

## **Identifying a Ponzi or Pyramid Scheme**

Ponzi schemes and pyramid schemes sustain themselves by recruiting new investors, and both collapse without a constant influx.

Ponzi's use new investments to pay earlier backers, promising high returns and no legitimate business underpins them.

Pyramid schemes masquerade as viable MLM businesses but rely on recruitment fees over actual sales for income.

Both Ponzi Schemes and pyramid schemes are illegal.

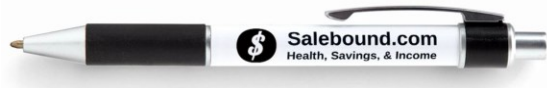
## **LiveGood is an Industry Disrupter**

Direct sales through network marketing are a proven business model relying on word-of-mouth advertising for sales and growth. Salebound Marketing Company chose to be a promoter of LiveGood because it aligned with the highest ethical standards, highest product quality, while also promoting health, savings, and income.

Despite this it's often called a scheme of some sorts, partly as a defence mechanism from bad experiences with unethical yet borderline legal MLM companies that blur the lines to make a few people at the top wealthy, all on the hard work and money of well-intentioned victims.

LiveGood has so radically changed the business model to make it more ethical and lucrative to its customers, affiliates, and members, that preconceived notions based on old models of business just doesn't fit.

Not only is LiveGood legitimately based on providing life changing worldclass products at affordable prices, but its income model is dependent on return customers who happily save more than the cost of membership.



## Not Like traditional MLM's or Schemes

1. Much like the Costco model where the lion-share of profit comes from memberships and the value of those memberships comes from low prices and proprietary items, LiveGood does the same. Most of the profit is generated by memberships. The value of those memberships is from the highest quality health and wellness products in the world at the lowest prices in the industry. The remainder of profit comes from the high volume of products being sold just above cost.
2. Recruitment in LiveGood is voluntary and most of the one-time affiliate fee is paid out as Affiliate Referral Bonus's with the remainder going towards the included back-office, affiliate websites, training, tracking, etc.
3. The LiveGood business model is such that it is possible to earn up to \$2047.50 without recruiting a single person, something that is unheard of in the networking industry. Some companies provide rewards for purchase volume as an instore credit. With LiveGood it's paid out on a small share of the memberships falling into the affiliate's matrix, even if not personally placed there.
4. There is no pressure or requirement to buy, to sell, or to recruit, and high-pressure sales tactics are banned according to LiveGood terms and conditions. In addition to no auto-ships or mandatory stocking, products have a 90-day empty bottle money back guarantee.
5. Income is not guaranteed and based solely upon the mass of product sales, with the value of products the key feature of sustainability.
6. The 6 ways to be paid are clearly outlined online without complicated and difficult to understand acronyms or MLM terminology.

7. There are no victims of predatory business practices with LiveGood. Not only do 30% of affiliates earn more than their one-time affiliate fee within their first month, but savings also easily surpass the low cost of membership.
8. Recruitment is not necessary for business sustainability, and many choose to be a member or customer without being an affiliate.
9. LiveGood is highly transparent. Products have all ingredients and quantities clearly disclosed even for proprietary blends something rare in retail or network marketing. Additionally, certificates of analysis are publicly provided on the website as proof of quality, something that is rare even for the highest quality products of other companies.
10. Many network marketing companies restrict being involved in another network marketing company. LiveGood is so confident in their compliance, value, and ethical practices that they have no such restriction.



In a legitimate MLM program, you should be able to make money just by selling the product. Do your research on any offering.

When it comes to LiveGood highlighted by Salebound, realize that it is not only legitimate, but as an industry disrupter, it's the farthest thing from your typical network marketing company.

