

(submitted by C. B. - Pennsylvania)

To Whom it May Concern,

When we first saw the Amway Marketing Plan in the summer of 1992, it was touted as a “win win” opportunity. An opportunity with little investment in time or money, no overhead, and unlimited financial potential. All of these benefits were continually reinforced through the tapes and seminars we were told to buy and attend to gain the “knowledge” we needed to move ahead. Knowledge from the “leaders” and “successful” individuals who had blazed the trail ahead of us and who were now unselfishly giving back to the “system” that had made them successful. After recording a net loss of over \$3,000 for our first six months, we barely blinked because we had been assured, through the tapes and seminars, that we were “just paying the price for success,” and that we were in a business with No Overhead. “Just keep doing what you’re doing,” is a phrase I remember hearing continually.

Over the next six-plus years, we continued to pour money into our “business” for tapes, business “tools,” seminars and other functions. We continued to show losses in excess of \$4,000 per year with an estimated total loss in excess of \$32,000 through early 1999. All the while we continued to hear of the shame that comes from quitting and, even worse, the disloyalty stemming from not purchasing “tools” on a weekly schedule and attending every seminar and/or meeting. We were also encouraged to sign on to several “standing order” tape, book, and video programs which “guaranteed the steady flow of knowledge we needed.” These were voluntary programs, but it was also common knowledge that those people who were not involved in these programs, would not receive the personal help and “advice” of the leaders of the organization. The losses we showed did not account for the money we wasted on products and services purchased through Amway, which we surely could have purchased elsewhere for less. Again, fear of straying from the “system” influenced our decision making, because “being 99% loyal to your business and the system is (was) 100% disloyal.”

The deception under which individuals, such as my wife and I, are brought into the Amway business, and the continued deceptions, lies and fear that keeps them involved . . . away from their family, and spending money . . . is incredible! All of it constantly hid under the cry of “chasing the dream!” It certainly is a dream; more like a nightmare that you don’t even know you’re having.

Sincerely,

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