

Accent™

Multilevel Marketing · Industry · Success

Retention

DO *life* DIFFERENTLY™

Growth

4Life Business · February 2019

“At 4Life® we are committed to continuing to make Multilevel Marketing a genuine opportunity”

Direct selling is one of the oldest forms of distribution and is well known by marketing and sales experts. This formula, based on a personal and direct relationship between the seller and the customer, continues to maintain sustained growth and is boosted by new economic models and new technologies, that are attracting more interest by the day, both from new generations and from entrepreneurs who see a clear no-risk opportunity to develop their skills.

After 20 years on the market, it is important to reflect on the issues and concerns that a new entrepreneur could have when opting for a business based on multilevel sales. For this reason, I have outlined below some of the most relevant points to take into consideration:



- The chosen company must be clearly identified and located
- It is important to conclude a written contract defining the rights and duties of each party
- The products must offer outstanding quality
- It is not necessary to make a prior investment in products or storage
- There must always be customer service and a satisfaction guarantee
- The distributor must be offered training and support
- Membership of the Consumer Arbitration System and the AVD provides an additional guarantee

At 4Life we are committed, after 20 years, to continuing to turn Multilevel Marketing into a genuine opportunity for all of our entrepreneurs, with a business model that is transparent and people-focused.

Rafael Fernández

European Vice President, 4Life Research

FOOD SUPPLEMENTS IN GLOBAL FIGURES

The market for dietary products and supplements for athletes is experiencing global expansion; the geographic areas with the highest market quotas are the United States with 34.1%, China with 14.3% and Western Europe with 13.4%. South America has 7.3% of the quota while Eastern Europe and Russia have 5.4%.

Main reasons for the growth of this market:

Increased life expectancy | More care invested in health and wellbeing

Higher number of athletes | Obesity | Preference for pure nutrients

2016

Sales turnover

€98
billion

€39
billion

€36.8
billion

€25.2
billion

Total global sales

Vitamins and
minerals

Dietary
and sports
supplements

Natural plant
supplements

2020

Anticipated sales turnover

€125
billion

€47.9
billion

€50.3
billion

€32.8
billion

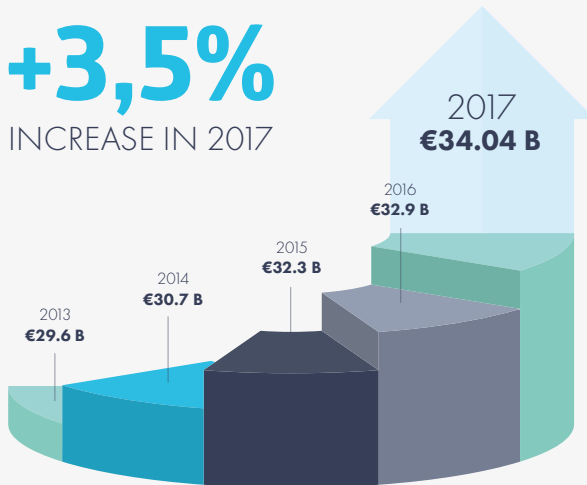
Source: Nutrition Business Journal

European direct sales in figures

PROGRESSION OF EUROPEAN SALES

+3,5%

INCREASE IN 2017



According to the latest report by SELDIA, the European Direct Selling Association, the direct selling industry has continued to grow in Europe for five consecutive years, with a turnover of over €34 billion in 2017. This means an increase of over 3.5% of the business figure presented in 2016.

B = BILLION EUROS

PEOPLE WORKING IN DIRECT SELLING IN EUROPE

People working in direct selling:

**+15
MILLION**

79% women
21% men

Average age of people in direct selling:



