

# An Interview with Industry Expert and Advocate, Jeffrey Babener

By Jeffrey Babener © 2013 / 2014

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The question below is taken from one of Mr. Babener's client's distributors' Q&A pamphlets:

**Q: My friends and relatives often ask me if direct selling/MLM/network marketing is a “real business”... I would like to give them something meaningful to consider ... your take?**

**A:** People have always asked that question... and it is a fair question. Keep in mind we have nearly 16 million people in the United States selling consumer products and services in the range of \$30 billion and more than 90 million people around the world doing this with sales exceeding \$150 billion. This activity penetrates the fabric of our society. Earlier statistics, presented by the Direct Selling Association, have indicated that, perhaps, one in ten households have somebody who is doing this part-time. The U.S. is the undisputed leader, accounting for 20 percent of the world revenue. In the other leading markets in Japan, China, and Europe, the U.S. companies shine as the dominant players. In a world where the U.S. is looking for every example of where it leads and creates new economic opportunities globally, ranging from [Apple](#) to [Google](#), to Amazon to [Twitter](#), ***it is the U.S. that effectively invented the concept of direct selling/network marketing and exported the concept to the rest of the world.*** Global and N.Y. Stock Exchange traded companies like [Avon](#), [Tupperware](#), [Herbalife](#), [Primerica](#), etc. are only a few of the U.S. companies that have exported ***“economic democracy”*** to millions and millions of individuals in industrialized, emerging and third world economies.

For more information about the realities of network marketing, visit the following links:

[Is the MLM Industry “for real” in the Business World?](#) Video

[“Is This a Pyramid or a Legitimate MLM?”](#) Article

[Is MLM For Real?](#) Blog Post

Make sure to visit our blogs for the latest information on the direct selling industry: [MLMLegal Blog Home](#) and [MLM Attorney Blog Home](#)

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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*** is quickly approaching! 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 marking, 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 a look out for the October and February conferences as well! Call our office to register today!)

This article is also available at: <http://mlmattorney.com/blog/2013/01/16/an-interview-with-industry-expert-and-advocate-jeffrey-babener/>

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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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