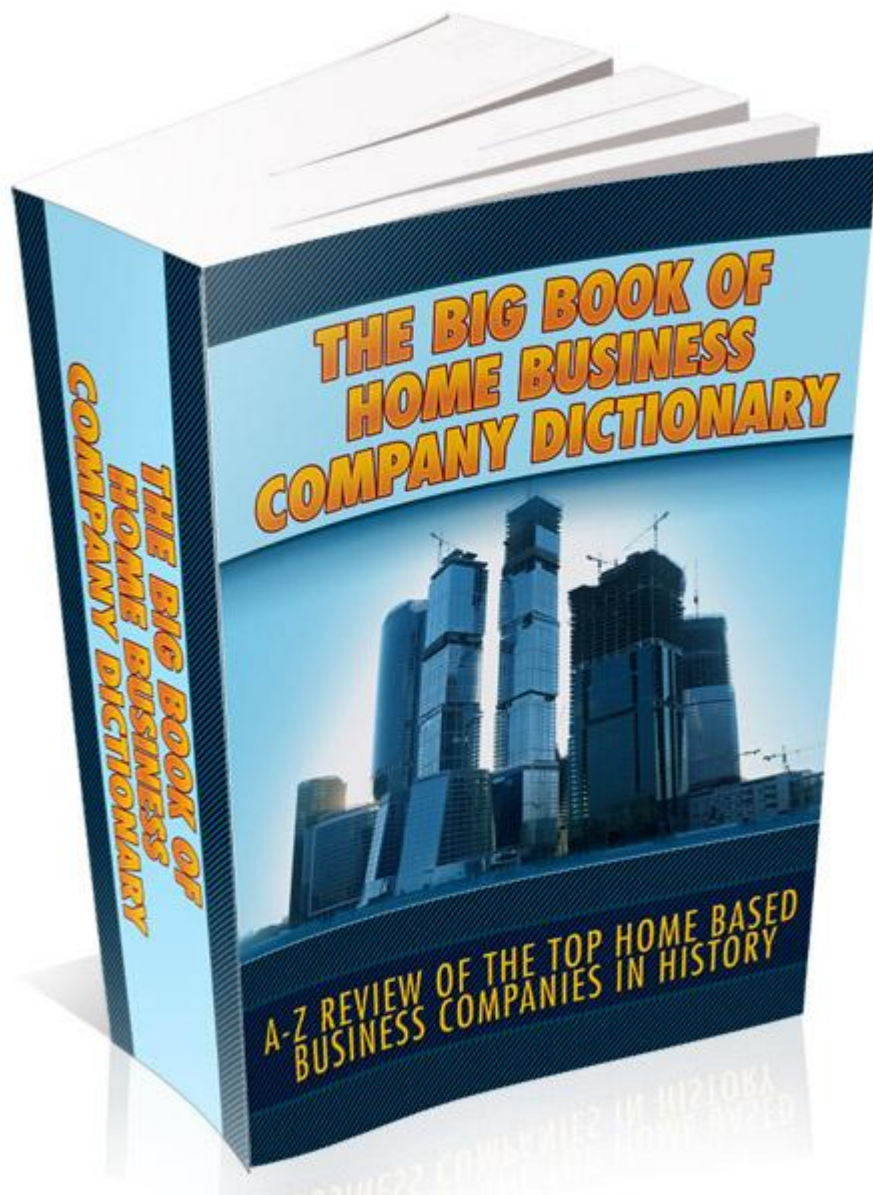




The Big Book Of Home Business Company Directory

**"A-Z Review Of The Top Home Based Business
Companies In History"**

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Introduction



Welcome to The Big Book Of Home Business Company Directory!

For your home based business, in order to conquer the future, you must understand the past and take action in the present!

That is why it is imperative to understand all the most prominent companies for the last few decades.

This book will serve as an indispensable guide to learning about successful companies, how to choose a good business opportunity and understand the power of products and powerful concepts!

Most of the time, many networkers do not know what company to choose from because they start their business with a company chosen by their uplines (because of the friendship or relationship).

By learning about the top 30 companies in this industry, you will know how to:

- Understand what it takes to partner with a solid company

- Build a team with confidence because you are partnering with the right people
- Have even more confidence and passion when you talk about your product because all businesses are product or content driven
- Decide what angle to pitch your business
- Many MORE!

Be sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!

So without further ado, let's jump into it right away!

4Life



It doesn't take much intelligence to understand that 4Life is a play on "For Life" but what is important to learn is why the product is named so. The reason is that this is an immunity building product. When your body is immune, you are better protected from diseases. Babies get their immunity from breast milk and that is the reason they are internally fortified. However, as we grow, this immunity tends to reduce. 4Life is a product that brings back this immunity in the body by introducing something that is known as the T-factor. The product is not yet FDA approved, but as it is being sold through the multilevel marketing framework, it is making a healthy number of sales, even catapulting it to the ranks of few of the topmost MLM businesses in the world today.

The company was launched in 1998 in Orem, Utah by David Lisonbee. Today, the company has spread over to more than 40 countries making it a global entity. This is one company that has paid great focus to its expansion in Asian countries. One of its earliest branches was in Japan and its most recent branch –

in 2008 – was set up in India. Most of the success of 4Life comes from its recruitment of people from various parts of the world, including the largely untapped Asian markets for their MLM prospects.

One more fact that adds to the business prospects of the 4Life MLM business is its compensation plan. The compensation plan here is based on direct selling. Distributors will earn in direct proportion to the quantum of sales that they are able to make. Because 4Life is recommended to be used for a long period, it is possible to have continuous direct sales. However, this also means that the distributors will need to spend a lot of time in selling the product rather than spending time on building the network.

The product that the 4Life marketing sells is quite strong and has a good customer base. However, it is not strong as an MLM business, especially if the person is just starting out with multilevel marketing. The concept requires people to go out and pitch their marketing concepts, which might also include door-to-door selling and cold calling people. Thus, it is not exactly a work-at-home business. But for people who are looking for an opportunity to make some money selling a product that sells easily, 4Life can merit some consideration.

Ameriplan



The conceptualization of Ameriplan was done with a vision. The two brothers who founded Ameriplan, Dennis and Daniel Bloom, wanted to provide the most affordable healthcare provisions to people along with an opportunity to earn some income on the way. They wanted healthcare, especially dental care which is what American involves itself with, to become not only cheaper for the people but also to become a rewarding idea. They help huge discussions with their dentist plans and came up with such a plan. This is what came to be known as Ameriplan. With its humble beginnings, it is difficult to imagine that Ameriplan has today more than 30,000 dental hygienists and care providers and about 7,700 chiropractors on their list. Ameriplan concerns itself with eye health too – it has more than 12,000 optical providers on its list. In all, there are about 50,000 pharmacies working through the Ameriplan network.

There is no question that American has been a highly profit making company for its owners and also for the network that runs the show. It has had an extremely impressive growth rate – it holds the record of being the one of just three companies that have had an increase in their income by 10,000% within a very short period of 5 years. It is such impressive records that have catapulted Ameriplan into the league of top MLM companies in the world.

Ameriplan has been in existence since more than 15 years now. It is highly accredited, being a member of the National Association of Dental Plans, the American Academy of Group Dental Practices, the National Association of Provider Access Organizations and the US Chamber of Commerce.

You can join the member with a startup kit of either \$95 (which has a value of \$70) or of \$495 (which has a value of \$1,000). The costlier startup kit has various benefits such as triple advances of \$324, bonuses for bringing in members which are between \$50 and \$250 and matching bonus overrides.

People within the network get 3 ecommerce websites to promote the business opportunity as sponsors and an unlimited number of advance commission checks. They also get various health benefits for the entire household related to dental, visual and chiropractic care and prescription medication.

