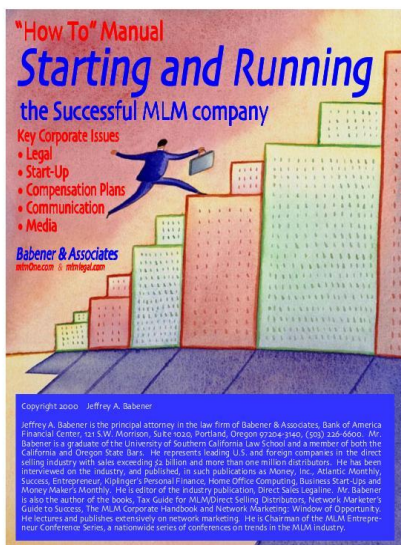


Free MLM Startup Manual for the Executives of Startup and Emerging Direct Selling Companies

By Jeffrey Babener © 2013 / 2014

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[Jeff Babener](#) represents leading US and foreign companies in the direct selling industry. He has been advisor to such companies as Avon, Discovery Toys, Nikken, New Vision, NuSkin, Excel, Fuller Brush, Cell Tech, Kaire, Sunrider, Melaleuca, and more.

[Michael Sheffield](#) is co-founder and Chairman on the Multi-Level Marketing International Association (MLMIA). His company has assisted in over 300 MLM company startups including such companies as Fuller Brush, Service Master and Home Shopping Network. He has designed over 100 MLM compensation plans and is regularly published in Wealth Building magazine and Money Makers Monthly.

[Alfred White](#) is senior management consultant for Hamilton LaRonde & Associates and has extensive international experience in MLM consulting. He is highly regarded for his expertise in operations management and compensation plans.

[Clifton Jolley](#) is President of Advent Communications and has provided communications products and consulting to leaders in network marketing for more than 15 years. His skill in crisis intervention and media relations has been credited with “rescuing” dozens of Advent clients from media scrutiny. Advent Communications is also known for their state-of-the-art graphics production, including distributor kits, manuals, web sites and videos.

David Klaybor is President of Powerline Systems, a widely recognized distributor training organization. The Powerline Planner is in wide use as a management system by companies and distributors.

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This article is also available online at: <http://mlmmattorney.com/blog/2013/04/02/free-mlm-startup-manual-for-the-executives-of-startup-and-emerging-direct-selling-companies/>

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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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