

# It's Passion that makes a MLM Company Successful

By Jeffrey Babener © 2013 / 2014

[www.mlmlegal.com](http://www.mlmlegal.com)

In the “people” business of network marketing, the question is often asked, “What is the driving force of success for MLM companies?” Creating bonds between people is important because this is a “people” business. You need to find people that have a passion for what you are doing. If you are in health (nutritional supplements, dietary products, etc.) then that tends to be easier. If you sell energy services, then you are really about helping your neighbors save on their electricity bills. It’s always best when you have distributors and consumers who are bonded to your product, bonded to your vision, and bonded to your passion. If you look at the successes of companies like [Avon](#) – which does marches for breast cancer research – or if you look at Mary Kay – which is all about the empowerment of women – or you look at [Shaklee](#) or [Nikken](#) – that are really almost health movements – you will see long-term success because they have passion. The driving force of success for a MLM company involves there being passion within the company, passion by the distributors, and passion by long-term customers who bond with the company’s products and vision.

For more information on achieving success as an executive in the MLM industry, click the following links:

[MLM Consulting: How to Build a Successful Direct Selling Company](#) – Article

[FREE MLM Start-up Manual Starting and Running the Successful MLM Company](#) Manual (Qualifying executives of Multi-Level Marketing and Direct Selling companies can request a free “How To” Manual that includes vital information for starting and running the successful MLM company.)

[Network Marketing: What you should know](#) Book

[Network Marketing: Window of Opportunity](#) (Pamphlet/Book)

[The Network Marketer’s Guide to Success](#) Book

[MLM Video Library](#) – Over 60 MLM Videos

[MLMLegal iTunes Application](#)

[What is the Driving Force of Success for a MLM Company?](#) Companion video to this blog post

As always, be sure to visit [www.mlmlegal.com](http://www.mlmlegal.com) and [www.mlmattorney.com](http://www.mlmattorney.com) for information and updates on the MLM industry.

The MLM conference is held February, May and October in Las Vegas. Each day will begin at 9:00AM and end at 4:00PM, when the one-on-time will begin and end around 7:00PM. For more information visit: <http://www.mlmlegal.com/srs2.html> or call 800-231-2162/503-226-6600. Registrations are taken by phone and questions are always welcome.



Each attendee will receive a **FREE** copy of the [\*Starting and Running the Successful MLM Company Manual\*](#).

Make sure to visit our blogs for the latest information on the direct selling industry: [MLM Legal Blog Home](#) and [MLM Attorney Blog Home](#)

Find us on our social networks:

Google Plus: <http://plus.google.com/u/0/115279960045099999909#115279960045099999909/posts>

LinkedIn: <http://www.linkedin.com/in/mlmlegal>

Twitter: <http://www.twitter.com/BabenerLawFirm>

Myspace: <http://www.myspace.com/mlmlegal>

Facebook: <http://www.facebook.com/profile.php?id=696968133>

And, as always, visit [MLM Legal.com](#), the best MLM resource on the web.

The next ***Starting and Running the Successful MLM Company Conference*** is quickly approaching! On May 16<sup>th</sup> and 17<sup>th</sup>, 2013 we are hosting the [MLM Conference](#) for the 25<sup>th</sup> year! This is now our 64<sup>th</sup> annual conference (held almost consistently three times per year over the last 24 years). All executives/owners of MLM, direct selling, network marketing, and party plan companies are welcome to attend. This is the [original MLM Startup Conference](#), hosted and perfected by direct selling industry expert, [MLM Attorney Jeff Babener](#). Call 503-226-6600 or 800-231-2162 to register. (Can't make this event? Keep a look out for the October and February conferences as well! Call our office to register today!)

This article is also available at: <http://mlmattorney.com/blog/2013/01/04/it%E2%80%99s-passion-that-makes-a-mlm-company-successful/>

---

Welcome to MLM Legal - a valuable resource to the Multi-Level Marketing and Direct Sales Industry. Use this site to review interesting articles about this high growth industry. Keep current with the law and how it is affecting large and small companies throughout the United States. MLM Legal is sponsored by Jeffrey Babener of [Babener and Associates](#).



**Jeffrey Babener**  
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

---

[www.mlmlegal.com](http://www.mlmlegal.com)