THE DIRECT SELLING CLARITY ACT

STEVE & GINA GO TO *Washington*

> "For more than thirty years we have asked people to believe that where you start need not be where you finish. That is the promise of America."

We are asking Congress to write that promise into law.

WHY THEY WENT

WE DIDN'T GO BY *accident*

They didn't write a letter to Washington. They went there. They stood at the microphone and spoke publicly about an industry that has been regulated for decades without one law written and passed by Congress.

> **Then they did the part nobody sees: they went looking for the rule they were supposed to have followed.** The rule everyone is allegedly supposed to know — and that nobody has any way of actually knowing.

DIRECT SELLING IN AMERICA

THIS IS NOT ABOUT US. IT IS ABOUT THE *12.2 million*.

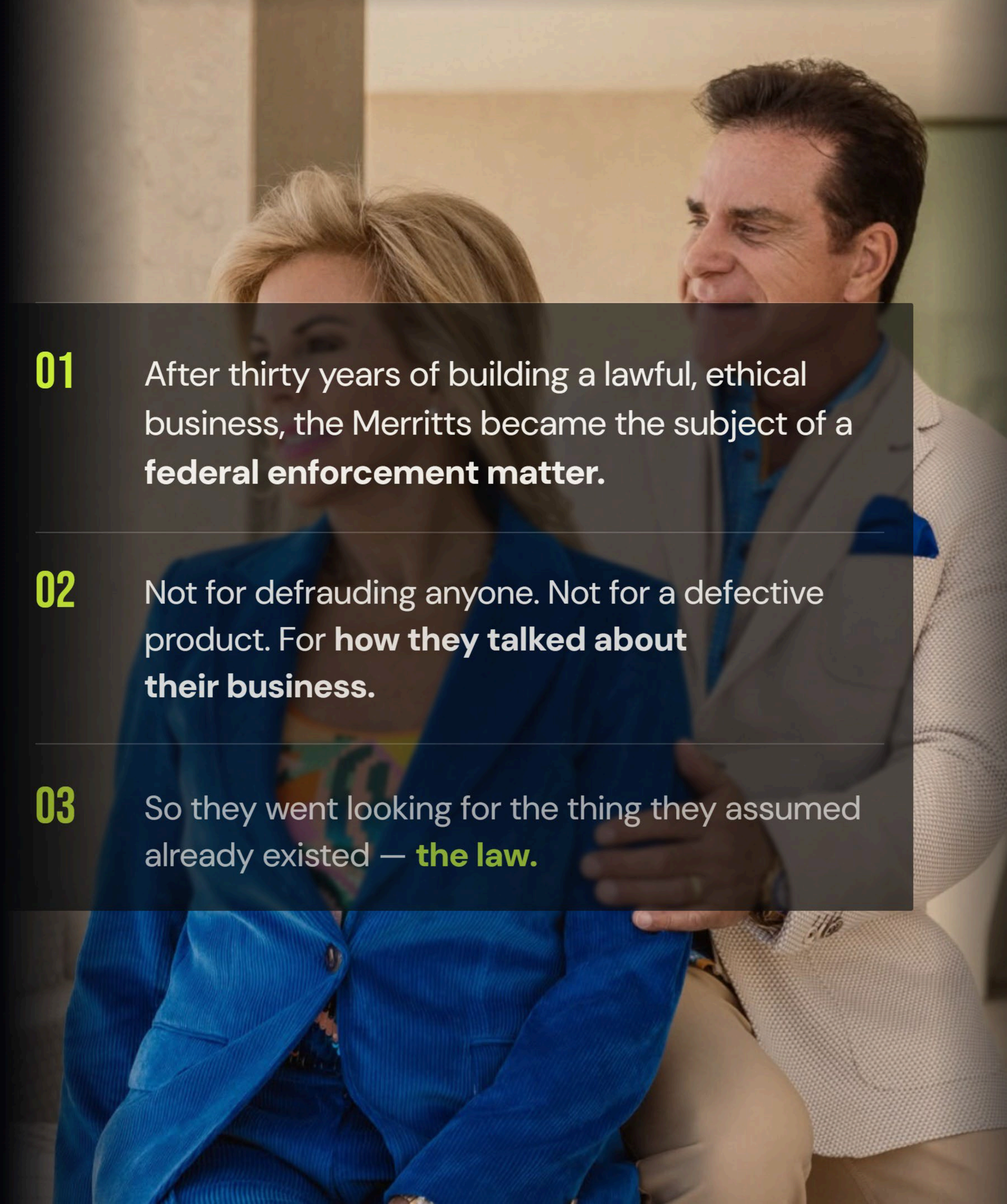
The person building a business for their family deserves to stand equal before the law with every other honest professional in America — measured by how they operate, not by the industry they chose.