However, the Ameriplan idea is much more demanding as an MLM opportunity than any other. Though the end product is quite benefiting, it is the work that you have to put in that becomes a big deal. Like any other MLM opportunity, there is much initial work that needs to be put in if there is any residual income to be gained at the end of the day.

Amsoil



Amsoil works within the niche of filtration products and synthetic lubricants. The company was started by Lt. Col. Albert J. Amatuzio who had loads of experience of working with synthetic lubricants when he was a jet fighter squadron commander. Later in 1972 he developed the first synthetic motor oil that met requirements of the API. This revolutionary lubricant was what set the ball rolling for Amsoil. This was a lubricant like no other, its performance was par excellence and Amatuzio could see a grand business opportunity looming ahead of him. His efforts at revolutionizing lubricants and, most importantly, making them available for cheap to the general public has facilitated his induction into the Lubricants World Hall of Fame.

This family run business (today Albert Amatuzio is the President and CEO and Alan Amatuzio is the Executive Vice President and COO of the company) is a first class business opportunity for people from around the world. The 36 years of experience is now providing several people with residual income. The company invites people to become its fulltime and part time dealers in all areas of the

world. The products can be sold in any number, and each sale brings in a commission, making the Amsoil opportunity close to a direct selling opportunity. In such an opportunity, dealers earn commissions on all products that they sell.

The fees for becoming an Amsoil dealer are quite low – around \$50 with a renewal fee of \$30 per year. The dealer is free to put in any amount of time and make any number of sales as this is a direct selling business. Apart from the low startup fee here, there are other benefits to the MLM distributors (known as dealers here) such as no requirements of holding inventories, no restrictions of geographical territories, no capital investments to be made and no expenses for employees or need of spending on any other kinds of requirements. A lot of ordinary folk are into this business opportunity because of the large gains involved.

What works in Amsoil's favor is that it has a quality line of products. Research has shown that a quarter of all people who use Amsoil once will continue using it forever. A lot of them will actually get into becoming Amsoil dealers and will recommend the products to their friends and families and then to other people that they meet. This is how the MLM opportunity grows and the people are able to make good sums of money through it.

Amway



Amway – a portmanteau of the phrase "American Way" – is clearly among the top 5 MLM business opportunities of the world today, even surpassing most non-MLM businesses. The company is run exclusively through network marketing. Its physical office is located in Ada, Michigan but its network spreads out to the various nooks and crannies of the world. It has at least 90 countries in its network today under the name of Amway. In the US and Canada, it has taken on a new identity – Quixtar – which is a part of Amway. Today, Amway and its family (the Alticor companies) have a global turnover of \$7.2 billion which is a very commendable figure for the entire business realm.

This mega-storming company was launched in 1959 (making it one of the oldest MLM enterprises still existing today) by two people, Jay Van Andel and Rich DeVos. Today, their sons Steve and Dick are running the Amway show since 1995 and 1992 respectively.

The product line of Amway is one of the most exhaustive for a multilevel marketing venture. This includes mostly home care products such as water purifiers and air purifiers and personal care products such as cosmetics. There are also electronic items that can be used around the home. Jewelry is one of the premier products that are sold through the Amway network. In addition, Amway has numerous other concerns, also MLM oriented, such as the Nutrilite dietary supplements. It also has a hotel now, the Amway Grand Plaza Hotel, which is located in Grand Rapids, very close to the Gerald R. Ford International Airport.

The Amway Network Marketing Plan is one of the most comprehensive plans for multilevel marketing businesses and that is what has let the company stay on top for all these decades. The company was a simple sell-and-make-profit-and-commission network marketing venture in its early years, but now the concept has changed. Now, Amway does not concern itself much with product sales. The greater emphasis is on the sales that sponsors make when they sign on distributors into the network.

This is what has made Amway somewhat controversial too, including allegations that it is a pyramid scheme. However, a closer scrutiny by the Federal Trade Commission as far back as 1979 disproved that Amway was a pyramid concept in any way. Still, there is an impression even among the MLM world that Amway is kind of a big bully and a rogue, a company that bends the MLM rules to suit its requirements but sails through because of its humongous network. That be as it may, the distributors of Amway are among the most zealous and hardworking of all.

Amway makes it necessary for distributors to sell at least 70% of their monthly purchases if they want to become eligible for bonus payments. Also, if the downline does not sell any product, the sponsor is compelled to buy them back. There are also bonuses for selling products to 10 people in a month. It is plays such as these that have managed this company to stay afloat and succeed even today.

Arbonne International



The Arbonne International is a cosmetic based MLM opportunity that falls into the work-at-home genre. Mainly run by women, this opportunity revolves around the distributor's ability to sell and promote its products to as many people as possible. Since the business is a network marketing business, a distributor makes the sales to other people and a part of those sales are earned as commissions by members in the upline. The distributor will also try to expand his or her own downline so that commissions come in along with the amounts generated from the sales.

The cosmetic products of Arbonne International are formulated in Switzerland in their Arbonne Institute of Research which is housed there. However, the actual manufacturing processes are carried out in Irvine, California. The main feature of these cosmetic products is that they are completely safe and natural and do not use any chemical additives in them. No mineral oil is used either and there are no animal products too. These botanically inspired products have the right pH balance for maintaining the proper health of the skin and are tested for people with skin problems and found to be safe.

In addition to the skin care products, Arbonne also has products for weight loss, color cosmetics (cosmetics for women of color), nutritional products and aromatherapy products. Each product is an Arbonne unique product and is not allowed to be sold anywhere else but through the Arbonne business opportunity.

To start with the Arbonne International opportunity, you will need to buy a starter kit. This kit costs \$29 and will make you an Arbonne distributor. This kit contains a workbook, manual, policies of the company, procedural information, brochures and order forms. There is also a retail price list with the kit. With this kit, you are able to build your network. You stand to gain commissions from 35% through the sales that you generate which is one of the best figures in the worldwide MLM industry. There is also a premier kit available with a startup fee of \$65.

Some points make the Arbonne business opportunity better than the others. You do not have territorial boundaries to work within, so you can spread out your network as much as you want. The products themselves are good, low priced and sometimes offered at discounts, so you will be able to sell them further. Also, you will get a website from Arbonne if you wish to sell your product online. You have to pay a monthly fee for the upkeep of this website though.

Cognigen



MLM businesses in the modern world cannot survive without an idea that is contemporary itself. Cognigen (now BayHill Capital) is a good example in this league. The company operates an MLM business with the concept of distributing telecommunications and data services on a worldwide level. The company has become quite a success mainly due to its product line that has great relevance in today's world of online marketing.

Cognigen is a recent company, but BayhHill Capital has been in operations since April 1992. The company has its physical office in South Jordan in Utah. The company operates exclusively online and provides its supplies to its customers in the genre of Internet marketing. One of the main arms of the success of Cognigen has been the constant effort of the company to provide its services at low cost to its agents with an extremely user-friendly network.

The MLM idea runs in this manner. When you sign up with Cognigen, you get a free website from them that you can personalize to meet your requirements. You can market your own products through this website that you get from Cognigen. Also, you get the advantage of the various Internet marketing features that Cognigen already has such as long distance calling services (at discounted

rates), prepaid calling cards, web conferencing, high speed DSL connections, T1 connections, SIP services, Ethernet over copper features, MPLS services and PBX phone systems among others. In this manner, subscribers to Cognigen get a complete Internet marketing package that they can use for their requirements.

The MLM compensation plan of Cognigen is quite varied. The first way is the general MLM routine of earning through referral commissions. For every person that is referred to by the distributor (and who buys the Internet marketing services from Cognigen), the referrer will receive a commission. This will add to the residual income of the distributor. There are bonuses too. If a distributor can make sales of up to \$4,999, then he or she stands to earn a bonus of 6 to 11% from this amount. Also, there is a higher bonus called as the Qualified Rep Bonus for people who qualify to a higher level.

