

Consumer Direct Marketing™

There is an interesting anecdote about a new Melaleuca Marketing Executive who replaced all of the household cleaning products under her sink with Melaleuca's. The old products were laden with chemicals and potentially dangerous, as most traditional household products are. She decided to give away the old products to a neighbor instead of throwing them away. When the neighbor found out why she was giving them away, she was curious and began asking questions about Melaleuca products. The result was that she replaced her household products with Melaleuca's. She then added her old products to those of the first neighbor, then went to give them away to another neighbor.

No one has ever said what transpired after that, but time and imagination give rise to the image of a huge box of grocery store products being passed across America from family to family, growing larger all the time as they are replaced by Melaleuca products!

The story is not just whimsical; it's an apt illustration of the way Consumer Direct Marketing™ actually works. *Direct Marketing* is the process of marketing products through a catalog. But *Consumer Direct Marketing™* is very much like the process described in the anecdote. Each Melaleuca household buys only what they need each month from the catalog. If they then pass a catalog on to the next household, they will receive a commission each time that household buys from Melaleuca. Since everyone buys directly from Melaleuca, there is no need to carry an inventory, handle orders, deliver products or collect money. Melaleuca does all the work.

VanderSloot has stated that his goal is to have every household in America become a Melaleuca customer.

One of the most powerful aspects of Consumer Direct