

Thursday, July 13, 2006

To: Federal Trade Commission

Title: Notice of Proposed Rulemaking

Subject: Business Opportunity Rule

RE: CFR Citation: 16 CFR Part 437

Gentlemen,

My Name is John Charleston and I am a professional networker marketer working full-time in the industry for the past 10 years.

I come from corporate America which I was also very successful at. However, at 45 years of age I was very concerned that I would never have the opportunity to live my dreams unless I did something else – eventually my quest brought me to network marketing – which has resulted in a very pleasant life style and the ability to work with like minded individuals to help them reach financial independence as we have.

The work has been most beneficial to my wife and I as it promotes being the very best person you can be to focus on helping yourself and those that you attract to the business. This “personal development” training resulted in our personal retention over an 8 and a half year period of 87%. Specifically that means that of the people we personally sponsored into this industry, 87% of them made money or choose to continue working with us through that 8.5 year period.

Your seven day waiting period unfairly casts direct selling plans in a negative light and I am amazed to think this is being considered; why even buying a gun only requires a 3 day wait!!!

The record keeping and administrative actions your proposal will cause unnecessary delays and excessive record keeping requirements for home businesses – mine included – and I don't like it.

Litigation reporting is something that companies would have to provide to their sales force and I'm certain it would terrify our prospects and scare them away from the dreams they have by working with us – this is unfair that it does not distinguish between winning and losing lawsuits and settlements without an admission of liability as it constitutes a taint on the industry. I can't imagine what the automotive industry would look like if every sale had to be provided with a list of disgruntled customers from the preceding two years!!

The process of finding and maintaining your required references is impractical since it changes from day-to-day, and even hour-to-hour. Also I am blown away that my government wants me to provide my personal information to be publicly disclosed. This could easily lead to identity theft, safety concerns, having your name and personal information harvested for mailing and prospecting lists.

It's obvious to me that the persons that developed this proposal don't have a practical brain cell in their head!!!

I appreciate FTC's goal of reigning in fraudulent programs, but the FTC's proposed rule would unfairly catch legitimate direct selling businesses in its scope and cripple my legitimate business – I suggest they focus on ENFORCING THE EXISTING LAWS THAT ARE ON THE BOOK ALREADY – don't add a bunch of idiot ideas like these!

I'm sorry if I sound angry – but, I am. This draconian proposal smacks of Nazi tactics. It does not serve our industry well at all. Again, there is LESS REGULATION FOR BUYING A GUN than what you are proposing here.

Sincerely,

John Charleston, Vice President
Dream Makers, Inc.
Executive Secretary – Distributor Rights Association