12.2M	5.4M	$100B+
Americans in direct selling	Active entrepreneurs	Annual economic contribution

OUR STORY · SPRING 2026

THIS SPRING CHANGED *everything.*

Thirty years of lawful, ethical business. Real income for real people. Then a federal enforcement matter — not over a product, **but over words.**



01 After thirty years of building a lawful, ethical business, the Merritts became the subject of a **federal enforcement matter.**

02 Not for defrauding anyone. Not for a defective product. For **how they talked about their business.**

03 So they went looking for the thing they assumed already existed — **the law.**

THE SAME WEEK · TWO PUBLIC STORIES

THE DISPUTE WAS ABOUT *words.*

Not a defective product	No consumer physically harmed	Not a pyramid-scheme charge

WHAT THE PARTIES SIGNED

"Defendants neither admit nor deny any of the allegations..."

NO ADMISSION · NO FINE · NO REFUNDS ORDERED

WHAT THE PUBLIC WAS TOLD

"...Deceived Workers About the Amount of Money They Can Earn."

THE PUBLIC ANNOUNCEMENT

The matter was resolved on paper –
and tried in the court of public opinion.

THE RULE WE WENT LOOKING FOR

WE WENT LOOKING FOR THE RULE.

It isn't there.

> "...unfair or deceptive acts or practices in or affecting commerce, are hereby declared unlawful."

SECTION 5, FTC ACT
15 U.S.C. § 45(A) · WRITTEN 1938

"Direct selling," "multi-level marketing" and "pyramid scheme" appear **nowhere in it.**

What does federal **statute** say a legitimate direct-selling business is?

NOTHING.

What does federal **statute** say an illegal pyramid scheme is?

NOTHING.

States have definitions of pyramid schemes. Only a handful define multi-level marketing — and none of them agree. **Congress has never enacted one.**

SO THE AGENCY MAKES THE RULE UP AS IT GOES.

THE CORE PROBLEM

AGENCIES WRITE MEMOS. CONGRESS WRITES *law.*

	AGENCY GUIDANCE TODAY	AN ACT OF CONGRESS
WHO WRITES IT	Agency staff	Your elected representatives
WHERE YOU READ IT	Scattered across guidance, consent decrees and press releases	One section of the United States Code
HOW IT CHANGES	With every new administration and enforcement priority	Only by another act of Congress
WHAT IT GIVES YOU	A standard you learn only by being sued	A rule you can read before you speak

WHO MAY TALK ABOUT SUCCESS IN AMERICA?

EVERYONE BUT *one.*

Every industry below answers to the same one sentence of federal law. What differs is what got layered on top of it — and for one industry, that layer was never written into law at all.

THE INDUSTRY	WHAT RULE IS ACTUALLY APPLIED	WHAT THEY CAN SAY ABOUT SUCCESS	BOTTOM LINE
REAL ESTATE · INSURANCE $1,500–$3,000 to license · commission only	**No federal earnings rule of any kind.** State codes govern sales conduct, not success talk.	"I made $250,000 last year" on a billboard. Agencies advertise "unlimited earning potential" without legal risk.	SPEAK FREELY
UBER · DOORDASH Free to join · millions of drivers	**Same sentence, same agency.** The FTC settled with *the company* over inflated earnings ads — $20M, 2017.	No individual driver has ever been targeted. Earnings screenshots posted daily.	COMPANY ONLY
FRANCHISE OWNER **$50,000–$500,000+** of the buyer's money at risk	**A published rule — Item 19.** Earnings claims expressly permitted with written substantiation.	Top-performer numbers allowed as a disclosed subset. No restriction on lifestyle imagery.	A LAWFUL PATH
DIRECT SELLER **$25** to enroll	**No rule.** Claims allowed only if "typical" — a word defined in no statute, no rule, no guidance.	True top-earner statements treated as deception. Images of homes and vehicles named as a violation.	PRESUMED DECEPTIVE

