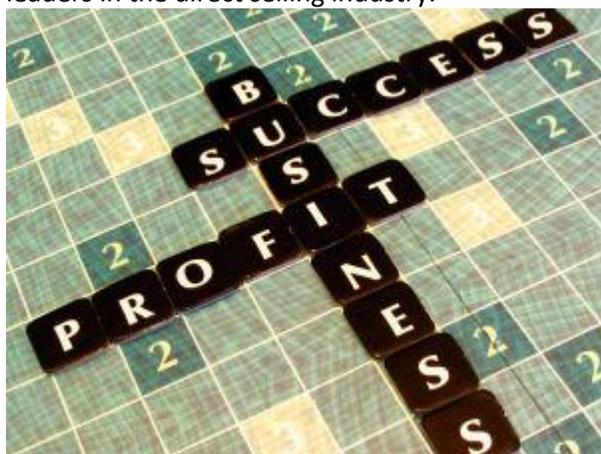


[Making a MLM Company Successful – Passion for the Business](#)

By Jeffrey Babener © 2013 / 2014

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This article post is the companion article to the video: [Success Stories in the MLM, Direct Selling, Network Marketing Industry](#), in which MLM Attorney, Jeffrey Babener, discusses the successes of leaders in the direct selling industry.



The great companies of this industry were started by charismatic individuals.

There have been many studies done in regards to what makes successful direct selling companies. Many case studies have been done about Mary Kay and her leadership, which have been cited at schools like the Harvard Business School and the Wharton Business School. Many schools have lectured on the institution of direct selling. Many people have added business modules on entrepreneurship in an effort to understand what it is about these renegade, visionary and charismatic individuals that cause people to flock to them, follow them and build this type of business for themselves.

The great companies of this industry were started by charismatic individuals. Charismatic individuals don't necessarily mean great orators. There was something special about these leaders. Mary Kay Ash of [Mary Kay Cosmetics](#) was famous for connecting with her audiences. It was always said that when she spoke everyone in the audience felt as if she was talking directly to them.

The gentlemen who started [Shaklee](#) brought vitamins to the American public. His success lied in the passion he had in the product that he was selling.

The greatest MLM industry leaders have always had a special way of bonding. They have not only bonded with their own product and business passion, but have also been able to empower and connect with other people, creating leaders in their down flow. Clearly, this has defined the success of many network marketing, direct selling, MLM, party plan companies.

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And, as always, visit [MLMLegal.com](http://www.mlmlegal.com), the best MLM resource on the web. The next ***Starting and Running the Successful MLM Company Conference*** will be here before you know it! On May 16th and 17th, 2013 we are hosting the [MLM Conference](#) for the 25th year! This is now our 64th annual conference (held almost consistently three times per year over the last 24 years). All executives/owners of MLM, direct selling, network marketing, and party plan companies are welcome to attend. This is the [original MLM Startup Conference](#), hosted and perfected by direct selling industry expert, [MLM Attorney Jeff Babener](#). Call 503-226-6600 or 800-231-2162 to register. (Can't make this event? Keep an eye out for our October and February conferences as well.)

This article is also available online at: <http://mlmattorney.com/blog/2013/03/27/making-a-mlm-company-successful-%E2%80%93-passion-for-the-business/>

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Jeffrey Babener
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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