76%
PART TIME

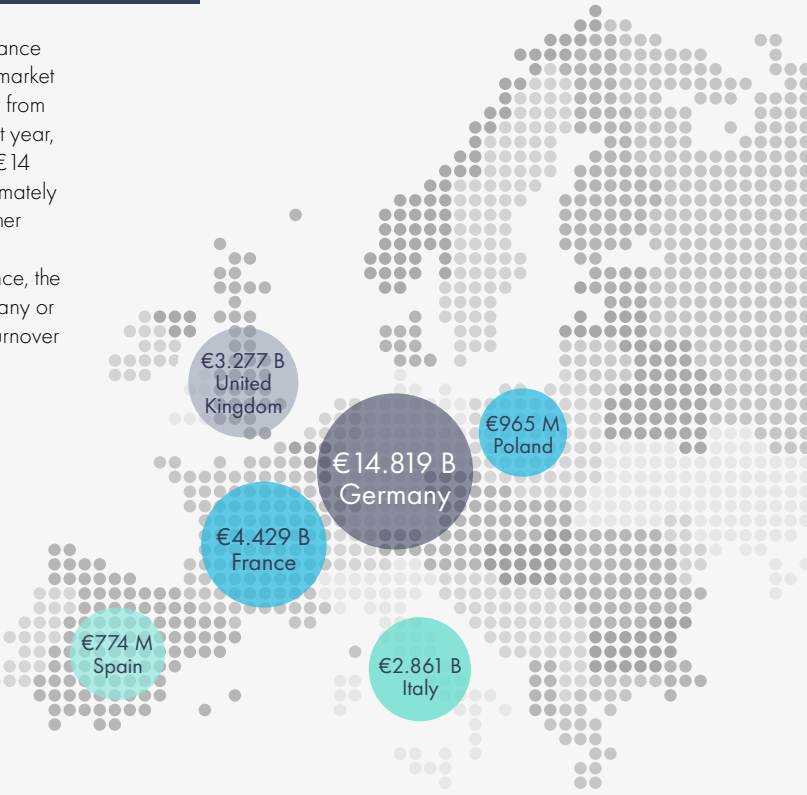


24%
FULL TIME

TOP 6 EUROPEAN MARKETS

Germany has ousted France from the position of the market with the highest turnover from direct selling for the past year, with a turnover of over € 14 billion. Spain is approximately €800 million behind other countries (although it's increasing) such as France, the United Kingdom, Germany or Italy, which all have a turnover of over €2 billion.

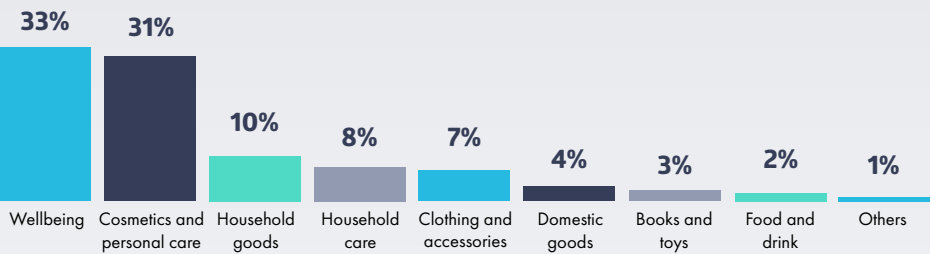
B = BILLION EUROS



EUROPEAN SALES BY PRODUCT CATEGORY

Published in June 2018

Wellbeing and personal care are the categories that generate the highest turnover from Direct Selling in Europe, covering 64% of the total.



WHY DOES THE DIRECT SELLING INDUSTRY KEEP ON GROWING?

An increasing number of people are deciding to develop their professional career in the direct selling industry; the real possibility of growth or autonomy are the main incentives that motivate people to start business in the sector.

VALUES

A company's values directly affect the level of involvement of the people who work for it. Many people identify with the values of quality, growth and freedom that characterise companies in the direct selling sector.

FLEXIBILITY

Many people choose this option because it gives them total freedom over how they manage their time and work schedule. They decide when to work and from which part of the world.

DEVELOPMENT

Regarding the opportunity as a challenge for self-improvement is key to achieving success. The passion with which you go about your daily business and continuous training can be a great help in developing a satisfactory career.

INCOME

The main advantage is the real possibility of expanding the business thanks to passive income; income that is received without any need for direct or personal action in developing the business.

GLOBAL PRESENCE

The direct selling industry is a reinforced sector. As a general rule, Multilevel Marketing companies have grown and are now present in different markets around the world, which means they receive considerable support when it comes to starting their business or introducing it to others.

LOW INVESTMENT

Unlike starting a different type of business, becoming an entrepreneur in multilevel marketing doesn't require a large initial investment.





DIRECT SELLING, A GREAT OPPORTUNITY FOR MILLENNIALS

According to Manpower Group, those born between 1981 and 1996, commonly known as the “Millennials”, will constitute one third of the global workforce in 2020. For them, direct selling has become one of the main and most secure business opportunities.