$50,000 AT RISK GOT A WRITTEN RULE. $25 AT RISK GOT NONE — JUST WHATEVER ENFORCEMENT THE AGENCY FEELS LIKE, WHENEVER IT WANTS.

TRUTH IS NOT A CLAIM

A HOUSE YOU EARNED IS NOT A *promise.*

A photograph of a home you paid for is not a promise.

A video of the car you bought is not a guarantee.

Telling someone about the company's **actual compensation plan** is classified as false hope, misleading — or even deceptive.

Not an invented number. The published plan itself.

A true statement can be treated as deceptive because of who said it. That is not consumer protection. That is a penalty on the speaker — and nobody voted for it.

OUR OWN STANDARD

WE HOLD OURSELVES TO BEING *#1 in compliance.*

Always. That is how we protect ourselves, our businesses, and our industry — long before any law changes.

PRODUCT

DON'T SAY	INSTEAD SAY
"X39 healed my injuries."	"My body feels back at its optimal health."
"That fixed my disease."	"That helped with the discomfort."

INCOME

DON'T SAY	INSTEAD SAY
"This is a massive opportunity, guaranteed."	"It's a great opportunity if you put in the work."
"I'm making $XXXX a week."	"The potential is there if you put in the work."

Holding ourselves to a standard we can't even find in writing doesn't make that standard fair.

THE LIMIT OF DISCIPLINE

DISCIPLINE PROTECTS US. IT DOESN'T MAKE THE RULES *fair.*

A franchise owner, a realtor, a securities broker can point to a written rule. We follow guidance that was never voted into law — guidance that can shift with every change in enforcement priorities.

Being compliant kept us safe from the rule as it's understood *today*. It did nothing to stop the rule from being reinterpreted *tomorrow*.

SO COMPLIANCE ALONE WAS NEVER GOING TO BE ENOUGH.

OUR STORY — PART TWO

THEY COULD HAVE KEPT THEIR HEADS DOWN

Many have faced the same thing and settled quietly. We understand that choice. **They made a different one.**

It starts at the top and works its way down to the person doing this part-time at a kitchen table.

> *"If this can happen to us, who else is exposed?"*

NOT POLICY. NOT GUIDANCE. LAW.