The second manner of earning is through helping the downline members to get promoted into the network. If any downline member graduates from Independent Rep to Qualified Rep, the referrer will get a direct earning of \$50. In the same way, there are payments made to referrers for other promotions within the network too, at varying amounts. The downline exists to six levels, which is quite commendable for any MLM plan. Another way to earn is through the Generational Override.

The two main things that go in the favor of Cognigen are a highly contemporary product and a very generous compensation plan. These are the two ingredients to ensure a good MLM business, which is what Cognigen is proving itself to be.

Creative Memories



Creative Memories is a multilevel business that allows people to buy personalized products that they can preserve as mementos. These products include scrapbooks (both digital and paper), photo frames, albums, magazines and many more. The unique aspect of these products is that they are customized according to the requirements of the customer, with their photographs, special quotes, messages, etc. imprinted, embossed or preserved on any other way on the products. Creative Memories also specialize in gift ideas and this is where the greatest customer base of the company lies.

The founders of this unique MLM company are Rhonda Anderson and Cherly Lightle. Rhonda was a homemaker before she got into this business and Cherly was a businesswoman already. The first branch was set up in Minnesota in 1987. Today the company is helmed by Asha Morgan Moran as the president. The company is now spread over to several countries including Australia, Austria, Canada, Germany, Japan, New Zealand, Puerto Rico, South Africa, Taiwan and the UK. There are about more than 90,000 distributors (called as consultants) working for the company on a global level currently.

One can become a consultant of Creative Memories with a payment of just \$70. This allows them to buy products at a discounted price which they can sell to other people, work at a flexible schedule, earn various kinds of bonuses and also get opportunities to travel, become a leader and carry a team forward and a group of senior consultants who will provide guidance on how to go about the entire opportunity. The earnings here are mostly through direct sales, i.e. in proportion to the number of products that the consultant sells. But, there are also various bonuses and incentives that make the whole idea look much more attractive. Also, the plan is quite flexible – the distributors can decide how much money they want to make by deciding how many products they want to sell. There is no limitation here and no penalties for not being able to sell products.

As the name suggests, the company is about preserving memories, mostly in the forms of photographs. People can preserve their special moments in scrapbooks. Creative Memories also provide some simple scrapbooking tools for people who are not so very good with craft. These tools include simple adhesives, stickers, pens and pencils, colors, etc. There is a simple digital scrapbooking feature too, which makes all these tools unnecessary.

Though the company deals with a very traditional idea – scrapbooking – its presentation makes it a unique concept. Added to that the fact that it is sold through MLM, i.e. through word-of-mouth publicity, it is not quite surprising to understand why this is one of the leading MLM businesses of the world today.

Eniva



The Eniva program is a growing multilevel marketing business owned by the Eniva Corporation, a Minnesota based company that deals with household cleaning products, automotive cleaning products and a range of alternative health products. The company has been listed in Inc 500 as 728th of the 5,000 fastest expanding companies of the world. It is also ranked at 46 in the league of private companies that are showing speedy growth. The Eniva Corporation was founded by the Brothers Baechler, Andrew and Benjamin. Both brothers have previous experience in the network marketing arena and are also qualified in the medical profession.

Today, the Eniva Corporation has grown since its inception in 1998. The company rakes in an annual business of over \$10 million and has more than 100,000 representatives all over the US. This puts it quite near the top of the MLM heap. The company is expected to do much better. It is expected to take in a significant share of the \$200 billion health and wellness industry by the year 2010.

The premier product of the Eniva Corporation is a supplement named as Eniva VIBE. This is one of many products that the company promotes, but this is certainly one of the highest selling. This product is available in the form of a drink which is suitable for people of all ages and health conditions. The product is designed in such a way that it can use a liquid transfer mechanism to make the body richer in nutrition, which is something that the common tablets and pills of today find difficult to achieve. Being a liquid, the effects of the Eniva VIBE are expected to be better and more effective.

You can start out with the Eniva MLM plan by becoming a preferred customer. This puts you into the network and you can start selling the product to people you know to gain your initial sales. You have to use the product with this MLM business. However, the amount of the product that you purchase will be counted in your own monthly sales, which have a minimum limit too. For every Eniva product that you sell, you get a percentage of the commission, which grows as your number of sales increases.

Also, building the network is another option to gain money with Eniva because there are various bonuses to be gained and there are incentives like diamond rings to members within the network that have performed excellently by bringing in more members into the network.

FreeLife



FreeLife is an MLM business within the health and wellness niche. It is known for various products, mostly alternative health products, which are touted to provide the necessary nutrition for the body and keep it always in a state of good health. The roots of the company were laid in 1995 by two alternative health experts, Ray Faltinsky and Kevin Fournier.

The company has 220 employees within its main office, which is located in Phoenix in Arizona. However, it has its consultants spread throughout the world. Some of the branches of FreeLife are located in various parts of the world including Anguilla, Antigua & Barbuda, Australia, the Bahamas, Barbados, Bermuda, Brunei, Canada, the Dominican Republic, the Fiji Islands, Hong Kong, Macau, Mexico, New Zealand, Philippines, Puerto Rico, Singapore, St. Kitts & Nevis, St. Lucia, St. Martin & St. Maarten, St. Vincent & the Grenadines, Thailand, Trinidad & Tobago and, of course, the United States, where the company is originally based out of.

The main product of FreeLife International, as it is called, is the Himalayan Goji Juice. This product, like most other products of the company, is made from goji berries. The nutritional benefits of goji are well-recorded. These range from

improving neurological health of people as well as improving their digestive functions. There are several other psychological benefits that are claimed of the goji products that are present on FreeLife. There are claims that this product can stop the aging process and can even fight against some kinds of cancer. Recently, FreeLife has introduced a new product, GoChi, which is another goji-based product.

Being an MLM company, the compensation plan of FreeLife is of extreme importance. The company has a unilevel compensation plan, which pays out commissions only for the first level of members recruited in the network. Hence, the focus here is to grow the network horizontally more than vertically. However, there are also some features such as infinity bonuses and other incentives for things like growing the network to reach specific targets. The compensation plan has one of the highest depth level that is seen in MLM opportunities of late, i.e. it goes up to 10 levels deep within the network.

People can also improve their statuses within the network. They will have to reach a particular target of bringing in a particular number of people and they can get promoted to the next level. However, there is no limitation on the number of members that a single sponsor can have within his or her marketing network.

Herbalife



Herbalife is one of the biggest MLM businesses in the health and wellness niche. The products that it specializes in are weight management products, which as the name suggests, are all herbal in nature. The company has a global outreach today with a presence in about 64 countries and about 1.8 million distributors all over the world. One of the special aspects of Herbalife is that people from all walks of life have become a part of this ever-growing enterprise.

The founder of Herbalife International, Mark Hughes, was only 24 years old when he started this company. The founding of the company was a direct response to find a solution to the synthetic supplements that were the only things available at that time for controlling weight loss. His mother had to resort to harmfully addictive amphetamines to manage her weight. This ignited in him a desire to launch a product line for weight loss that was completely natural and yet totally effective. Thus was born the idea of Herbalife International.

The success of Herbalife International has come due to the fact that this company puts you on a weight loss regimen using the only things that work – diet and exercise, which are advised by the millions of its worldwide sponsors. The

products are mainly vitamin supplements for weight management as well as some in the cosmetic niche. There are also a few products for specific disorders such as arthritis and inflammatory diseases. All the products are completely organic. The products have proved their worth already and that is the reason this company has made such a storm in the MLM world.

