



Easy, Fast or Simple Marketing

In network marketing, there appears to be a desire to entice recruitment by using words like “easy,” “fast,” or “simple” to describe the opportunity or the financial gains possible. Please remember, and this is important, this business is not easy. It takes hard work to make a substantial income in this business, and most will make no money at all. That’s the reality. The money made by an IBO has everything to do with the effort they put into it. Making money with ACN is not guaranteed and will be 100% dependent upon the skills, work effort, and commitment of the new IBO.

Let’s be honest, the system doesn’t do the work for you. You can’t join, get a of couple customers and then sit back and watch the money roll in. Like weight loss, there is no magic pill. You can’t go to bed at night scraping your last dollar together and wake up a millionaire the next day. If only that were true! But, like the magic pill for weight loss, it takes hard work and effort. Oh, don’t be mistaken, we do have exceptional individuals here at ACN who have been very successful, but their accomplishments didn’t come without “blood, sweat and tears.” Additionally, keep in mind their success does not guarantee yours, as past performance does not guarantee future results. Everyone is different. Everyone’s “WHY” is different. And everyone’s hunger to succeed is different. As an ACN IBO, if you market the ACN opportunity as a way to earn money fast, easily or simply, you are putting ACN at an unnecessary regulatory risk; a risk that ACN will not tolerate. Furthermore, if you really think about it, these types of hype claims also bring the “here today – gone tomorrow” IBO’s. No retention. No customer acquisition. No residual income. Be honest and truthful upfront, the IBO (or customer) will trust you and the likelihood of retention increases.

The bottom line, keep all marketing truthful and not misleading. Represent ACN properly as per our policies (Policies & Procedures Section IV(b) Representation).

If you have any questions about this or any of our policies,
please contact the Business Ethics Department at businessethics@acninc.com.

We are here to help you.