

Multi Level Marketing

Multilevel marketing (MLM), or network marketing, is a system of direct selling that relies on networks of independent distributors, usually private individuals, to reach customers by word-of-mouth.

Multilevel marketing is a legitimate business strategy that is commonly used by businesses that rely (heavily) on sales to generate revenue. Unlike traditional sales channels, multilevel marketing programs involve the use of networks for sales and to recruit new participants. As such, they're often referred to as network marketing.

MLM was pioneered in the 1940s by Carl F. Rehnborg, an American.

Rehnborg learned about the value of nutrition while scavenging for food in a Chinese internment camp in the 1920s.

After he was freed, he started Nutrilite Products Inc., a manufacturer of vitamin-enriched food supplements.

Rehnborg was extremely successful at marketing his products through an innovative distribution process that would become known as multilevel marketing. Nutrilite flourished throughout the 1940s and 1950s and was eventually purchased in

1959 by Amway Corp., a company founded by former Nutrilite distributors. Using similar MLM tactics, Amway, now a multibillion-dollar enterprise, thrived and spawned a string of imitators during the 1960s and 1970s.

1

10

100

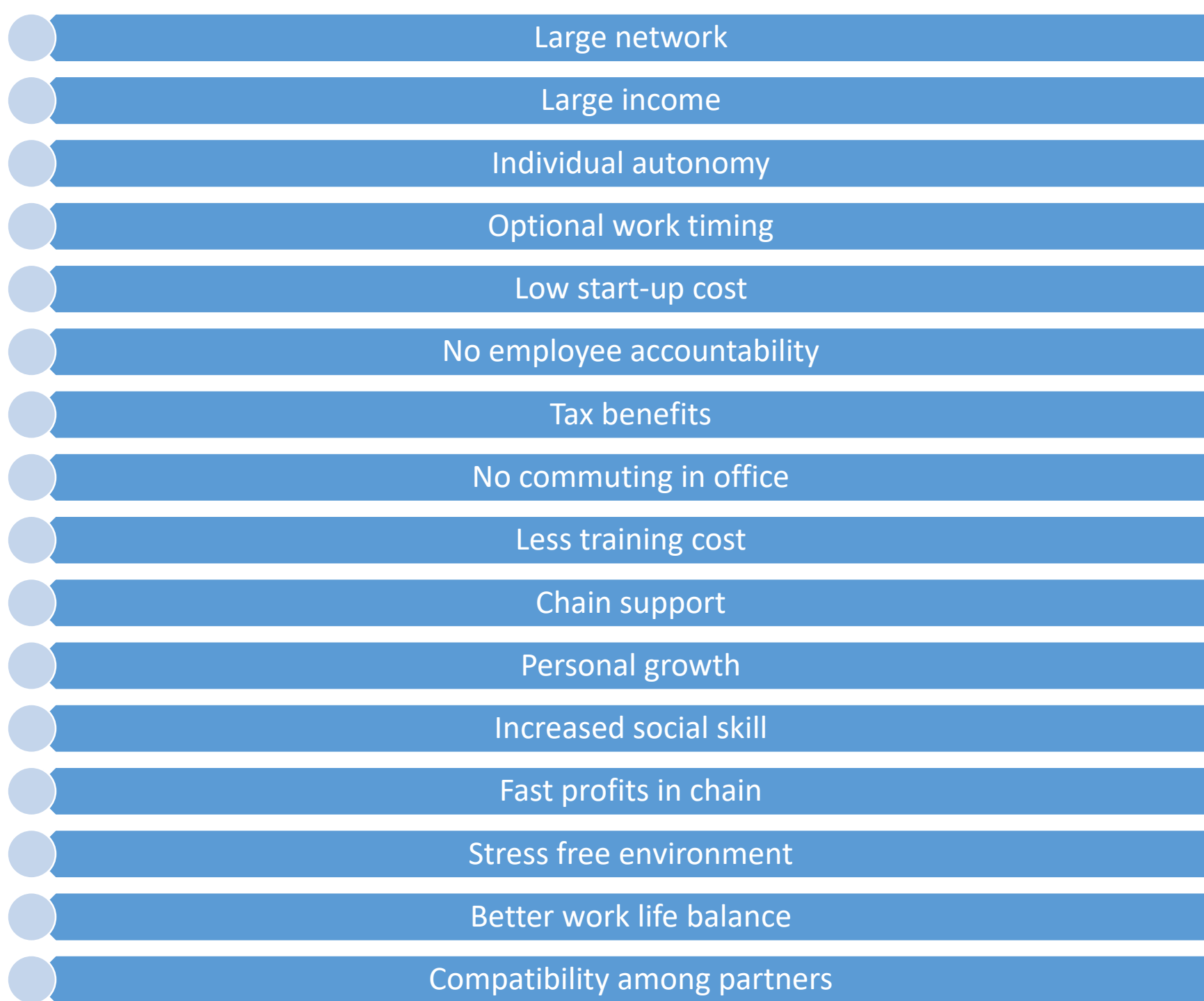
1,000

10,000

100,000

Reach up to

10,000,000,000

- 
- Large network
 - Large income
 - Individual autonomy
 - Optional work timing
 - Low start-up cost
 - No employee accountability
 - Tax benefits
 - No commuting in office
 - Less training cost
 - Chain support
 - Personal growth
 - Increased social skill
 - Fast profits in chain
 - Stress free environment
 - Better work life balance
 - Compatibility among partners