The MLM network of Herbalife mainly consists of distributors and sponsors. A distributor is any person who sells a Herbalife product. When the distributor makes someone else join the network, he or she becomes a sponsor. The work of the sponsor is to sell the products and expand the network as much as he or she can, at the same time inspiring the downline to attain sales targets better. It is one of the duties of the sponsors to make these sales targets.

The compensation plan that Herbalife uses is breakaway compensation. With this, distributors can sell products for the company till they reach a particular level after which they can break away and set up their own network. They do not pay commissions to the sponsor anymore, due to which the sponsor will need to find more people to replace the distributor who broke away.

Herbalife is an opportunity that anyone can join; no specific qualifications are needed. However, there are some initial costs to be paid. If you are starting out with Herbalife, it would be a very good idea to have an initial list of leads among your family and friends which you can keep expanding later as your business grows.

Isagenix



One of the world MLM leaders today, Isagenix is another company that deals with wellness products. The company's premier product is a nutritional cleansing system which detoxifies the body through the proper use of natural nutritional elements. This is actually a whole program devised by the company that includes principles such as cleansing the body through fasting and herbal supplements and also incorporating some changes in the lifestyle such as improving rest and regeneration patterns for the body.

The company is a very recent company, which is surprising considering the level of success it has seen today. It was founded in March 2002 by three people – John Anderson and John and Kathy Coover. The three people complemented each other well; while John Anderson had an expertise in manufacturing nutritional supplements, the Coovers had innate knowledge of network marketing. Getting together, they raised a proverbial storm in the MLM cup and within 5 years, they have become an MLM force to reckon with.

There are two main things that work for the success of Isagenix. The first is the product itself – everyone is more health conscious today and since the company is based on health and wellness through completely natural methods, it has a lot of takers. In addition, there are also skin care and cosmetic products which expand the product line and make the business more viable. There is constant upgrade of the product line of Isagenix, which is a good thing because the networkers can keep including new things in their business plan and earn better profits. Also, variety is the spice of life, which is really what keeps Isagenix moving forth.

The compensation plan of Isagenix is a very simple binary structure. A person recruits two members and becomes a sponsor. Then these two people will bring in two more and so on. The network has more scope to be built vertically than horizontally. At the same time, because there are only two arms of the network, each sponsor can look into them efficiently and nurture them to grow and succeed.

Commissions from direct sales as well as from sales made from the people within the network apply. Hence, people who take up a sponsorship with Isagenix will need to look into both these factors. The opportunity is simple and profit-making for people who love network marketing and are used to the various methods employed therein. For them, Isagenix spells a good work-at-home opportunity making a sizeable amount of income each month.

Longaberger



The Longaberger Company has come a long way with a very ordinary concept so to speak – baskets. However, it is one of the major MLM contenders today. It is difficult to believe that this company started by a poverty-stricken young man would reach to such heights that it has over 45,000 people in its global selling network, most of them making more than a livelihood through selling these unique baskets.

The story of the start of Longaberger is a typical rags to riches story. The founder of the company, Dave Longaberger was an extremely impoverished kid growing up with 11 siblings who nurtured a dream of making it big in business in some way or the other. One day, not knowing what exactly he could sell, he wove 12 baskets and went to the local store to sell them. His baskets were good, they sold immediately and with the money he got, he bought more material. The Longaberger Company was founded.

But Dave Longaberger's businessman acumen told him he could achieve much more than what he was doing through mere direct sales. That was when he

made an in-depth study of various MLM plans and decided to use it to sell his unique product – the baskets! The Longaberger Company started in 1973, but it went the MLM way only in 1978.

Today, though the handcrafted baskets are the main products of the Longaberger Company, they also make other items such as fabric accessories, potteries, wrought iron materials and even some gourmet foods. All these are available to sell through the MLM opportunity.

To enter into the MLM compensation plan of the Longaberger Company, you have to become a consultant with them. The fee for joining the network is between \$35 and \$335 and with that you get a starter kit. You get the entire product range to sell. From your direct sales, you get exactly one-fourth as commission. Apart from that, there are bonuses when you bring in members in your downline and they start making their sales too. These commissions are between 2% and 5%. Hence, earning through the Longaberger MLM plan is through direct sales as well as through commissions earned from the downline members.

The Longaberger Company is a success as an MLM venture because of its product and its compensation plan. The product is considered to be a specialty product and a respectable keepsake. There is certainly a demand for getting these baskets and because they are priced low too, selling these baskets becomes an easy thing to do. At the same time, the compensation plan is a good fit for people who are looking for a work-at-home opportunity to earn without having to pitch in a great deal of effort.

Mary Kay



Mary Kay is one of the world's leading MLM companies in the cosmetic products genre. The company has a network marketing system where people join into the distributors' network and continue selling products, at the same time providing commissions to those in their upline. Apart from using the products of Mary Kay, a lot of people are investing their time and effort into this home based business opportunity and also making their livelihood out of it. Mary Kay's direct competitors are Arbonne and Neutrogena.

The company was launched in 1963 in Dallas, Texas in the suburb of Addison. The founder was Mary Kay Ash. Today, her son Richard Rogers is the CEO and the chairman of the company. The company went public in 1968 and in 1976 it began its trading over the stock exchange. There have been controversies time and again that Mary Kay is a pyramid scheme, but it has managed to deal with these allegations satisfactorily so far.

The products of Mary Kay are mostly from the cosmetic line. This includes various cleansers and moisturizers. There are also products for the care of the eyes and the lips. Mary Kay also has a line for anti aging products. One of the reasons of the success of Mary Kay is because its products are generally acceptable by all women of the world, which makes them buy the product and even become distributors for it. There is a possibility for anyone to earn up to \$1,000 a month with a network of 50 to 100 distributors through the Mary Kay home based business opportunity.

The compensation plan of Mary Kay is the complicated stair step breakaway MLM compensation plans. Here, any distributor can work within the network, bringing more people into it, till he or she reaches a certain point. Once that level is reached, the distributor can break away from the network and start his or her enterprise. This will reduce the commissions to the sponsor because after breaking away, only a small percentage of the total volume of the distributor will be available as commissions to the sponsor. Now the sponsor will have to find new people to replace the distributor.

Hence, with Mary Kay, sponsors are constantly at an effort to find new distributors as people qualify and break away. This keeps the company running actually and is what has made it such a prominent entity.

Two things go in favor of the Mary Kay MLM business – a good product line and a good compensation plan. It is a reputed company and a bankable one for starting an MLM venture with.

Melaleuca



Melaleuca, the Wellness Company, most times simply known as Melaleuca, is one of the most prominent health and wellness MLMs in the world. This company has its own range of wellness products that have a huge market base. The company sells its products without MLM too and even there the number of sales is commendable. The products sold through its MLM network are cheaper, better promoted and actually a source of income to several people from around the world. The worth of the Melaleuca Company today stands at \$780 million, catapulting it to the top league of multilevel marketing entities from the world over.

The founder of the company, Frank Vandersloot, actually took up the Melaleuca Company from a previous owner. At that time – in 1985 – the name of the Melaleuca brand was quite sullied because the products were not of a high quality and had no FDA approval. When Vandersloot took over, he established a new range of products that were developed after stringent research. He also introduced the multilevel marketing method for selling these products on a global level. This worked because the company did not need to spend much on advertising and still had an international appeal. But the real clinching factor for the success of Melaleuca was that people could make a successful business at home and at the same time take care of their health with some of these products.

Initially, the products of Melaleuca were solely related to healthcare and wellness. The products were all herbal in nature. However, with growing demand

and expansion ideas, the company has developed several other products, which number about 350. There is also a cosmetic line now in addition to cleaning materials needed at home and personal care products. There are also nutritional supplements sold through this MLM.

