

What is the Business really?

No doubt IBOs learn valuable interpersonal skills, and grow personally from the experience. Many love the association with like-minded, positive, mentoring individuals. I believe the business has been held together for over 40 years because of the education, inspiration and hope the motivational system provides the constantly changing IBO force, not because of superior business fundamentals.

"You see, what do really you see it as? What this crazy business is.....It's Hope." Diamond Distributor - Randy Haugen - Tape: "This is Amway" DBR 932

The business is really about selling motivation, hope and self-improvement. It is not about distributing products efficiently. The AmQuix business opportunity for many is just a disguise to gain customers for their more profitable venture of selling motivation tapes and seminars (tools). Other IBOs use the business as an opportunity to promote Christianity. Most top level distributors could not afford to promote the business as heavily as they do or flaunt their lavish lifestyles without the substantial profits from their tape and seminar systems. Emerald Distributor Jeff Probst makes the Business Support Materials (BSM's) profits public knowledge in his website. IBOs will need huge amounts of external motivation to offset the poor profit potential of the \$200 model and inability to sell products at retail prices.

Crown Ambassador - Dexter Yager "Most of you are not doing half the tools business you should"

Amway Co-founder - Rich DeVos "Get out from under the cover of Amway"

"I was told by friends and relatives if I got in that I would have a garage full of soap. Instead I have a garage full of motivational tapes!!" IBO Site visitor

1 Promotion of the Plan

The business is not a get rich quick scheme, however Some Diamonds promote it as a "get rich easy" plan.

"It's as easy to get a bobcat badge in Boy Scouts as it is to go Diamond"
Diamond - Brad Duncan - Tape: RP879

Crown Ambassador - Dexter Yager talks about making the business sound simple to prospects. To the prospect, AmQuix sounds like a great business.

No overhead expenses but yet tax deductions:

".... we have no overhead, because we have a home based business where we have tax benefits instead of overhead" . Ron Puryear Triple Diamond Video: "Nuts and Bolts."

No selling:

"....'I don't want to sell stuff to my friends'....NO kidding. Me neither! Obviously, you are familiar with phase one of the business. I'm involved with phase three. It's a whole different kind of business". Diamond Bo Short -Tape "Practice" PN1105

Amway Co-founder - Rich DeVos Want to make more money? Sell regularly to a few customers.

Work part time for 2 - 5 years to become a Diamond and never have to work again:

"In 2-5 years if time and money weren't an object in your life what would you do? Where would you go?.... Would you be willing to work 8-15 hours for 2-5 years to get that?" Diamond - Bo Short

Crown Ambassador - Dexter Yager makes comments about the hectic schedules of top distributors. Make lots of money in a short period of time:

".... let me ask you. If you had an extra \$50,000 coming into you at the end of your first year in the business..." . Ron Puryear Triple Diamond Video: "Nuts and Bolts."

"This type of business right here.....You can make more money, quicker than anything you will ever attempt either now or in the future no matter how long you live" Executive Diamond - Louie Carrillo - Tape BDR-767 Forks in the Road

".... I want you to write \$250,000 and put Diamond after it....." Ron Puryear Triple Diamond Video: "Nuts and Bolts."

Amway Income Data Amway paid the average Diamond \$136,322

No expenses, no selling, part time work, just change your buying habits to earn big time rewards in a short period of time. If it sounds too good to be true... it probably is. Many salesmen exaggerate benefits, under emphasize costs, and leave out important details in order to attract the most interest. AmQuix IBOs are no exception.

Crown Ambassador - Dexter Yager *"We don't tell the whole story, because we don't live on the negative."*

A Pronet Diamond and Triple Diamond Greg Duncan present good examples of the misinformation and hype told to prospects.

"Allie was a teller with the Royal Bank in High Prairie, yet when you look at the True North web site the Crawfords have her picture in their with the caption "bank executive". Is this lie supposed to fire people up that even "bank executives" get in this business? So where do the lies stop if they are as obvious as this and how much of what you are being told and taught is lies? As far as the no negative down-line myth goes, who does it apply to? ""
Former Diamond Distributor - Don Lorenzc

From my observation of many people in the business, it is more ethical for them to say "positive falsehoods" rather than "negative truths". Many IBOs will experience an ethical dilemma. The need to be overtly positive and profess only things that sound "positive" about the business will usually require IBOs to leave out important details, or tell fibs, half-truths, and even lies.

Triple Diamond - Ron Puryear *What is a successful IBO? One who has been in a day longer than you.*

2 Due Diligence

Ask lots of questions and see if you get answers. If you are told something that sounds too good to be true, verify it by contacting Amway/Quixtar. Did you hear the average Diamond earns \$250,000 or more per year from Quixtar? Why not call the Amway General Public Inquires line at 616-787-6000 and ask them to verify this claim and any others you might have been told? Were you told the business was "approved" by the FTC? Call the FTC at 1-877-FTC-HELP to find out their version of the story. I encourage you to verify the numbers I use in my site with Amway/Quixtar-Alticor. I encourage you to be skeptical of what you read here as well as what your sponsor tells you. Like Ronald Reagan said "Trust yet verify".

The Amway web site reports that almost 50% of its North American distributors do not renew each year. The 1979 FTC case reported that 75% of all first year Amway distributors did not renew.

The high drop out rate indicates that prospects did not have all the information needed to make a good business decision before signing up. Many were given hyped and exaggerated information. Many leave because they feel they have been deceived. Many had the wrong expectations about product pricing, rules, income levels, or the actual time and money commitments needed to do the business. There are people who love the business and many times more who have left the business for one reason or another. For whatever reasons, the product quality and prices were not enough to retain most of them even as customers.

Those successful few in AmQuix leaving their day job have found they now have a full time evening job working to replace the 50% fallout.

There will be two groups of people who make good money with the opportunity. One group being those who reproduce thriving retail businesses whose average profits grow as retail sales grow. The second group being those very few savvy, smooth talking promoters who can put new, hope filled IBOs in the business faster than the old disgruntled, money losing IBOs quit. These will be the few who earn the majority of their money by selling IBOs their business support system.

3 The Common AmQuix Misconceptions

"The Amway business is built on a foundation of integrity" Amagram 3/1998

"It was hard to show "The Plan" to people when the numbers I show people are wrong
" IBO Site Visitor

Save 30% - Buy at Wholesale

Retire in 2-5 years with 8-15 hours

Business Overhead Costs

Current and Residual Income

You don't need to sell

The 100PV 6-4-2 Plan with Expenses

\$200 is 100 PV: 100PV is 250BV

The Dream

Quixtar Profitability

60-70% is returned to IBOs

*"Then, when you start finding out the truth, you have only 2 choices:
perpetuate a lie OR be a decent human being and leave it behind. We chose
the latter." Former Direct Distributor*