

To: The Federal Trade Commission

With my deepest admiration on behalf of it's Business Opportunity Rule.

I feel there are certain aspects of the proposal that severely limit the possibilities of helping other people from getting into an opportunity that could greatly increase their potential. It would be similar to advertising the National Deficit, All Military Conflicts, and disgruntle Citizens and telling you that America is the greatest country in the world, it just doesn't sell, and negativity doesn't sell even though everyone understands that with even the best stations in life are found through struggle and compromise. People on their own will, through simple investigation find out if these facts are true or false. If they so desire to look into the negative side of any opportunity or organization believe me, they will. Your goal is to show the public of illegal schemes not deter those from a potentially helpful program that can fulfill their life and the life of others.

I've been an IBO first 10 years ago, and recently started again a few months ago. Each time I took the necessary time to make up my own decision. In a Free society I believe it is necessary to have the ability to make a decision on your own with the available information and not be coerced by government guidelines, doing so would not be part of the democratic and free society in which we all enjoy living. You can't build a free society and expect to harbor your citizens, either you trust in Free Enterprise or you change to a dictated one, the very thing our country and I myself personally have volunteered my time to fight against.

I suggest we carefully consider several issues within your proposal to insure we don't hinder the success and opportunity for new prospects considering legal opportunities. Those found illegal should be dealt with through the proper channels of government and state jurisdiction through which I'm sure we're all in agreement. Making it more difficult for legitimate IBO's to do business does not dismiss the fraudulent. Criminal activities will only continue to find more clever ways to operate while hard working honest business owners are over regulated and undermined tampering with honest investment that is essential to a strong and positive economy.

In Short there are a few points I propose be discussed to insure profitability for the honest and insurance against the corrupt.

1. We should require clear, simple, and standardized income disclosures that apply to all direct sellers.
2. We should provide reasonable cancellation policy.
3. While we should not require a seven-day waiting period before a prospect could register.
4. We should not require IBO references are provided to prospects or disclosure of past litigation. Just as no military recruitment personnel and or organizations are not. Could

you imagine the Police Dept. trying to hold interviews under the same policy?

5. We should not require financial records to be disclosed to prospects, just as any Government city or state or corporate institution isn't required of its prospects. Can you see the prospected new leader of the Free World asking to look at the financial statements of the previous President for confirmation and insurance that the country works?

My sincerest regards in resolving and bringing to prosper these small yet necessary changes in your much awaited proposal that allows us all continued success and prosperity in one of the most Democratic and free countries in the world.

Travis A. Costa (Quixtar Independent Business Owner)