The Truth About MLMs
What is Multi-Level Marketing?

- Get-Rich-Quick scheme
- marketing strategy for the sale of products or services
  - from a non-salaried workforce selling the company's products/services
  - earnings of the participants are derived from a pyramid-shaped commission system
- “reverse funnel”
Another Pyramid Scheme? People at the top earn most of the money...

NO THANKS!
HOW PYRAMID SCHEMES WORK

<table>
<thead>
<tr>
<th>LEVELS</th>
<th># OF PARTICIPANTS</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>6</td>
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<tr>
<td>2</td>
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<td>3</td>
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</table>
How it works...

The "why do my friends and family avoid me now" starter pack

MARY KAY  
LuLaRoe

AVON  
Scentsy

HERBALIFE
younique

It Works
Let's get down to business

[all gasp]

To defeat the Huns
Closed System

Urban Decay:
$29 (retail)

Limelight:
$65 (retail)
$54 (wholesale)
Self-Esteem

A negative mind will never give you a positive life.
— Unknown Author
Who are the victims?

Name a more iconic duo... I’ll wait

natural mlm products
unaware ladies
bad sideeffects and money loss

Christian moms & Pyramid schemes
If it’s a pyramid scheme, why isn’t it illegal?
The guy who co-founded Amway died, age 92. Eight people will carry his casket, but 16 more will have to carry them.

9/7/18, 1:43 PM

514 Retweets 3,984 Likes
What can you do?

- Choose not to support MLMs
- If a close friend or family member is getting involved, talk to them
- Support small businesses
- Be aware of people in vulnerable situations
Learn more

r/antiMLM