The MLM opportunity of Melaleuca depends on both principles – direct sales as well as downline commissions and bonuses. As you sell products, you get a portion of their sales as your commission. At the same time, getting people beneath you will give you some amount of their earnings as commission too. Members try to make several members in their network due to this reason. There are bonuses for particular number of members in the network too.

Like any other MLM opportunity, Melaleuca can pay off only if the consultant puts in a lot of effort at least initially. However, taken it the right way, this is a very promising MLM to be with.

Mia Bella



The unique selling point of the Mia Bella home business opportunity is candles. These candles have something special about them – they are crafted with meticulous perfection and eye for design and color. They have a wonderful fragrance that is guaranteed not to fade away with the first burn. Mia Bella produces these candles for a wide variety of uses, whether it is for use in the home décor or for parties and gatherings or simply for therapeutic purposes. The candles have another uniqueness – they are made of soy.

The Mia Bella candle business was a brainchild of four people – Bob Scocozzo, Charled Umphred and Carmen and Lynn Milazzo. Each of them had previous network marketing experience and when they hit upon this product, they lost no time in getting licenses to market these candles on a nationwide level. These candles no longer remained humble after that. They struck an instant chord with people all over.

But what interested people was the fact that they could actually make money out of these candles. The Mia Bella business was and still is an MLM opportunity. You can become a member with a payment of just under \$40, which is a onetime payment and then a monthly payment of the same amount. This provides them with a package containing a dozen fragrant votive candles, a jar of 16 ounces capacity and a gourmet bar. But the best thing included is the ability to make a website of your own from where you can promote the Mia Bella candles globally.

The product is simple enough to sell and the Internet is definitely the best place to sell items of home décor. Most people who have understood that have grabbed the opportunity with both hands. In addition, the compensation plan is quite satisfying. If you take up this multilevel marketing business, you can earn from 40 to 60% of each product that you sell. The commissions run deep into the downline too – you can earn a part of the commissions made by people up to six levels deep in the network. This makes the business quite a profit-making proposition, especially to someone who is looking at working from home.

There is also a fundraising option from Scent-Station, which is a pioneer in including candles as a fundraising concept. Sponsors can make money through such fundraising events too. The profits with even a single such event can be quite huge, more than the average fulltime income of a person.

Nikken



Among the top wellness-based MLM companies in the world today, Nikken, Inc. ranks quite highly. This is one company that has a flurry of health and wellness based products for personal use. They also have some products for home use, all of which are sold through the network marketing plan.

The Nikken, Inc. Company launched itself in 1975. Now, thirty odd years later, this company has grown to a worldwide phenomenon with tens of thousands of consultants all over. The company was started in Japan but there are branches of it all over the world, with the world headquarters in Irvine, California. The company started as a direct selling company, i.e. it offered its networkers commissions in direct proportion to the number of sales that they did. However, today, it has a complicated MLM compensation plan that is helping several thousands of people at home to have a work-at-home business opportunity.

The product range of Nikken too has grown over the years. The main bulk of products here are the health and wellness products such as the personal and skin care products, nutritional supplements, weight control products, etc. However, there are a host of household items too such as water treatment systems, cookware, air filters and filtration systems, etc. Recently, Nikken has also launched a line for jewelry products. In this manner, the product range of Nikken, Inc seems to be quite perfect as per the requirements of the average person today.

This is what the biggest USP of Nikken is – their product range. Sponsors with this opportunity have a big range of products to sell and since these products are all of common use to everyone, the sales are high. This becomes profitable with the direct selling approach that the MLM has.

However, the compensation plan of Nikken is that of stair-step breakaway. When a person in the network recruits a sufficient number of people, the person can break away from the network and function almost like an individual branch of the company. This network that has broken away will still pay some percentage of their profits to the sponsor.

So, sponsors need to keep recruiting people into the network in order to make good profits. The Nikken MLM opportunity is a success only if the sponsors are able to have between 100 to 200 people in their network at any given time, which can assure them a check of about a \$1000 a month or more, depending on the levels their members reach.

For new MLM entrepreneurs, Nikken could be a difficult MLM opportunity because of the constant need to recruit new members. However, the money coming in at the end of day is quite commendable.

Nu Skin



The Nu Skin Enterprises is a global MLM phenomenon with a mind-boggling total revenue figure. The company has already crossed the 1 billion dollar mark in terms of revenue in 2007 and is still going strong. It has over 4,300 employees today and is one of the top 25 MLM companies of the world.

The founders of the company, Nedra Dee Roney and Blake M. Roney, established this direct selling enterprise in 1984. It took them only 12 years to get listed on the NY Stock Exchange. Today, Blake M. Roney continues to be the Chairman of the enterprise while M. Truman Hunt, who has been the Chairman of the World Federation of Direct Selling Associations, is the President and CEO.

The concept of the company is that of selling health and wellness products. However, even within this large category, it has its own niche. The company has a product range that includes nutritional care products, cosmetics mainly, but it also has some other categories of products. Some of these products can be listed as fragrances, hair care products, mouthwashes, cleansers, moisturizers, toners, etc.

Being an MLM business, Nu Skin does provide opportunities for people who wish to establish their own home businesses. There is a good direct selling opportunity with Nu Skin for entrepreneurs who wish to set their foot into a business and grow. A direct selling opportunity allows people to earn in direct proportion to the number of sales that they conduct each month. In addition, there is also a possibility for them to build a network of marketers which would become their downline. For every sale that a person in the downline does, the sponsor earns a part of the commission. Hence, like any other MLM, the main intentions for someone with the Nu Skin opportunity too are to build a network under him or her and do as many direct sales as possible.

However, Nu Skin also suffers from the trappings of other MLM businesses. The compensation plan of the company is not as much about direct selling as it is about recruiting new people. Hence, it becomes important to bring in as many people into the network or the earnings won't be high. Also, there is a feature in the plan that needs the marketer to put in \$100 each month to get bonuses.

For the assiduous MLM businessperson, Nu Skin is as good as it gets. But for people who are trying to break into this mould, some thinking will be needed before taking the step.

Pampered Chef



Pampered Chef is one of the most unique MLM opportunities in the world today and probably that is the reason for its success. Though Pampered Chef has seen its problems, its unique concept is what has made it rise again, sometimes out of the ashes like a phoenix. The company bases itself on the idea that its distributors can host parties in other people's homes and then get other people (from the party itself or elsewhere) to host more parties. When anyone hosts a party, they earn a portion of the total earnings. The sponsors who recruit them get a commission too. In this manner, the Pampered Chef concept becomes an MLM idea.

Though not exactly a work at home opportunity (you have to go to people's homes to host the parties and carry the equipment along), these are considered to be great network marketing businesses. Most of the distributors here are women who have a penchant for hospitality. They get some amazing culinary

delights made by Pampered Chef themselves and their equipment, which makes it an almost no-investment opportunity for them. All the distributors need to know is to carry these things to people's houses and lay the tables so to speak. Of course, the gift of the gab is also vitally important here because it helps people to recruit new members into the network.

Pampered Chef was founded in 1980 by Doris Christopher in her own Chicago home. Doris was a home economics teacher and also had a great skill with cooking. She devised some time-saving methods that could be used during parties and these are what she promoted through her company, Pampered Chef Consultants.

Being quite an enterprising woman, Doris called people over often to check how her products worked and how they tasted, etc. before they could buy into the opportunity. Soon, a team of people joined Pampered Chef who became the earliest recruits. Today there are more than 60,000 such "consultants" (that's what distributors are called at Pampered Chef) and they serve about 12 million customers in 4 major countries – US, UK, Canada and Germany. The sales of the company are close to \$700 million each year. In 2002, Pampered Chef changed over the management to Berkshire Hathaway who did the all-important task of infusing new life into the company.

