well-received DSA presentation of acting Chairperson Maureen Ohlhausen in November, 2017. [Read More](#)→

Video Q&A with Jeffrey Babener:



History of the MLM, Network Marketing Industry



What is the Relationship between MLM and the FTC?

Trending MLM News Headlines



The New FTC Direct Selling Guidance... Imperfect, But a Good Start

US DSA Statement on FTC Business Guidance

Avon: 2018 Profile for the Major Beauty Player

Playing Peekaboo Pays Off, Shares of BEAN Continue to Rally

How Rodan+Fields Bought Back Their Company and Topped \$1 Billion in Sales

Beautycounter Announces \$65 Million Strategic Investment from Mousse Partners

Make-Up Hits the Mark as Google Announces Most Popular Beauty Searches of



2017

How New Direct Selling Companies Like LuLaRoe Are Benefiting from Social Media

Yougevity Announces Opening of Operations in Columbia

Beauty Brands Are Remaking the Peer-to-Peer Sales Model for a Digital Age

Avon Launches Wellness Brand and Gets Into the Supplements Business

Natural and organic cosmetics: The new ISO standard continues to be debated

How to Thrive in One of the World's Fastest Growing Industries

Interviews with Expert MLM Attorney, Jeffrey Babener

Mr. Babener is known throughout the world as a specialist in legal and business matters of multilevel marketing. He has advised many of the largest companies in the world, and written books for and lectured to distributors throughout the world. Learn about the industry from the inside out, and maximize your chance to build a successful MLM business. **Start Watching** →

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To learn more watch the video with expert network marketing Attorney, Jeff Babener. Visit www.mlmllegal.com for more information about the MLM industry.

Watch now

Free MLM Startup Manual

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MLM Startup Conference -Feb 22-23, 2018



Jeffrey Babener, Editor, MLM News Global

Jeffrey A. Babener, of Portland, Oregon, www.mlmllegal.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, Amway, 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 Legatine. 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.mlmllegal.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.mlmllegal.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.mlmattoorney.com - The sister site to MLMLegal.com.



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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

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