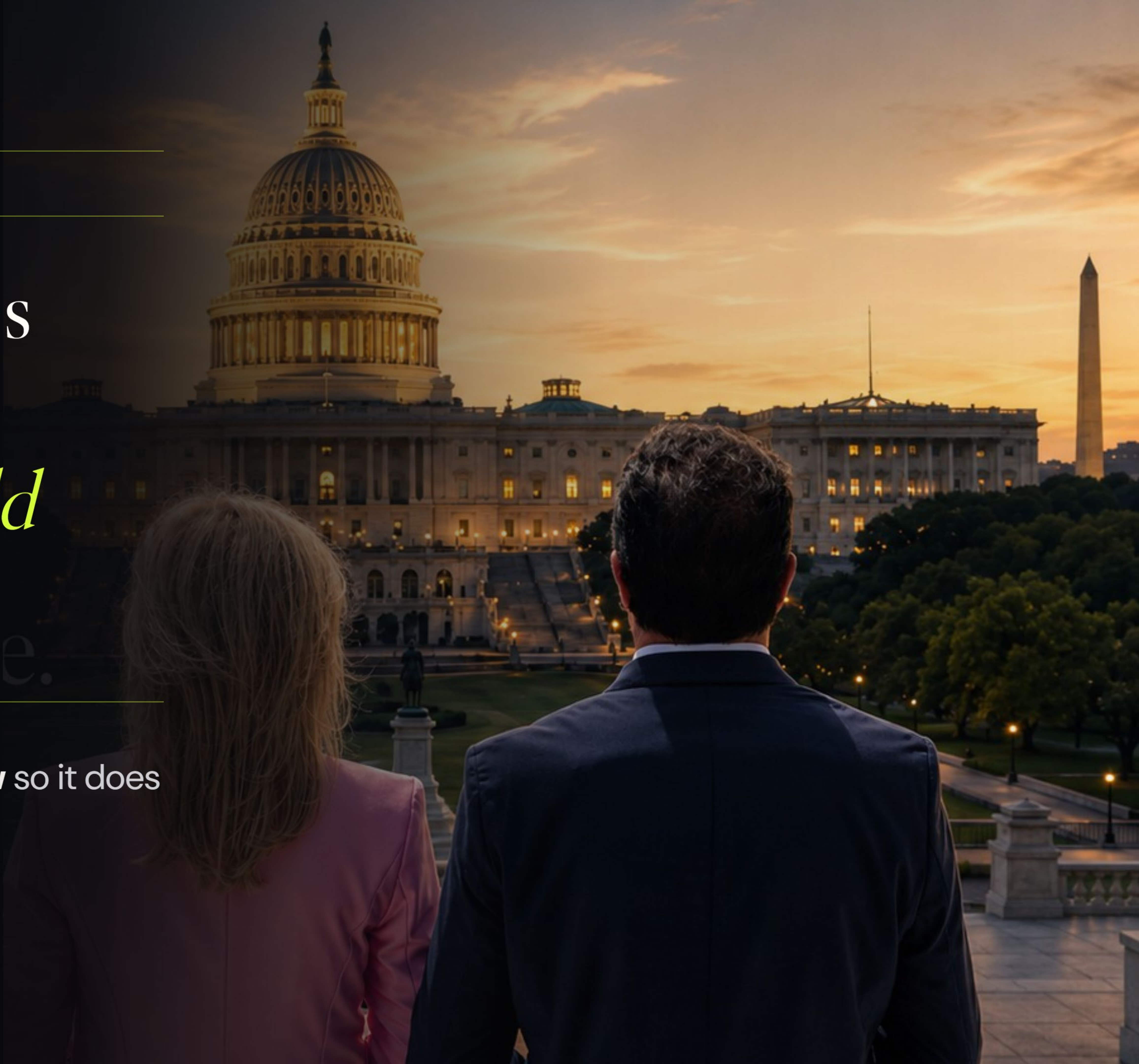
THE DIRECT SELLING CLARITY ACT

Because the law does not yet exist, what happened to us *could happen to anyone.*

★

So we made a decision: **help write the law** so it does not happen again.

A campaign for clarity, fairness, and written law.



WHAT WE ARE ASKING, IN PLAIN ENGLISH

SAY THE SAME THINGS. KNOW THE RULE. BE RECOGNIZED.

I

EQUAL FOOTING

on what we can say

- A true, provable statement is not “false hope” because of who said it
- A photo taken in a home we lawfully earned is not a promise

II

A LAW WRITTEN

by Congress

- One we can read and follow before we speak
- Not rewritten by the stroke of a pen or a change in the political weather

III

A LEGITIMATE

business, protected

- Recognized in that law, like every other lawful industry
- Fraud prosecuted harder — not softer

We are **not** asking to reopen any case, to slow the prosecution of fraud, for immunity from the law, or to weaken consumer protection by one inch.

CONSUMER PROTECTION IS THE POINT — NOT THE OBSTACLE.

THE MOMENT

FOR THE FIRST TIME, THE TIMING IS *on our side.*

01

A RULE AIMED AT *legitimate* DIRECT SELLING WAS FROZEN

In January a proposed federal rulemaking — built to pile sweeping new compliance and disclosure requirements onto lawful direct sellers — was stopped before it took effect. *That freeze bought us time. It did not buy us a law.*

02

CHAMPIONS WHO KNOW THIS INDUSTRY

We believe we have found the two members of Congress who have championed this industry for decades. We are approaching them now, with the draft in hand.