There are faults with the Pampered Chef idea, of course. To begin with, this is not something that you can do at home. You have to go to people's homes. Also, it is difficult to host a party, even with the various helpful equipments that Pampered Chef provides. But it is more difficult than that to make others host a party.

The compensation plan is considered to be weak too, because a sponsor tends to earn less and less as the company grows. Hence, the main thing needed to keep the business running is to keep on getting more offers for hosting parties.

Partylite



The concept of the Partylite MLM business opportunity is decidedly quite unique. With this business idea, consultants get to host parties in people's houses and earn commissions for the same. Since it is a network marketing business, they also endeavor to build their networks and get bonuses when they have sufficient people in their downline. They also get a portion of the commissions of the sales made by people in their downline. In that way, this is a multilevel marketing idea that works.

Mabel Kimball Baker, the founder of Partylite (actually Partylite Gifts Inc), was a schoolteacher in Massachusetts. She was quite taken by the idea of hosting parties in other people's homes and it is no wonder that she took this up as a supplementary business. But what is intriguing is how she took the business several leagues ahead with her acumen. She made products such as candles and bayberries and sold them. Her candles were called as Colonial Candle of Cape Cod. As the number of sales increased, she converted this into an MLM idea. Starting with her friends and relatives first, she slowly expanded her network, thus bringing good incomes to a lot of people that she knew.

Today, of course, Partylite has become a very big company, with more than 50,000 consultants all over the world. Even the range of products they have has increased immensely. They now have several scented candles, candles without flames, body care products, bath products, home accessories, etc. There are many votive products too, such as tea lights and jars and candles with several wicks. They have even developed several fragrances of their own. They also use themed ideas during special festivals. All these products are sold directly as well as through network marketing.

What makes Partylite work is its compensation plan. There is no cost to become a consultant, which is a very unique aspect compared to other MLM businesses. The starter kit is very attractive too, valued at about \$350. The commissions start from 25% of the sales and go higher. There are good incentives too. If the sales go over the value of \$2,000, the consultant is paid a bonus sum of 7% of the sales made.

It is because of these great amounts of money involved and the simple concept of the Partylite MLM that more and more people are getting interested in the idea. For those who are looking for an option that allows them to work from home, this is definitely an idea worth consideration.

Passion Parties



With a very unique concept behind it, Passion Parties is a surprise MLM hit. The products here are mainly sensual adult products for use as couples as well as for use within parties. Basically the party concept is promoted through multilevel marketing techniques. The company solely serves locations within US and Canada where people are invited to check out the products that Passion Parties has and then to take the opportunity to become one of their networking members and host their own parties and recruit new members into the network. In that way, Passion Parties is a pure network marketing game plan.

This unique MLM company was started in 1994 and the nearly one and a half decade of existence proves that the company is standing on its two feet and quite nicely at that. This MLM idea is blatantly directed at women and even the marketers are all women. This serves the vision of Passion Parties quite well, which is to allow women to have an understanding of their own sexual being. Passion Parties is accredited through the AASECT (American Association of Sex Educators, Counselors and Therapists, of which it is a member.

The product line includes mostly sensual products. Some products are targeted for sexual intimacy. There are also products for de-stressing women from their various cares and worries of the daily grind. In addition, there are some different kinds of products in the Passion Parties oeuvre too, which include lingerie and even some edible stuff. The products bear the Romanta Therapy name, which is a line of Passion Parties itself.

Passion Parties, the MLM solely designed for women, definitely has a lot of takers among its chosen clientele. Women enjoy the opportunity of being able to use these products as well as make some money out of recommending these products to their friends, family and other women. In return, they earn direct sale commissions (i.e. commissions on the products that they sell) as well as commissions from the sales of their networks. The liberty of being able to work at their own discretion and with full freedom of work hours is something else that the women enjoy.

Given the kind of products that are sold through this multilevel marketing opportunity, it is important that each member that fills the form to join the network must be over 18 years of age. Currently, this multilevel marketing company is operational only in the United States and in Canada.

Prepaid Legal



The Prepaid Legal MLM business opportunity ranks among the top 25 business opportunities of the world today. With an expertise of over 40 years behind it, it is no wonder that this is also one of the most trusted MLM opportunities around.

The founder of Prepaid Legal, Harlan Stonecipher, was of the intention of providing a plan for covering legal expenses. The company with this concept, Prepaid Legal, was started in 1969 after Stonecipher was milked dry of his finances after a motor accident suit. This business idea was to provide legal services to people at low costs, promoted through network marketing. The idea clicked, and the company made good progress. It was inducted into NASDAQ in 1984 and into the American Stock Exchange in 1986.

There are two main kinds of services provided through the Prepaid Legal Company.

1. **Identity Theft Shield** – Recently announced, this area provides several services to people who are battling against various identity theft cases. For this particular feature, Prepaid Legal has tied up with Kroll Inc. It was earlier just a

commission earner while Kroll Inc discharged most of the services, but today their collaboration has become more mutual.

2. Basic Legal Plan – Here services are provided for a vast range of general legal requirements. These services are available to individuals as well to groups of people. It even includes employee benefit features which can be put into use by employers immediately after an employee has been confirmed for duty.

Consultants with Prepaid Legal can take one of these services or they can take both of them. They can make these available to people they network with. The entire concept of the Prepaid Legal Company revolves around multilevel marketing. The benefits for the buyers are numerous, but the most highlighted benefit is that they are saved from paying hefty legal charges whenever they are in some kind of need. Another area where the benefits are greatly felt is when employees are seeking certain benefits through the legal machinery that is provided to them.

There are different ways to make money out of the Prepaid Legal opportunity. Once a person becomes a consultant, he or she gets a sum between \$69 and \$250 as an advance commission. The person has to work at explaining the program to other people and get them to become marketers themselves. The idea is to make a great sales presentation (for which tutorials are provided) which explains people how they can make some good money here. This network building mechanism pays the highest amount of money to the consultant as they stand to get commissions when other people join into their network. Essentially, the income comes from direct sales as well as by commissions from the members in the network.

Primerica



Primerica is a network marketing business within the financial services niche. It ranks today as the leading financial provider MLM business of the world. The company started as far back as in 1977 and is headquartered at Duluth, Georgia since then. The company has a net income of close to \$550 million and employs 2,200 people. It is a concern of the Citigroup, which is the main fuel behind its amazing success. The company has more than 100,000 licensed independent representatives which also makes it rank as one of the top ten MLM businesses of the world. The quality of these independent representatives is quite high too, with more than a quarter of them ranking with FINRA.

The company has expanded internationally in phases. It began its operations to Canada in 1986 and then at the turn of the millennium, it first moved to the European Union with its first location being Spain.

There are various services that Primerica provides within the financial services genre. These services include life insurance policies, mutual funds, annuities, loans, mortgages, vehicle insurance, homeowners insurance, long term care insurance and legal services.

Like any MLM business, you have to pay to start your network with Primerica. The cost to start up with them is \$99 and you will have to keep paying a maintenance fee of \$25 each month. This enables the person to make use of the entire gamut of services within the network. You begin as a representative, which enables you to earn a 25% commission on the direct sales that you make. This is an ongoing process though and definitely does not become the whole and soul of the Primerica game plan. For that, you will need to begin expanding the network.

There are various growth levels with the Primerica plan. When you get three people to join under you, you become a Senior Representative with Primerica. This hikes your commissions to 35%. When any one of your three members becomes a Senior Representative, you become a District Leader and can earn 50% commission on your sales. There are many growth levels in this manner, and you can go up to Regional Vice President that provides you 95% of commission and several bonuses and incentives thrown in.

