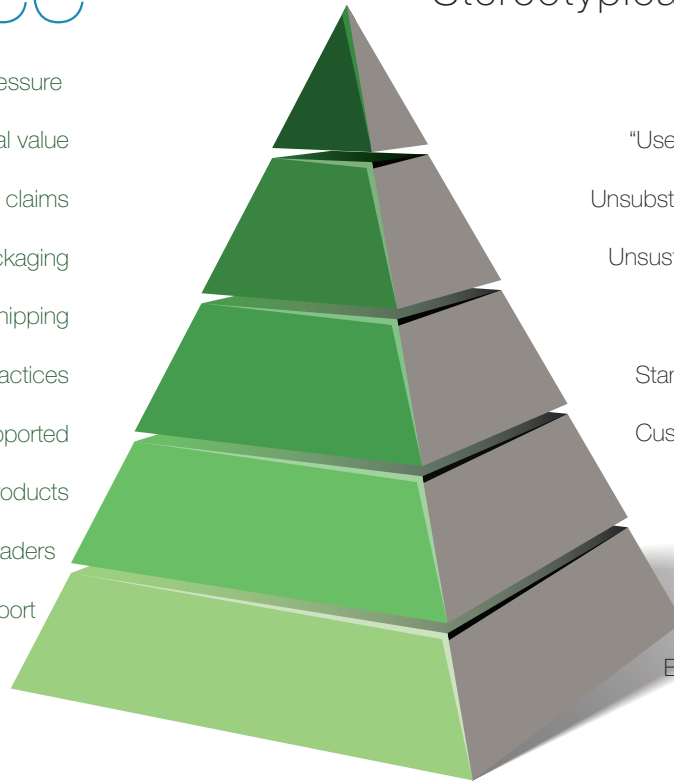


# What Is Sustainable Network Marketing?

miessence®

Culture of education, service, zero pressure  
Products of highest quality & real value  
Reputable third-party certifications to backup claims  
Renewable raw materials & responsible packaging  
Carbon negative manufacturing & shipping  
Forward thinking products & business practices  
Those who just want to be customers are supported  
Excellent referral benefits can pay for your products  
Those who commit to serve may become leaders  
Extensive professional training & ongoing support  
Sufficient prosperity, generosity, mission



## Stereotypical Network Marketing

Quota driven, hard sell, peer pressure  
"Use this product... it will make you money"  
Unsubstantiated claims & dubious certifications  
Unsustainable sourcing & wasteful packaging  
Energy intensive & polluting practices  
Standard, conventional & behind the curve  
Customers pressured to "do the business"  
High requirements to "break even"  
Deceptive tales of "getting to the top"  
Ineffective training based on hype  
Extravagant, self-centered, unbalanced

## Miessence's Sustainable Network Marketing

People are genuinely drawn to Miessence's products and mission. They seek out and desire to use these products, regardless of any business potential with the company. Miessence's unique approach to network marketing fully supports, respects and appreciates the majority of people who just want to use the highest quality products at a great discount. Customers may use the Lifestyle Membership for 20% off, or become a Representative Member for access to additional savings and the potential to earn referral commissions that could pay for their own orders in part or whole, perhaps eliminating an entire budget line (note - the average US household spends \$600 - \$1000 annually on personal care and nutritional supplements.) Those who are interested in earning an income working with the company are given realistic expectations, extensive professional training and ongoing support in reaching their personal goals, whether large or small.

RESULTS: All levels of interest have realistic expectations and potential. Everyone can benefit from the sustainable approach to network marketing.

~ 3% are committed reps who earn a significant income truthfully serving and fully supporting the organizations they are building.

~ 97% are happy customers enjoying real products, great discounts, and possible referral benefits.

## Stereotypical Network Marketing

People are lured into using a product or service with the hope of fast, easy earning potential. Product sales take a back seat to recruiting hype, and the amount of work and skill development necessary to make significant income is not explained to potential new reps up front. Consequently, people join with great excitement, then end up achieving very little. New reps are told to enthusiastically approach their friends and family, who generally respond "no" because they are highly skeptical, feel it sounds too good to be true, think it is a "pyramid scheme," or simply are not interested in the products or services being offered. Reps quickly become discouraged and quit because they were never taught how to connect with people who actually want what they are offering. Although some reps do go on to make money, it is difficult to sustain their business - they are always scrambling to offset high turnover. Continual hype is necessary to bring in new people.

RESULTS: Frustration, disappointment and fallout. Wasted time and wasted money. Unsustainable.

~ 3% are reps earning a significant income, using hype to constantly rebuild in the wake of massive attrition rates.

~ 97% are customers who don't like being hassled to "do the business," feel they failed as reps, or feel scammed.