

Regarding Business Opportunity Rule R511993

To the FDA:

In regards to the Business Opportunity Rule, R511993:

As a person in direct marketing, I did not get into it to have to spend my time wading through long legal documents and finding loopholes in the law just to get a person signed up. I want people to get involved in my business and enjoy themselves without having to become a lawyer, much less hire one.

If you want to require disclosure and earnings statements for direct marketers, then you should also require it of any employer trying to hire someone. That way, anyone going to work for any company will have the right to see all current employees earnings!!! Of course employers will have to deal with additional paperwork and then there is also a privacy issue involved. Why should people in the direct marketing industry have to disclose their earnings and not other people??

The very nature of getting into direct marketing is for people to ask questions after being told why it is a good company to work for. Direct marketing is about selling people on the benefits of working for a company. The proposed law would only make people think this could be a bad thing, because of the legal documents needed. If the law is enacted, you are going to scare people away from a legitimate industry, one that encompasses the idea if you work hard you can achieve the "American dream". This law would cause undue hardship on people already in the direct marketing industry.

The law would cause unnecessary and excessive paperwork, as well as giving people a false impression that the direct marketing industry is doing something illegal. It would also make people feel like they have to know contractual law just to get started in business!

With the unnecessary and excessive paperwork needed for this law, as well as the privacy issue involved, the benefits of enacting this law don't begin to be justified. Please vote "no" on enacting this law.

Sincerely,
Mr. Eva