It is obvious that there is lot of money with the Primerica opportunity but there is a lot of hard work to be put in too. However, being one of the top MLM opportunities in the world, that is certainly not too much to ask.

Quixtar



Quixtar is a concern of Amway, which is undoubtedly one of the biggest MLM businesses of the world. It is a part of Alticor, the corporation that includes Amway also. Quixtar shares its founders with Amway – Rich DeVos and Jay Van Andel. The company started its operations in September 1, 1999 in Ada, Michigan. The operations of Quixtar are localized within the US and Canada. Today, Quixtar ranks 18th among all ecommerce sites and has its website is ranked number one for the health and wellness category.

There are various products within the oeuvre of Quixtar, just as with Amway. These products are mainly household and personal care products. However, there are also cosmetics and a whole range of dietary nutritional supplements under the brand name of Nutrilite and the XS Energy Drinks. Nutrilite is also present in the product catalog of Amway. In addition, there is a significant collection of water and air purifiers.

The selling of these products is done through multilevel marketing. Quixtar has various affiliated stores throughout the regions where it operates from where it markets the products. The products are priced on a discount pricing system. A complete list of these partner stores can be found on the Quixtar website. However, not all of these stores are equally priced.

The compensation plan of Quixtar is one of its unique selling points. The plan is one of the most traditional of those used in network marketing, because it directly

borrows from Amway which is almost half a century old. The plan is the stair-step breakaway plan. Here a person within the network is allowed to grow his or her own network and when its size reaches a particular target, the person can break away from the network. This is tantamount to setting up an individual store. This person will still pay commissions to the sponsor, but at a reduced percentage. In order to make up for the loss, the sponsor will have to recruit another person within the network and nurture him or her to bring in more members and create a network.

In this manner, the compensation plan of Quixtar makes sure that the network keeps on growing as more and more people are brought into it. But that also means that people joining the network will have to keep working constantly. Though there is a scope to earn a significant amount of residual income and though the products of Quixtar are easy to sell because of their reputation, this is a time- and effort-consuming MLM plan for the new entrepreneur.

Shaklee



This could very well be one of the oldest MLMs existing in the world today. The company was launched in 1956 by Dr. Forrest C. Shaklee and that is old enough. However, the grains behind its inception go much beyond that. It was as far back as in 1915 that Dr. Shaklee developed his vitalized minerals which form the base of the wellness products that the company dominates in today.

One of the most important reasons that Shaklee is a big success today is that the founder could think way ahead in the past. In the 50s, organic products were not in much boom. Those were definitely not the biggest days for the company, but today with the great demand for organic products, the company is only going from strength to strength. The products of the company include various herbal products that are completely safe to use and effective. These are a host of nutritional supplements, weight management products and various products that can be incorporated into the daily family diet to provide everyone with better nourishment. The premier products are Cinch and Vitalizer.

Another reason that made Shaklee survive for more than half a century is the fact that it has promoted its products through the MLM concept, which was again future-thinking on part of the founder. The concept has not changed much with the decades. There are two main arms of earning as in most other MLM opportunities. These are direct selling and networking commissions.

The direct selling earnings are those that are obtained by directly selling the products to people and receiving commissions on the number of products sold. This is good income for people who have a good selling talent. But at the same time, people will also involve themselves in building networks of marketers under them who will also sell the product to others and grow the network. For each member recruited, there are commissions earned by the sponsors.

Becoming a consultant or sponsor here is very simple. You only have to pay an amount of \$9 to become a consultant and start your business with Shaklee. Then, as you grow the network, for each member that you bring in, you get \$7. Considering what other MLM opportunities are paying today, this \$7 seems too paltry and that is one of the reasons why this opportunity is difficult for people who are just starting out or those who are planning to take Shaklee as their only MLM opportunity. They will need 200 members to have an income of \$1,000 a month, which is difficult. However, for the product itself and the reputation that the business has, Shaklee is still a favored option by several network marketers.

Southern Living At HOME



The Southern Living at HOME is an MLM business opportunity for people who are looking passionately for a way to earn good money by working at home. This business opportunity deals with two distinct kinds of products – home décor articles and gourmet delicacies. This is an exclusively American MLM opportunity that has 40,000 individual representatives working for you right now and the number is steadily increasing. More than two-thirds of all people in this opportunity are women.

The headquarters of this company is located in South Carolina and it began its operations in 2001. It is a concern of the Southern Living magazine which has been in existence since the 1960s. Southern Living at HOME was created as an extension of the mission of the magazine, which was to make home styling and culinary delights more affordable and available to the common consumers.

Though the main product line of Southern Living at HOME includes articles of home décor and food items, it also includes a lot of recipe books and magazines, which again have good demand in the home area. There are a lot of pottery and wrought iron designs in the product catalog too, which have an antique feel and

are still of contemporary demand. All these points add favor to the Southern Living at HOME business which has created several markets of its own.

To become a consultant with Southern Living at HOME, you need to buy a starter kit that costs \$199. The starter kit will provide as much as \$500 worth of products to showcase and promote the business opportunity. In addition, there are various business materials, hostess programs, online registration and credit card acceptance facilities and order forms. The starter kit itself is an indication of how this opportunity is more user-friendly than others – very few MLMs provide online facilities.

Even the compensation plan is quite fulfilling, even for someone who is entering into any network marketing opportunity for the first time. The direct sales provide a commission of as much as 25%, which is quite enough in itself for a newbie. In addition, there are commissions paid based on how your downline performs. These commissions get unlocked when you bring about sales of up to \$1,000, and they can be to the tune of 2 to 9%. The compensation plan runs deeper into the downline and as you go higher, you will find this opportunity only more rewarding.

With a good product line and a great compensation plan, Southern Living at HOME is a favorite among people who are just trying to start out with MLM. People who have been with this company for a while vouch for the fun factor too.

Stampin' Up!



Stampin' Up! is a Riverton, Utah based company that was launched in 1988. The company holds 500 employees in its Riverton office and has about 50,000 consultants in the US and Canada where it mainly operates. The company is quite widespread in the US where it is one of the top MLM businesses.

The founders of the Stampin' Up! Company were two sisters, LaVonne Crosby and Shelli Gardner. The company was started as an avenue for people who wanted to get into some kind of home based business and make good money. But what they needed was a concept. The sisters decided that rubber stamping would be a good idea because both of them were quite passionate about it. The company began its operations of providing rubber stamped products to customers. The orders kept coming in and they needed to take a bigger place. The growth of the company has been going on since. Today, apart from its major operations in the US and Canada, Stampin' Up! also operates in Australia, France, Germany, New Zealand and the United Kingdom. The Riverton facility was opened quite recently in 2004, before which the company was housed in Kanab in the same state.

There are two ways to join the Stampin' Up! business. You can either pay \$199 and take a Standard Starter Kit or pay \$249 and take a Stampin' Memories

Starter Kit. These kits include various stamping supplies to get the person going about the business.

The MLM idea is to earn money through direct sales as well as through commissions earned from the network. During the direct sales, the persons get commissions based on what they sell. This allows people to set their own timings and put in their own kind of efforts at work. They can work as little or as much as they want. However, the main earnings are from starting up the network. As people recruit more members, they earn a small portion of their commissions and various bonuses when certain targets are reached. This also enables the sponsors to grow within the network and become eligible for higher bonuses and commissions.

The things that work for Stampin' Up! is the simple business idea. Even a person without much of a business talent can get into this opportunity and make a reasonable amount of income. The qualifications needed include the ability to sell a product and that is the reason the company needs people entering the network to use the product and get to know them thoroughly before they begin promoting it to others.

