

I joined a MLM company as a MLM distributor. What can I say about the company in my online marketing/advertising?

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Each direct selling company has its own rules about what distributors can say and do on the internet. It is common for MLM companies to closely guard their trademark(s) and the company has the right to regulate the usage of all of their media, whether it appears in print or online.

The internet has opened up incredible opportunities for both MLM companies and distributors. However, at the same time, MLM companies often wrestle with these opportunities. For instance, some MLM companies will provide a location on their homepage for distributors; some

will require a link from the distributors' homepage to the company's main website. And, in some cases, direct selling companies won't allow distributors to promote the company's product or opportunity (compensation plan) on the internet at all. There are two reasons for this. If the company name appears on each distributor's homepage then search engine results will produce thousands of "hits" on distributors' websites instead of the company's homepage. Amid the thousands of searches, MLM companies may be concerned that people won't be able to find the company's homepage.

The other reason a MLM company may not want distributors advertising their marketing materials online is because direct selling companies are concerned about statements that are made about earnings claims (how much distributors are told they will earn) and unauthorized product claims (what distributors claim the company's products can and cannot do). Earnings claims and unauthorized product claims that have been made by distributors in the past have threatened the MLM business, as well as both the MLM company and distributors. Many government agencies (FTC, FDA, etc.) hold the MLM company responsible for any statements made by its distributors. At the very least, MLM companies are expected to regulate the advertising being made by consultants.

For more information about earnings claims, unauthorized product claims and consultant advertising/marketing restrictions, please visit the following links:

[Earnings Claims and Consumer Protection Laws](#) Video

[The Difference Between MLM Earnings Calculators and Earnings Claims](#) Video

[FDA Notification for Permissible Structure/Function Claims for Dietary Supplements](#)

[New Video: Earnings Claims and Consumer Protection Laws](#)

[MLM Company and Distributor Training on the Direct Selling Industry](#)

[Why do companies restrict the type of advertising carried on by their distributors?](#)

[Distributor Training – Two Common Questions](#)

[New Video – Unauthorized Medical Claims and FDA Issues](#)

[FDA to Issue Revised NDI Guidance – Nutraceuticals World Reports](#)

[Nutritional Supplements, Health Claims and MLM](#)

[As a consultant, what can I say about a MLM company's nutritional/dietary supplement products?](#)

[Why do companies restrict the type of advertising carried on by their distributors?](#)

[Interview with Expert MLM Attorney – How to Handle Compliance Discussions with your Distributors](#)

[If I'm an independent contractor, why are there rules regarding my conduct?](#)

[The Educated Networker: Trademarks and Network Marketing](#)

[Nutritional Supplements, Health Claims and MLM](#)

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This article is also available online at: <http://mlmattorney.com/blog/2013/04/12/i-joined-a-mlm-company-as-a-mlm-distributor-what-can-i-say-about-the-company-in-my-online-marketingadvertising/>

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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.

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