



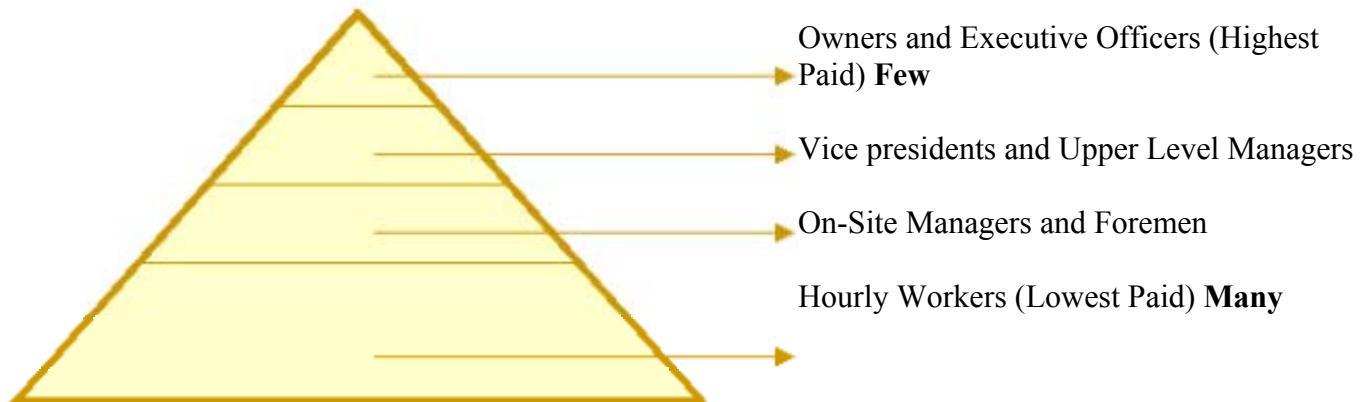
HOME BUSINESS REPORTS

Is this one of those Pyramid Schemes? Report #1

It is truly surprising just how many people still ask the question; "Is this one of those pyramid scams; you know, where a lot of people on the bottom work really hard and make a handful of people on the top rich?" The answer usually surprises the people that ask it, but here is how we like to answer the question. Every single Corporation, School, Church, and all Federal, State, and Local governments use a time-proven hierarchy taught in every business school, referred to as a "pyramidal structure".



Take a look at this example of a typical corporate structure!



At the top of the structure are a few highly paid owners and executives...
At the bottom of the structure are the lowest paid masses. Sound familiar?

There is absolutely nothing wrong with the pyramidal structure when properly applied in business. Pyramids are in fact the oldest and most durable man-made structures on the planet!

Pyramids
Wonderful, Strong, Sound, Prudent, and Wise Business Structures
Like the Fortune 500 Companies!

In fact; look at the pyramid on the back of the dollar bill!

On June 20, 1782, Congress approved the use of a pyramid on U.S. currency because it represents...

Strength and Endurance



- The pyramid's top signifies that there is more work to be done.
- The "All Seeing Eye of God" on top of the pyramid emphasizes the importance of putting spiritual values above material things. The Founding Fathers wanted to illustrate the fact that our strength is rooted in God and that our progress is under His watchful eye.
- The words "ANNUIT COEPTIS" encircling the top of the seal means "GOD HAS FAVORED OUR UNDERTAKINGS."
- The Latin words under the pyramid, 'NOVUS ORDO SECLORUM,' mean 'a new order of things,' signifying the freedom of people to exercise self-government.

Shouldn't you be at the top of your own 'Business Pyramid'?

Why are so many people confused? Why do people still ask...

Is this one of those 'Pyramid Schemes'?

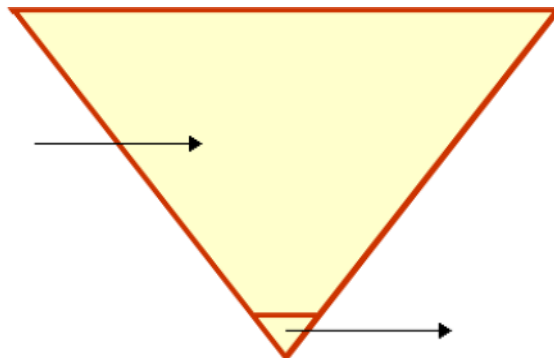
Illegal Pyramids, or Ponzi Schemes as they are sometimes called, are illegal in all 50 states under both State and Federal Laws. State and Federal agencies are constantly on the lookout for groups operating as illegal pyramids. When they are discovered they are immediately investigated, shut down, and the perpetrators are prosecuted.

Perhaps the confusion comes from the use of the word 'Pyramid'.

The question is... How do Illegal Pyramids differ from Legitimate Pyramidal Business Structures?

Illegal Pyramids look more like this...

Masses of people investing hundreds and thousands of dollars into a get rich quick scheme with no legitimate products or services offered.



One or two dishonest people taking all of the money... hoping they can get out of town before they get caught.

How does the average person tell the difference between...
An 'Illegal Pyramid Scheme' and a 'Legitimate Business Opportunity'?

Here are some common 'red flags' to help you know the difference...



The biggest and most common 'red flag' is that there is no real product or service offered! It is simply money changing hands under the guise of a legitimate cause.



Most 'illegal pyramids' and 'ponzi schemes' are very short term. State and Federal Regulators shut them down as soon as they are discovered. Always check with the Better Business Bureau and the State Attorney General's office for reports and complaints about any business opportunity that you are unsure of.



Legitimate business opportunities offer value-driven products and services to customers on a retail and wholesale basis. They discourage 'frontloading' which is selling an excessive amount of products that you in turn must re-sell to recover your investment and make a profit.



Most people who mistake legitimate Network Marketing or Multi-level Marketing companies with 'Illegal Pyramids' are simply misinformed.

Multi-level Marketing, now more commonly referred to as Network Marketing, is legal in all 50 states.

According to the Direct Selling Association, (www.dsa.org) Over 10 million Americans work from their homes, marketing some of the highest quality, most unique, value driven products and services in America.

**We are in the midst of a massive shift...
in the way products and services are delivered to consumers!**

Old Economy Distribution:

Poor efficiency - - - Higher Prices!



New Economy Distribution:

High efficiency - - - Lower Prices!



This is Network Marketing in today's "New Economy"...
Direct - Manufacturer to Consumer distribution.
Direct - Consumer to Consumer word of mouth advertising.

**Network Marketing in the new economy is the most exciting, efficient,
fastest growing form of 'Free Enterprise' in the world today!**

**Contrary to the 'Old Paradigm' about 'Pyramids' (A lot of people on the bottom working real hard
to make a few people on top rich).**

**The top people in Network Marketing know that their success is in direct proportion to their ability
to help others rise to the top with them!**



Unlike the Corporate structures of today...
There is unlimited room at the top in today's Network Marketing Opportunities.
