

Greetings to whoever is kind enough to read my comments,

After reading the proposed changes to **Business Opportunity Rule, Matter R 511003**, I spent some time reflecting what these proposed changes would likely mean to my business, the MLM industry in general, and what they would tell the public at large. There are several serious concerns for me.

First, I have no major problem with the “earnings claim”, if kept simple. I do not misrepresent my income. Compliance, however, needs to be easily achieved by distributor and companies alike!

Concerning the “waiting period”: the first thing that comes to mind is the Brady Bill. This gives the whole industry a negative stigma. With a waiting period, anyone who does network marketing while traveling would be inconvenienced because it would no longer be feasible to revisit a prospective business partner.

The most devastating part of the proposed rule change is the “list of references” that would be required. People, my wife and I included, do **not** want to be disturbed by unsolicited calls. That is the reason we had our number added to the “do not call list”. To tell prospective distributors that they need to give out their name, phone numbers, and addresses so they can be contacted by whomever, whenever, (and with addresses possibly someone at your front door), they would, politely or not so politely, tell you that you were crazy.

This one change will absolutely destroy the network marketing industry all by itself. On the other side, many people join simply to buy a product at wholesale cost. My wife uses a product from another company. Her comment was rather expected: “if that rule goes into effect I’ll just cancel.” That type of response

will be repeated tens of thousands of times by distributors who just use the product, and have no interest in the business.

As for myself, I have quit talking about the product and the business until I see if these changes are made. I cannot in good conscience enroll someone into a situation where their business would have virtually no chance of success. Someone interested in only the product would never join when he or she learns about the “reference list”. Now if your goal is to utterly destroy network marketing, these changes will undoubtedly work astonishingly well.

However if your intent is to protect the public from the Charlatans of the world, I’d like to share a few thoughts with you. While protecting the public is an honorable goal, a large part of the problem lies with the people you are trying to protect. As Forrest Gump said, “Stupid is as stupid does”. Stupid people do stupid things. I know where of I speak. I used to do stupid things until the pain of being stupid became too great. So, I changed the way I did things. If I’m looking at a venture in which I have no expertise, I now talk to people who are much wiser in those areas than I am, and then I listen! It has saved me much heartache.

People’s bad experiences are many times the motivation for personal development. Looking back, many times the improvements of one’s self was worth the money spent (or lost).

The bottom line is simple: **people need to be responsible for their actions** whether it is the car they buy, the stock (remember Enron), or the business.

Respectively submitted,

William Weaver