



BUS 312 - 1 credit

Ethical MLM

Description:

This course will help you examine the field of network (multi-level, direct consumer) marketing. You will learn how to choose the best company for you to work with, and how to build an ethical MLM business.

Prerequisite: BUS 102

Course Objectives:

- You will list at least five reasons why network marketing is a positive vehicle for financial freedom.
- You will list at least ten characteristics of an outstanding direct consumer marketing company.
- You will list eight ethical guidelines for network marketing.
- You will discuss why natural health products are an excellent choice for network marketing opportunities.
- You will discuss how the skills of apostle, prophet, evangelist, pastor and teacher can be cultivated and enhanced through building a business, particularly a network marketing business.
- You will discuss the strengths and weaknesses of five network marketing companies you have personally examined.

Attitudinal:

- You will be able to respond to the most common objections you may run into in network marketing.
- You will have a clear plan for overcoming the objections you face within yourself.
- You will have a clearly defined strategy for building a successful network marketing company, if that is what you choose to do.

Behavioral:

- You will lay down your needs and desires if necessary to minister to the needs of others.
- You will find biblical methods to build up your spirit so everyone you meet may sense the Spirit of God in you.
- You will follow the plan of action which the Lord gives to you for achieving your financial destiny.

Course Texts:

Ethical Network Marketing book and cassettes by Mark and Patti Virkler

Course Requirements:

1. Read *Ethical Network Marketing* by Virkler as assigned, answering the discussion questions at the end of each chapter. These answers will be submitted to your instructor for grading at the end of the course.
2. Earn at least a "B" on the Final Test.
3. Research and evaluate five network marketing companies in light of the 32 characteristics given in *Ethical Network Marketing*. Submit a report discussing their strengths and weaknesses, and your evaluation of each as a possible financial vehicle. Use the form on page three to evaluate each company chosen. Then summarize your findings and conclusions in a 2 - 3 page typed and double-spaced paper. If you have been led of the Lord to initiate any action based on your research, include this in your paper.

Standards for Grading Assignments

As indicated below, “C” or 2.0 level work is considered average. **Leaders are not average people.** You are therefore expected (required) to put forth the effort necessary to demonstrate at least “B” (3.0) level work or higher on all assignments which you submit. Any which do not will be returned to you with input from your instructor on how you can raise your grade to the expected level. **A course grade will not be given until your assignments demonstrate that you have understood the material presented in the course and allowed your life to be transformed by the Spirit and the Word studied** — the requirements for attaining a “B”.

Your individual assignments (notebooks, tests, reports) will be graded according to the following standards. These grades will be averaged together to determine your course grade. Remember, CLU is training leaders and leaders are above-average people. Your work will reflect that.

- “D”
 - Indicates barely passing work that is inferior to the average both in quantity and in quality.
 - Manifests a lack of initiative or sense of responsibility or both.
- “C”
 - Average work; either steady work of an acceptable quality, or work of a high quality which is uneven, irregular or fragmentary.
 - May be mechanically or outwardly correct but shows little reflection upon or personal assimilation of the material.
- “B”
 - Intelligently has fulfilled the requirements of this course.
 - Understands the subject matter presented and has applied it to his life in a limited manner but has not really made the truths his own.
- “A”
 - Grasped the material with thoroughness, industry and correctness of detail.
 - Made the material his own by thinking about it and integrating it, using originality, natural ability, and insight.

32 Characteristics of an Outstanding Network Marketing Company

Characteristic	Company				
	1	2	3	4	5
1. More than 3 years old	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A huge untapped market available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. A money-back guarantee on affiliation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. A money-back guarantee on products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. No affiliation fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. A growing range of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Natural and environmentally safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Products people are demanding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Appeal to the masses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Products purchased regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. A unique product line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Cost equal or lower than the marketplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Established reputation for integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Honesty in all representation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Emphasis on continuous personal use of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Customer orders directly from the company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Toll-free phone ordering by customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. No door-to-door sales required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Proven financial remuneration in upline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. High retention rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Average monthly purchase of \$50 or more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Low initial investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. A built-in system that encourages monthly purchasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. No need to personally ship or deliver product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. No need for personal paperwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. A structure which encourages associates to nurture their enrollees as well as themselves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. No stockpiling of product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. A valid product or service that is sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. A rapidly growing company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. No breakaways leaving you with only 1%-2%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. A sizzle something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Weekly commissions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total points	—	—	—	—	—

An excellent company will score at least 28 or 29. **Pick only winners.** Life is too short to chase losers.



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Course Schedule

Lesson 1

Assignment to be completed:

Read Chapters One and Two of *Ethical Network Marketing*.

Answer the discussion questions at the end of each chapter.

Listen to the cassette sessions entitled “31 Characteristics of an Outstanding Direct Consumer Marketing Company” and “Network Marketing — The Business Vehicle of the 90’s”.

Begin gathering information for your company evaluations paper, due in Lesson 4. Use the forms at the end of the Course Requirements to evaluate each company chosen. Then summarize your findings and conclusions in a 2 to 3 page typed and double-spaced paper. If you have been led of the Lord to initiate any action based on your research, include this in your paper.

Subjects to be explored:

What Type of Business Is Best in the 90’s?

Examining the Network Marketing Industry

Related objectives:

- You will be able to list at least five reasons why network marketing is a positive vehicle for financial freedom.
- You will be able to list at least ten characteristics of an outstanding direct consumer marketing company.
- You will be able to list eight ethical guidelines for network marketing.

Lesson 2

Assignment to be completed:

Read Chapters 3, 4, and 5 of *Ethical Network Marketing*.

Answer the discussion questions at the end of each chapter.

Subjects to be explored:

Our Nation’s Move Toward Natural Health

Choosing What to Sell

Cultivating Spiritual Skills Through Network Marketing

Related objectives:

- You will discuss why natural health products are an excellent choice for network marketing opportunities.
- You will discuss how the skills of apostle, prophet, evangelist, pastor and teacher can be cultivated and enhanced through building a business, particularly a network marketing business.