03

POLITICAL CONDITIONS CHANGE. LAW DOES NOT.

Executive orders get rescinded. Agency priorities shift with every administration. A statute, once passed, cannot be reversed by a single election.

Every great reform came because ordinary citizens recognized a rare alignment — and acted on it. This is that moment.

THE LEGISLATIVE STRATEGY — TWO DOORS

EVERY CAMPAIGN STARTS WITH THE RIGHT *two doors.*

THE SENATE DOOR

SEN. MARSHA BLACKBURN

R — Tennessee

Built her own early career in **direct sales.**

Co-founded the bipartisan Direct Selling Caucus; on Senate Commerce, she chairs the subcommittee with jurisdiction over the FTC.

In 2017 she sponsored anti-pyramid legislation in the House. It didn't become law. **The timing wasn't right then.**

THE HOUSE DOOR

REP. RICHARD HUDSON

R — North Carolina

Current co-chair of the Congressional Direct Selling Caucus.

Represents a district full of families who earn their living this way.

A House companion plus a Senate bill — one standard, moving through both chambers as a single text.

You do not have to live in Tennessee or North Carolina. We are asking them to carry this for every direct seller in America — and national constituent volume is exactly what moves an office to act.

THE ACTION — ABOUT TEN MINUTES, FROM YOUR PHONE

WE WROTE THE PART THEY NEED TO SEE. YOU WRITE THE PART THEY NEED TO FEEL.

LETTER ONE — ALREADY WRITTEN FOR YOU

Goes to **Senator Blackburn and Representative Hudson**

The legal basis — Section 5 and the gap Congress never filled

The specific ask — in language congressional staff recognize

The industry record — 12.2 million, $100B+, with the data behind it

A respectful close asking for co-sponsorship

LETTER TWO — TO YOUR OWN REPRESENTATIVES

Enter your **ZIP code** — the site finds your two senators and your House member

Personalize it in your own words

Print and mail it — or email it to the campaign and **we will print it and send it for you**

What has direct selling meant to your family? What did you build? Who did you help? **Don't summarize. Tell the whole story.** Not a talking point. A life.

SEE IT IN ACTION

A 90-second walkthrough of the letter builder plays right here on stage — then it's your turn.

THE GOAL

50,000

letters to Washington by **October 1, 2026.**

Not emails. Letters — the kind that get counted, logged, and reported up to the member.

WHERE THEY GO

SEN. MARSHA BLACKBURN The Senate ask	**REP. RICHARD HUDSON** The House ask
YOUR TWO U.S. SENATORS Found by ZIP	**YOUR U.S. HOUSE REP** Found by ZIP

TENS OF THOUSANDS OF CONSTITUENT LETTERS IS A RECORD CONGRESS CANNOT IGNORE.

YOUR CONSTITUTIONAL RIGHT

WE THE PEOPLE.

Those aren't just words.

The First Amendment protects more than speech. It protects your right to **petition the Government for a redress of grievances.** You are a **constituent** — the person your representative was sent to Washington to serve.

> "50,000 Americans writing in their own words is not a lobbying campaign. That is We the People doing exactly what the founders intended."

It is not only our right. It is our duty.

TOGETHER

YOU MIGHT THINK ONE FAMILY CANNOT MOVE CONGRESS.

12.2 MILLION *are* *UNSTOPPABLE.*

Together we can do this. **Together we are unstoppable.**

WRITETHEPROMISE.ORG

HELP US WRITE THE PROMISE *into law.*

> *"Where you start need not be where you finish. That is the promise of America."*

SEND YOUR LETTER TODAY

50,000 LETTERS · OCTOBER 1, 2026

www.writethepromise.org

TWO WAYS IN, STARTING TONIGHT

WE WROTE WHAT THEY NEED TO HEAR.
YOU WRITE WHAT THEY NEED TO *feel.*

SCAN TO LEARN

Learn More About the Direct Selling Clarity Act

WriteThePromise.org

SCAN TO WRITE

Write your letters to Congress now

Sen. Blackburn & Rep. Hudson, plus your own senators and representative by ZIP