Properly positioning the Amway business and Amway opportunity

There are many great reasons to become an IBO. Amway™ provides the opportunity to own your own business, earn income from the sale of products to customers, and sponsor and teach others to do the same.

Do

- Position the Amway business and Amway opportunity in a manner that is truthful, accurate, realistic and not misleading.
- When promoting the Amway IBO Compensation Plan ("Plan") for the first time with a prospect or when discussing earnings, provide a copy of the appropriate income disclosures.
- Be clear that what is being described or offered is the Amway opportunity.
- Make it clear that Amway – not the IBO or Approved Provider (AP) – offers the Amway opportunity.
- Be clear that the Amway opportunity is a direct selling opportunity that involves the sale of products to customers and that income is generated through product sales and not through sponsoring.
- Discuss ongoing income in the context of ongoing effort.
- Consult a qualified tax advisor for specific guidance about your business.
- Carefully review Rule of Conduct 5.6 (U.S. | Canada | Dominican Republic) Prohibited Sponsoring Practices.

Why?

It is important to be transparent and honest, and to set realistic expectations.

Don't

- State, imply or suggest the opportunity being promoted or described is anything other than the Amway opportunity.
- Refer to the Amway opportunity as anything other than the Amway business or Amway opportunity.
- State or imply that success or income is guaranteed.
- State or imply income is guaranteed for life.
- State or imply the Amway IBO Compensation Plan is meant to be a source of tax benefits, tax relief, tax avoidance or tax shelter.
- Promote the tax benefits to prospects as a principal reason for becoming an IBO.
- State or imply the Amway business is a wholesale buying club or that it is built on personal use.

Why not?

It is important to be transparent and honest, and to set realistic expectations.

Resources:

Quality Assurance Standards, Content Standards, Section III: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Amway Business Reference Guide: www.amway.com/brg | www.amway.ca/brg | www.amway.com.do/brg
Amway Income Disclosure: www.amway.com/income-disclosure | www.amway.ca/income-disclosure | www.amway.com.do/income-disclosure
Amway Business Conduct and Rules Department: bcr@amway.com
Amway Business Support Materials Administration: wwbsm@amway.com
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