Tastefully Simple



Small indulgences for busy lives!™

This Inc 500 Hall of Famer is based in Alexandria, Minnesota. The concept of the company is simple – to provide their customers with gourmet foods that are still rich in nutritive quality and can be prepared without much hassle, perfect for the busy life we lead today. But at the same time, Tastefully Simple is a multilevel marketing idea. The company runs through a network marketing scheme where people try to recruit more people and the whole network tries to sell the product.

First, let us acquaint ourselves with the product catalog of Tastefully Simple. There are more than 30 different kinds of foods in their catalog. These foods include some rich desserts as well as foods for the health-conscious and for those who are looking at reducing their weight without keeping away from tasteful foods. The products include various kinds of breads, soups and side dishes; dip mixes, salsas and spices; condiments, spreads and sauces and various kinds of beverages. There are also culinary aids such as oils and dressings that command a space in every kitchen.

However, the Tastefully Simple concept is not just to deliver foods directly to the consumer. You will also find some great recipe books here for people who want to cook fast and still cook tasty. There are also products that can be directly gifted to others and products that are oriented on a particular theme such as Easter, Christmas, Thanksgiving, etc.

You can use these foods and host a party at your place or someone else's place. This is the way to become a sponsor. When you have a party, you can sell some of the foods to other people or you can encourage them to join the network and host their own parties. Tastefully Simple provides the guidance needed to host a party and to induce other people to join into their business network.

The payment plans are simple enough too. You have to pay \$170 to get the initial starter kit. These contain some training guides, catalogs, order forms, invitations and some other materials that are needed for the business. You can then begin selling the foods or encouraging other people to directly join the network. Compensation is based on direct sales; you gain to earn up to \$10 for every \$100 of sales that you commit.

One of things that go in favor of Tastefully Simple is the fact that they are members of the Direct Selling Association. This is an indication of their honesty and integrity, two factors that have helped them succeed.

USANA



USANA is one of the top MLM companies of the world today and its vision of solving health problems in as many people as possible is one of the main reasons why this company is standing there today. USANA is a very affluent community too, as is clearly indicated by their grand amphitheater in Utah where celebrities occasionally perform.

The company was the brainchild of Dr. Myron Wentz, a specialist in cell culture. It was founded in 1992. However, this was not a mere company or a mere business for Dr. Wentz. What he really wanted to do was to promote the benefits of his cell culture findings to the world at large and provide to them solutions for various problems pertaining to health. For this, he developed several products – all nutritional supplements – and began distributing it through his company USANA Health Sciences through the vehicle of multilevel marketing. This proved to be the right thing to do because people lapped up the products due to their various benefits and it really didn't take much time for USANA to get listed on NASDAQ.

There are two types of MLM companies based on the kinds of products they sell. There are companies that sell only one product and there are others that sell a host of products within a particular realm. USANA belongs to the latter category. The products here are quite varied, though all of them are nutritional health

supplements. These products are related to personal hygiene, weight management, skin and hair care and general health and fitness. The effectiveness of these products and the pricing which is not earth-shattering like that of some other companies has earned them immense popularity.

The compensation plan of USANA is based on both – direct sales as well as network building. A part of the sales of each product is paid as commissions to the person within the network who makes the direct sales. Along with these direct sales, the consultant needs to recruit new members into the network. As the network grows, the consultant stands to gain a commission on every sale that is done within the downline. Hence, direct selling is a method of earning through the USANA opportunity, but the real money comes in by bringing in more people into the network which pool in big commissions at the end of the day.

It is because of the innovative and effective products of USANA and its fair trade practices that it has become one of the major MLM businesses today, being ranked #1 by some trade magazines.

XanGo



XanGo is an MLM company that is based around a beverage product. The company has crossed the \$1 billion mark since its inception in 2002 and is still going quite strong. The company was founded by Aaron Garrity and Gary Hollister in Lehi, Utah. The company was a solely American enterprise and distributor till 2007. However, now it is a global entity with distribution centers in various other countries such as Australia, Canada, Germany, Hong Kong, Japan, Malaysia, Mexico, Philippines, Singapore, Sweden, UK and Taiwan.

Since the entire MLM opportunity of XanGo is based on the juice that it sells, it is essential to know the juice a little bit better. This juice is also named as XanGo and is a blend of various natural fruits. The main component is mangosteen. In

addition, there are at least eight other fruits present within the juice. These are apple, blueberry, cherry, cranberry, grape, pear, raspberry and strawberry. Also, there is citric acid as an added ingredient present in the juice.

XanGo promotes this juice with a variety of health benefits, which number more than twenty. The juice is claimed to fight against microbial attacks, including fungal and viral attacks. It is claimed to be an anti-inflammatory product and have ability of alleviating pain. It can fight against hepatitis and cancer and can keep away ulcers. It also helps people with allergic problems and in diseases involving the nose such as the common cold. Because of the presence of antioxidants in XanGo, the juice is considered to be a potential product for weight loss and anti-aging also.

It is expected that such a product will sell quite well and market reports of XanGo have already illustrated that. The juice has now made the XanGo MLM opportunity rank about the 30 best MLM concepts of the world. This is commendable considering the whole concept revolves around just a single idea.

Added to that, the XanGo MLM compensation plan is quite simple to understand. 50% of the sale value of each XanGo product is kept aside for commissions. These commissions can be earned through four different ways. These include direct retail sales (where the distributor buys the product at a low price and sells at a higher one), power start weekly sales, unilevel monthly sales and quarterly bonus pools. If done correctly, the money with the XanGo business opportunity will just keep on coming.

XanGo is considered to be a simple MLM opportunity to go ahead with. Since the focus is only on one product with several benefits and the compensation plan is varied, there is much scope for progress with this concept for a newbie network marketer.

Zrii



The Zrii network marketing business could not have come at a more accurate time. Zrii is a company that sells herbal based nutritional products through the multilevel framework. It is one of the most successful ones in today's MLM world. There are several factors that have added to the success of Zrii. One, the world is becoming more and more health conscious and is looking for natural products. This is exactly what Zrii offers. Two, natural health products are especially costly. But with its multilevel marketing structure, Zrii saves a lot on advertising and passes off these savings to the customers in terms of low costs. Three, multilevel marketing as a concept is booming today. While more and more companies are laying off their employees, people are turning to MLM. All these have compounded to make Zrii a big contemporary success.

The company that runs Zrii is Zrii LLC which launched in the October of 2007. It is affiliated to the Chopra Center for Wellbeing, founded by Deepak Chopra. The

physical premises of the company are housed in Utah. However, the company has a huge international outreach due to network marketing sales.

One of the most unique aspects of the Zrii MLM business is that it revolves around a single product which is also known as Zrii. This product is a beverage packed with various natural herbs, mostly of the Indian herbal pantheon. These herbs include amalaki (*Emblica officinalis*, Indian gooseberry), tulsi (*Ocimum sanctum*, Holy Basil), turmeric (*Curcuma longa*), ginger (*Zingiber officinale*) and haritaki (*Terminalia chebula*, Chebulic Myrobalan) among others. There are seven herbs in all, and the blend is made in such a way that it adds to wellbeing and rejuvenates a person's energies. The fact that the product is completely natural and can be used by the whole family works for the marketing campaign.

The compensation plan of Zrii is something that is unique too. It is quite straightforward – you earn as soon as you make the sales. There is scope for residual income for a long time too. As your network grows, your pay packet will grow too, even if you do not keep inducting more members into your network. There are incentives such as 20% matching bonuses offered to distributors and fast startup bonuses for the first three months paid to new members. It is because of these incentives that distributors do not give up on Zrii and keep growing with the business. Of course, a solid product is also a very good backup for the entrepreneurial success that one can achieve through this MLM company.

Conclusion



It's time to get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it?

The choice is yours!