

Where to Find MLM Startup Tips and Answers from an Industry Expert

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This article is the companion article to the video [MLM Startup Tips, Educational Resources, Answers to Network Marketing Questions](#). The following is the transcript of MLM Attorney Jeff Babener's own words:



Hi, I'm Jeff Babener of MLMLegal.com, and I'd like to talk to you today about how to find MLM startup answers at you fingertips.

The umbrella term for the business is “direct selling.” Whether companies such as Tupperware, Amway, or The Pampered Chef practice a variety of business models, the business species is known as “direct selling.”

Under the direct selling umbrella you can find party plans, MLM or multilevel marketing, network marketing, and direct sales. The objective is always the same; however, to build a consumer products or services marketing company that distributes through a vast network of sales persons, who sell both consumer products and services, as well as recruit and develop an even larger network of salespersons. Remuneration is paid on the sales volume of those downline recruited networks.

Although a significant force, with upwards of 30 billion dollars in U.S. sales and 100 billion dollars in worldwide sales, it is nevertheless an ultra-niche industry with its own culture. Those who understand this focused culture and business model can prosper. All others will be strangers in a strange land. Although it may look straightforward, starting the successful MLM business is no simple matter.

A methodology course could fill a library. A practical advice primer could fill books. You will find www.mlmlegal.com a godsend. There you will find an essentials sampler from an industry

professional, a MLM consultant, a MLM law professional who has spent two decades as a trusted business and legal adviser to legions of direct selling companies.

Companies have started in back bedrooms and garages and have grown and ranged in size from mom and pop boutique businesses to multinational, multibillion dollar conglomerates. For the purposes of a to-do list for MLM startup you will find many tips by the hundreds at www.mlmlegal.com. Each of these factors is so critical that each one might be placed on the “make it or break it” list.

These important tips are obviously not good enough to warrant being etched on tablets on top of a mountain in the Sinai Desert. But they are worthy of being tucked into your MLM bible somewhere between solicitations and celebrations.

You won't find these *rules of the road* in a textbook. You will not find them in a college course. You will not find them at Staples or Office Depot. You most definitely will not find them by consulting with corporate business lawyers or general business advisors. These very important factors are forged in the furnace of *experience*. They are practical rules that arise from two decades of practical hands-on involvement. These rules come from the school of *been there, done that*.

Is your success guaranteed? Well, the most important rule in network marketing is that *success is never a sure thing but opportunity is always guaranteed*. So, go take a look at www.mlmlegal.com.

Wishing you the best in your direct-selling business, I'm *Jeff Babener*.

For more information visit our websites: www.mlmlegal.com and www.mlmattorney.com.

Or, visit these links for more information:

[MLM Executives Must Raise Capital in Order to Recruit Key Distributors](#)

[MLM Pyramid Schemes – Everything You Need to Know All in One Place](#)

[The Nine Basics You Need to Understand in Order to Succeed in MLM – Interview with Jeff Babener](#)

[Interview with Expert MLM Attorney – How to Handle Compliance Discussions with your Distributors](#)

[Are you Starting a MLM Company?](#)

[How Important is Philanthropy to a MLM Company?](#)

[What Differentiates a Legitimate Direct Selling/Network Marketing Company from an Illegal Pyramid Scheme?](#)

[Should an MLM, Direct Selling, Network Marketing Company Launch Internationally Immediately?](#)

[Can You Create an MLM Company and Make it By Starting Small?](#)

[What Factors Make MLM Executives and MLM Companies Successful – Video](#)

[Profile of the Leading MLM Law Firm – Babener & Associates and MLMLegal.com](#)

[MLM: Legitimacy through Statistics, Global Business Position, and Pyramid Schemes](#)

[Recruiting Advice from an Industry Expert – The MLM Fairytale “Network Marketing and Frogs”](#)

[Interview with Expert MLM Attorney – Are Earnings Calculators Legal?](#)

[CNBC.com Cites Legal Expert, Jeffrey Babener on FTC Business Opportunity Rule](#)

[The Role of MLM Legal Counsel – Why Hire a MLM Attorney](#)

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And, as always, visit [MLMLegal.com](#), the best MLM resource on the web. The next ***Starting and Running the Successful MLM Company Conference*** is quickly approaching! On February 21st and 22nd, 2013 we are hosting the [MLM Conference](#) for the 25th year! This is now our 63rd 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 May and October conferences as well.)

Welcome to MLM Legal - a valuable resource to the Multi-Level Marketing and Direct Sales Industry. Use this site to review interesting articles about this high growth industry. Keep current with the law and how it is affecting large and small companies throughout the United States. MLM Legal is sponsored by Jeffrey Babener of [Babener and Associates](#).



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.
