

I am writing in regards to the Business Opportunity Rule. While I can understand that you want people to be aware of the negative aspects of the direct selling world. I feel that the new rules that you want to implement will discourage many who could be successful. It is true that many who sign up to sell do it for a short period of time and then quit. Do you also realize, that if a person joins and sells simply \$4,500 in 15 weeks they will make at least \$1,200, get at least \$600 in free jewelry and with most managers get their original \$149 investment back. This can all be done by working ONE day per week. This is not a scheme as it seems that the FTC is making it out to be. It is a chance for many people, mostly women to try something and lose nothing. Factories, stores and corporate businesses are not required to have such lists to give to potential employees, why is direct selling any different. Direct selling can give people the chance to be successful when they have nowhere else to turn. While it is true that there are many people who try and do not succeed in the direct selling world there are also many reasons for it. I know of people who have signed on simply to get products discounted or free, those are also people who would be included in the numbers that you are asking us to list. This would make the number list untrue because the people who signed up for that reason are happy with what they got. I know of a woman who paid her way through college by selling lia sophia, and a man who sells lia sophia so that he can make money and have more time to care for his disabled wife. I know of many teachers who have chosen lia sophia as an alternative to their highly threatened "professional" world. There are many other success stories too numerous to mention. All of these people gave it a try and they found success and security in their lives. The FTC is attempting to take that away from everyone by passing the proposed new guidelines. I myself joined lia sophia originally just because I wanted to make a little money and get some free jewelry. That is exactly what I signed up intending to do. I sold \$4,500, made over \$1,200 and got my kit fee reimbursed in 6 weeks! By this time I had fallen in love with the product, the company, the freedom with my time, and I could see that I had a choice to do something besides work my 8 - 4 job, where I had no chance for advancement. Lia sophia was truly an opportunity for me, as it has been for many. Not everyone who joins this business is going to succeed, but not everyone who goes to college ends up doing what they went to college for either. As it is stated in your Subject category line above this business is an opportunity not a guarantee. We can not guarantee that the people who sign up are going to work the business and try to make a career out of it that may not be what they want. Many people in our organization choose to do this as a hobby. We can guarantee that if they sell the \$4,500 in 15 weeks they will make at least \$1,200 and get at least \$600 in free jewelry. I had my first child at 17 and have no college degree. I have now found not only something that I am good at but a career that I truly love. This is probably my only chance that I will ever have at success and I feel that the FTC is threatening to take it away from me. I apologize, but it seems as though you are discriminating against the middle class who have finally gotten a chance in life to succeed. Lia sophia is more than a job to me, it is my passion. Lia sophia has given me the opportunity to succeed in so many ways. I meet fascinating people nearly everyday. I have made friends that I would not have had if they had not invited me into their home. I can make the same money working two half days that I did working 2 weeks at my old job. I have opportunity for advancement and I LOVE what I do. Please don't threaten people's chance at success by making them afraid to try. How does that help anyone, ever?