



As a Melaleuca business owner, you are far from a one-man show.

SOLUTION #4

You're better off than most business owners.

The reality is that most new businesses fail. According to Forbes, 8 out of 10 new businesses don't even survive 18 months.¹ So what is it about Melaleuca that has allowed thousands of Marketing Executives to build and maintain thriving businesses?*

The answer is simple: Melaleuca solves all five of the most common problems that cause new businesses to fail.

1. <http://www.forbes.com/sites/ericwagner/2013/09/12/five-reasons-8-out-of-10-businesses-fail/#1ec7d24d5e3c>

* Results vary. For typical results, please consult the Annual Income Statistics on page 68.

PROBLEM #1:

Start-up funds

The number one thing that prevents most businesses from succeeding is not having the money to get off the ground. Opening a new business costs tens, if not hundreds, of thousands of dollars. Many businesses launch only to quickly discover they don't have the funds to keep the doors open. Other businesses go so deep into debt they drown under the weight of their promissory notes.

MELALEUCA SOLUTION

All you need to start a Melaleuca business is \$29. It's kind of mind-blowing when you think about it. That \$29 gives you access to every one of the following solutions. All the heavy lifting has already been done for you in terms of finances, infrastructure, business planning, supply chain, distribution, marketing, and so much more. What's more, you don't carry any future financial risk. You don't have to be continually investing your own money on inventory, product development, employees, or even day-to-day operating costs. No other business offers the minimal risk and high financial rewards that Melaleuca does.

PROBLEM #2:

Products people want and can afford

A successful business will have a product people both want and can afford. This is harder than you might think. You have to identify a need and create a product that stands out from the competition. This requires time-consuming research and development, not to mention a significant financial investment. Then, once you've created a superior product, you have to figure out how to recreate it in a cost-efficient manner.

For example, let's say you invent the world's best can opener. Now you have to get the resources and manufacturing connections to be able to produce it for a mass market. If you have to charge \$250 for the world's best can opener, what are the chances people are going to buy it? Even if people do think your can opener is amazing, most of them simply won't be able to afford it.

MELALEUCA SOLUTION

For that same \$29 we mentioned above, you get the exclusive right to market more than 450 wellness products that are not only world-class but also highly affordable. Melaleuca has spent millions of dollars developing one-of-a-kind products and creating manufacturing techniques that give us a competitive edge in the marketplace. These products are protected by dozens of patents and trade secrets. And our month-to-month reorder rate of over 95% proves that customers both want these products and purchase these products on a regular basis.