

Products that Sell the Best through Network Marketing



As a general matter direct selling, which is often also referred to as network marketing and multilevel marketing, is a channel of distribution best suited to market consumer products and services directly to the customer, or end consumer. Some business-to-business, commercial companies market their business products and services to other businesses. Many times, business-to-business products

and services are best suited to be sold by staffed sales professionals, as opposed to the sales consultants used by network marketing companies.

Historically, the products sold by direct selling companies are in the categories of personal care, health/nutritional, cosmetics, jewelry, household products, and technology, etc. These types of products are not only marketed to the end consumer, but the end consumer is often the best candidate to pursue a part-time opportunity in marketing those products as well. And, thus network marketing is not only best suited for consumer (as opposed to business) sales, but the potential pool of recruits is to be found in the thousands, millions of end consumers.

This is not to say that network marketing is not involved in a wide array of both consumable and one-time use products and services for end consumers. In fact, certain markets have been created by direct sellers, including water treatment devices, magnetic products, pre-paid legal services, home food storage containers, etc. In addition, the industry has established great success in the marketing of telcom, energy and various insurance/financial products. Its imprint can even be found in application to the real estate industry. Sales of the U.S. network marketing industry exceed \$30 billion and the number of participants is approaching 20 million.

See [Hard Facts about a Growing Industry – 2015](#) for current statistics on the direct selling industry.

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ABOUT THE AUTHOR, JEFF BABENER

Jeffrey A. Babener, of Portland, Oregon, www.mlmlegal.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, 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 Legaline. 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 web sites, www.mlmlegal.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. Other successful companies, to which the law firm has provided varying level of advisory, have included Melaleuca, Nikken, Enagic, Discovery Toys, Amazon Herbs, TriVita, Nerium International, Shaklee, PrePaid Legal, Tupperware, Primerica, Arbonne, Longaberger, Excel Communications, ACN, etc.

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.mlmlegal.com, where he is editor.