



Thank you for speaking out on behalf of the profession by writing a letter to the Federal Trade Commission (FTC) expressing your concerns about the proposed Business Opportunity Rule. If adopted, this rule could have a very negative impact on our profession, requiring direct selling companies to drastically alter their sales methods and placing additional burdens on all direct sellers in order to comply with federal law.

The FTC wants to hear comments from those whose lives will be most affected. Please do not wait to speak up. Your written comments must reach the FTC on or before June 16, 2006.

In addition to these instructions we have provided you with a sample letter that can be used as a guideline. The more personal your letter can be the greater impact you will have on those reading it. We want the FTC to know that you cared enough to take the time to write a letter which tells your **personal story**.

Your letter could include:

- How many years you have been in the profession
- How selling of your company's products has contributed to your family finances
- How you have benefited personally from being a part of your direct selling company (developed leadership and parenting skills, increased your self-esteem, improved communication skills, enabled you to stay home with your children, allowed you to leave an unfulfilling job, kept you off welfare, kept you out of bankruptcy, etc.)

Express how the portion of the rule that discusses the **Seven-Day Waiting Period**:

- Casts direct selling in a negative light (We have all worked hard for years to raise the public perception of this profession and this will create doubt in the eyes of the public.)
- Will create more record keeping and administrative problems
- Causes unnecessary delays that hold up the income potential for the new distributor

Share how you feel about the **Litigation Reporting** requirement that the companies must provide:

- This does not give the consumer a realistic picture as the reporting does not distinguish between winning and losing lawsuits

Point out the **Reference** portion of the ruling:

- It would be impractical to find the 10 nearest distributors
- There are privacy issues due to identity theft and safety

Let them know that you appreciate that they are trying to help us regulate this wonderful industry from fraudulent groups, yet this proposed rule would unfairly target legitimate direct selling businesses such as yours.

Thank you for caring enough about the future of our profession to write to the FDC. Please go to this page of the DSWA website <http://www.mydswa.org/ftc.asp> and download the sample letter you can use as a guide.

When Submitting Your Comments by Mail:

Forward **TWO** copies (their requirement) of your letter to:

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

When Submitting Your Comments By E-Mail:

Send an electronic letter using this link: <https://secure.commentworks.com/ftc-bizopNPR/>

We recommend that you attach the letter (below the comment box) rather than use the designated comment space on the page as it is limited to 4000 characters.

All comments should refer to "Business Opportunity Rule, Matter No. R511993" to facilitate the FTC's organization of comments. A comment filed in paper form should include this reference both in the text and on the envelope.

Be sure that your direct selling company receives a copy of the letter that you submit so they are aware of your initiative and dedication to the profession.