

Federal Trade Commission/Office of the Secretary  
Room H-135 (Annex W)  
600 Pennsylvania Avenue, NW  
Washington DC 20580

Subject: Comments Regarding "Business Opportunity Rule, R511993"

Dear Sir/Madam

Me and my wife have been IBO thru quixtar since 2000. We have enjoyed working with the business team. Financially we have been able to create some extra income that has helped me and my wife a lot, especially, when she lost her job. Continuing on the same trend, we want to replace my full time job income as well thru quixtar business in near future.

I am surprised that all this can be done along with the full time job and the regular stuff that happens in ones life. Putting about 12-15 hrs of focussed effort a week could be very rewarding. One thing that made us stay back in the business initially was the team support. It helped me not only in business per se, but the principles we learnt, helped us in other sphere of our life too.

It helped us in becoming better in time management, money management, relationships between spouses, people skills, increased social network that helped in other things like help in finding a job, an apartment for rent etc. Infact at our workplace, our employers liked us very much because we had the owner-ship attitude and had created a mindset of a problem solver and hence were more productive there vs many other people who were just stuck at where they are.

When we had got started, my sponsers loaned us lot of literature and tapes/CDs in order to understand the potential, also they were eager to make us understand the longterm benefit and hence were very patitent in answering all the questions that come as we being ignorant of how to run scuh business or anykind of business as a matter of fact.

I could talk to my sponsere about how to fit this business into our already busy schedule and shoe string budget. They helped us in creating a game plan that was suitable to our conditions and then worked accordingly making sure we are maximising our efforts and investmnet in this business time to time.

In the same line, now when we get someone started, we loan them material that go thru, frame some questions that they may have, we show them product demonstrations, walk them thru our house (if possible) and show them the stuff that we use in our house that we bought from quixtar, we use the brochures and catalogs that show quality, quantity, ingredient etc. comparison and also average incomes that one can earn thru quixtar, availabe on the quixtar website. In case somebody has some specific questions on the credibility we lead them to the ibofacts and also visitor view of the quixtar website that gives a good glimpse of what the company/products we work with.

We get people started with about \$ 250/- that includes optional product package and optional starters training material and the most important of all – our experience and time that they do not have to pay a dime for. And in case that some people want to sign-out, we just return all their money including the

optional product bundle and starter pack even though it might be opened, or used or not in a resellable condition.

1. **The seven day waiting period:** It can really kill the potential of this business instantly, because that means that average person would be able to start-up only 1 or 2 IBOs a month due to time lack. Also, once they sign-up, we cannot show them any result right away, and that affects their own confidence in the business if they don't see something happening for them. Also it will make me loan them more material, and spend more time with them during that period to sign them up instead of going ahead and building their business, and I think it will be a drastic increase in our investment in business support material and other related overheads, traveling expenditure etc. Most of the people do their packing in the last night before the vacations starts and this human nature of procrastination till the last moment could be there for the 7-day period too as they may just wait till the 6<sup>th</sup> night only to read the material given to them.

I have had people who did not want to continue the business, due to the initial 6 months money back guarantee, I was able to connect them to Quixtar to get their money back and even return the products as well, as most of the products come with a "free return" form in the box. And many times it happened that the new IBO or signing out IBO misplaced it, so I took him/her to the Quixtar website, checked his order and invoice (easy to track online), printed out a return form from the website itself. It is a very simple process, no questions asked, the money shows-up back in the account where it was taken in case of credit card or a cheque in case of cheque sent to Quixtar. I think instead of having 7-day waiting period, how about having money back guarantee and full return policy like Quixtar already has in place.

2. **References in the Community:** Well! It is tricky because you have no control on what the prospect is going to do once given the references – may be sign-up with somebody who is at higher level in the business thinking they may have more experience than us, or may be sign-up with some acquaintance that know in that reference list (not fair) and then I am left wondering that I did all the effort and somebody else is getting the benefit out of that, that does not appear to be fair and just approach of providing information about the business opportunity to new people.

Now, on the other hand, if other IBOs are giving my contact info to their new prospects, I don't want to be wasting a bunch of productive time giving testimonials about the success we had in this business, it will be like punishing somebody for the rewards they get through this business because the more successful you are, more your name is going to be floated around and I don't know who is going to compensate for that loss of time, phone calls, loss of productivity, invasion into your private life etc.

However, we achieve the same end result through our support team. We introduce new IBOs or even prospects to existing IBOs by inviting them over to our weekly expansion meetings, we show them the successful people there and they don't have to pay anything to attend those sessions. They are free to ask any questions to anybody there and they can come back as many times as they want to meet the other IBOs. We introduce relatable people like a doctor to another doctor or student to another student. Also we invite IBOs and prospects to our home regularly where we show them the products, the support material etc. There are testimonial videos from the

companies that partner with us and outside of that the prospects are free to call BBB or check the authenticity thru all their means as well.

With this I conclude this letter. You are requested to make any alterations keeping in mind the prospects safety and protection and existing IBO's protection and support as well. In making these changes, could you please also look into the matter as to how the public-opinion be improved in terms of such small, home based, network marketing business. Most of time, it is assumed that the people like me have the onus to prove ourselves right. I just wish if you could make some rules to support us also, like for example – if some prospect borrows the lend-out material after seeing the presentation, that they are obligated to meet us back and discuss it, whether they sign up or not that's up to them or when they trash the material given to them somebody can make them accountable for that, that would be a great help too. Also if somebody is putting wrong information on the internet, if some rules can be made about that, that would be great as well.

I really appreciate your time and consideration in this matter. Please include both the parties – prospects as well as business owners into consideration when altering the rules.

Thank you very much,

Sincerely,

Mukesh & Agila Kumar.

Dated: July 13, 2006