1. Get closer to Millennials

Be active on social media and start to connect. Millennials born in the 80s tend to use Facebook and Twitter, while younger people prefer applications with a higher visual content, such as Instagram. Offer good quality content, try to get them interested in the products and to make them want to know more about the opportunity.

2. Learn from them

There are few things that a Millennial enjoys more than discovering a new tool, application or platform. Observe and study how they use the tools. Technology is a part of them, and they are the ones inventing new forms of communication. Reinforce your digital strategy and take advantage of the immediacy it offers. You will reach more people, faster.

3. Adapt to their lifestyle

Millennials like to make their own decisions and don't feel fulfilled by doing the same as everyone else. They control their own time and innovation and creativity are high on their list of priorities. When presenting the opportunity to them, stress the advantages of multilevel marketing: flexible hours and the possibility of working from anywhere in the world.

Millennials are indispensable when it comes to reinventing and expanding your business. With them, growth is guaranteed!



How to improve performance on social media?

Social media marketing plays an essential role in all business strategies, but particularly in the direct selling industry, which is set apart by its social aspect. Social media is a virtual extension of personal relationships, that allow you to sell your products or expand your business.

Create a committed community

Let your audience participate in your business and form part of it. Seek their opinion, learn from the information they can offer you. When there is commitment, people feel as though they are part of the company. Commitment builds a community; the main pillar within a direct selling business.

Invest time in Social Selling

Social Selling is a type of selling that consists of working on social media relationships in order to connect, interact and create relationships with potential customers. It is important to clarify that **Social Selling is not a form of direct selling**, but rather of trust based, medium to long term relationship selling.



Make live videos

There is nothing more personal than a live video. It creates an **intimate, warm atmosphere** that makes the audience engage emotionally. It is a perfect tool for carrying out webinars, with both current and potential distributors. Furthermore, it allows you to connect with people in different places at the same time, avoiding travel and possible rental costs for meeting rooms.



LEARN TO DETECT A PYRAMID SCHEME

What is a pyramid scheme?

It is a fraudulent scheme whereby the source of income for participants depends exclusively or mainly on getting other people to join the organisation.

Are all pyramids the same?

All of them have the same main characteristics, but some are difficult to detect as they disguise themselves in order to avoid attracting the attention of the authorities.

Are pyramid schemes legal?

No! Although not all countries have specific legislation for pyramid schemes, they are prohibited and closed by associated laws in all countries.

HOW DO THEY DIFFER?

PYRAMID SCHEMES

Pyramid sales are illegal according to article 24 of the Unfair Competition Law and article 23 of the Retail Trade Law (in Spain).

Benefits are obtained exclusively by recruiting new people. Where there are product sales, these are of no real value for the business.

Only those at the top of the pyramid receive large incomes thanks to the large payments made by the new recruits.

It is obligatory to make a large initial payment or to purchase large quantities of product in order to start to form part of the organisation.

There is no guarantee for returning the product, if the product exists.

MULTILEVEL MARKETING

Direct and multilevel selling is a legal system which is regulated by Law 7/1996 on Retail Trade (in Spain).

The benefits depend on product sales made by the distributor and their descending line.

There is a clearly defined compensation plan which complies with all legal and tax requirements.

A distribution contract must be signed in order to authorise the sale of the company's products. At that point, it is possible to acquire any products desired for resale.

The customer has full guarantees for returning the product if they are not satisfied.



4LIFE GIVES YOU MORE



There are up to 9 ways of generating income with the 4Life Compensation Plan.

Quick bonuses for starting to earn extra income.

Totally free online store with 25% commission for each purchase*.

Forward looking, with endless depth and compression that ensure that no commission is lost.

International business with sustained growth over 20 years and 24 offices around the world.

Exclusive trips as reward for reaching targets.

*For any purchase superior to 100LPs.

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AND ALL THE ADVANTAGES OF THE COMPENSATION
PLAN AT WWW.4LIFE.COM**



Independence
Fun
Rewards
Values
Autonomy
Commitment
Comfort
Satisfaction
Challenge
Flexibility
Income
Time
Development
Freedom
Quality
Growth
Opportunity
Money
Work
Contact