

# The Direct Selling Industry's Image

By Jeffrey Babener © 2013 / 2014

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The March issue of *The World of Direct Selling's* newsletter, the editors asked, "Do you think the direct selling industry has an image problem that needs to be worked on? What makes you think that way?" was the question we asked some of the experts." MLM industry expert, Jeff Babener, provided his two cents, as shown below:

Jeffrey Babener, Legal Counsel at [Babener and Associates](#)



"Short term answer: Absolutely. However, as noted by famed Univ. of Chicago economist, Milton Friedman, the future is longer than the present. In the current financial markets furor of hedge fund titans bashing direct selling, with the financial press piling on, a slightly dejected industry should take note that in the 'big picture,' it actually isn't doing so bad at winning the 'hearts and minds' of consumers and potential recruits. With some blips, long term image trends are good. In the past two decades, just witness direct selling's extraordinary international expansion, its emergence on the NYSE and as acquisition target by NYSE companies."

Tell us what you think of the direct selling industry's image. What lies in the future of MLM? And, don't forget to visit [www.mlmlegal.com](http://www.mlmlegal.com) and [www.mlmattonney.com](http://www.mlmattonney.com) for all the latest updates and vast amounts of information on the direct selling industry.

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And, as always, visit [MLMLegal.com](http://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 16<sup>th</sup> and 17<sup>th</sup>, 2013 we are hosting the [MLM Conference](#) for the 25<sup>th</sup> year! This is now our 64<sup>th</sup> 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://mlmattonney.com/blog/2013/03/26/the-direct-selling-industrys-image/>

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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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