

Menu

[Skip to content](#)

- [About the Author & Disclaimers](#)
- [Is Vemma a Scam?](#)
- [Vemma is not “Affiliate Marketing”](#)
- [Want More MLM Info?](#)
- [Want to Help?](#)

YPR Pariah

The Dark Side of Vemma Nutrition Company

Search

[12.02.13](#)

by [The Revanchist](#)

[YPR Pariah Hiatus](#)

Hey guys!

Just giving a heads up, my blog will most likely not be producing any new material until possibly Thursday this week. I *may* put out a small blurb somewhere between now and then, but the real analytic content won't be put up until after my round of exams.

Sorry, I really don't have time right!

[Standard](#) | Posted in [News from the Vemma World](#) | [2 Comments](#)

[11.29.13](#)

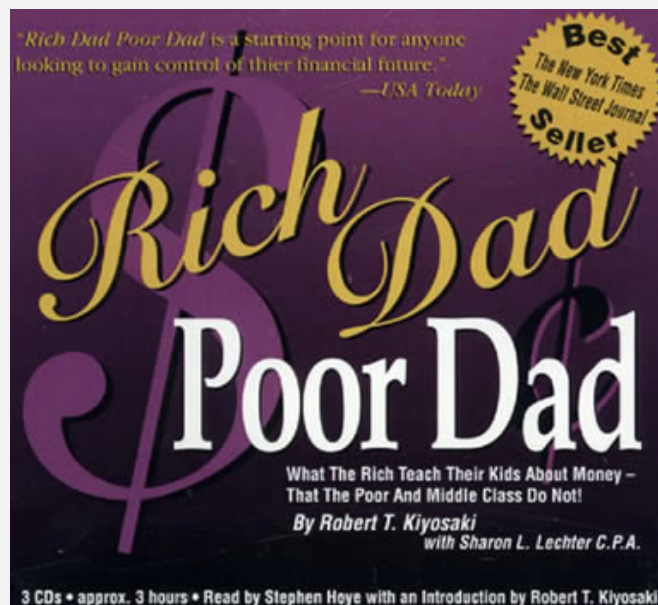
by [The Revanchist](#)

[Vemma YPR: Rich Dad Poor Dad](#)

Oh Robert Kiyosaki, you smiling pile of single digit IQ.



MLM cultists worship this man more than Trekkies worship Sulu. He has many “acclaimed works” but none is more talked about or acclaimed than his first foray onto the bestsellers list: *Rich Dad Poor Dad*.



The Christians have the Bible, Jews have the Torah, and multi-level marketers (yes, because that’s what Vemma affiliates are) have *Rich Dad Poor Dad*. While I have absolutely no problem with self empowerment as a concept . . . the self help industry is awfully shady. The way they promote themselves as well as the demographic from which they derive loyalty remind me more of made-for-television psychics than actual therapists.

Kiyosaki is no different.

If you ask a Vemma affiliate why *Rich Dad Poor Dad* is a credible book, you’ll very likely receive some combination of the following:

- It’s a true story!
- It provides concrete financial advice
- It’s a best seller for a reason!
- It opens your eyes!

They may not use **all** of those statements, but you will certainly hear some kind of mix-and-match of those points. Here's the thing about a self help book; it's a **self help book**. Meaning that it is written in order to guide people into bettering their lives and therefore if it contains falsehoods . . . **its wildly unethical**. So let's go about proving that shall we?

1) What Rich Dad?

Let me be blunt: *the so called "Rich Dad" doesn't exist*. Kiyosaki wrote himself into a corner; he claimed that the Rich Dad owned some of the best real estate in all of Waikiki beach and made an enormous amount of wealth. You know what they say: *extraordinary claims need extraordinary evidence*.

A real estate tycoon (especially in Waikiki beach) shouldn't be hard to track down through public records . . . but literally no one could find him. Multiple people with resources at their disposal went through great efforts to track him and came to the conclusion that this so called "Rich Dad" never existed.

When hounded about this supposed lie, Kiyosaki reacted . . . poorly to say the least. He repeatedly changed the story of the poor dad's fate (at one point dead, then just an invalid, then just disappeared) until finally he said what was supposed to be vague and prophetic but ended up being the single most honest thing he's probably ever said on the subject:

["Is Harry Potter real? Why don't you let Rich Dad be a myth, like Harry Potter?"](#)



Oh hey look! Rich Dad!

Really? The man who apparently inspired your bogus financial advice just got compared to the teenager who did no real work and ended up killing some pale douche based on a prophecy in an adolescent fantasy novel?

2) Dumb Advice

While Kiyosaki's advice is interesting and at times even inspirational . . . I would not call it useful.

The list of his stupid advice is way too long to include here. If you want to find it all, there are multiple websites with articles devoted to debunking the advice. Here are a couple of my favorite bits though.

He preaches using friends in the "business" to invest using information not in the public.

Let me stop you right there Mr. Kiyosaki . . . does that advice sound familiar? Anyone with financial literacy will tell you that what Mr. Kiyosaki just described is called "insider trading", and that its absolutely %100 illegal for very good reason (imagine a bunch of people with inside tracks moving vast sums of money with the general public having no idea what's happening).



That's what Martha Stewart got charged with

"If you're going to go broke, go broke big".

Do you know why risk assessment exists in the financial world? Do you know why credit ratings exist? As popular as *"fortune favors the bold"* is as a slogan . . . figuring out when to go big and when not to is an incredibly important part of life.

"Go broke big".

What if you have a family? The enormous reward is definitely outweighed by the enormous risk; being put in a hole you can't get back out of and may lose your home which is the shelter for your children. Kiyosaki's advice looks great on a bumper sticker but they make no. damn. sense.

3) It's a pseudo-best seller

Why does the best-sellers list even exist? Why does the Billboard 40 exist for music? Or box office rankings?

It is because, to some extent, we equate a piece of media's success as indicative of its quality. We assume that *Grown Ups 2* couldn't have been "that bad" because of its spectacular opening weekend draw.



It was awful

So its natural that Vemma affiliates pull out the "best-selling author" quip whenever Kiyosaki is mentioned, and point out that *Rich Dad Poor Dad* was a runaway success. The thing is that the book's "success" needs to have an enormous throbbing asterisk next to it.

Robert Kiyosaki received his big break through a notorious MLM scandal known as the "[Amway Tool Scam](#)". Part of the brainwashing material that was all-but-mandatory for Amway downlines to read was, in fact, [Rich Dad Poor Dad](#).

The banana slug level IQ of multi-level marketers combined with their cult-like devotion to boost sales of his books through the roof. That in turn put him on the best-sellers list, which exposed him to the mainstream market. Mainstream audiences began to give the book a try because, like I said, they trust the bestsellers list as an indication of quality.

Here's the interesting part; almost MLM participants give the book glowing reviews. If you go to the mainstream crowd though . . . the reaction is mixed to negative. Kiyosaki's book sales are propped up by a faithful MLM crowd who uses his disastrous financial advice to motivate them to stay in a pyramid scheme and a small, ever changing group of mainstream readers who read the book and go "f**k that".

4) It appeals to the lowest of cultural brows

I said this already, but I want to restate this: *self help book authors are somewhat accountable for the actions of their readers*. This is because many of them present their ideas in a factual manner, and because they cater to the dumbest and most desperate of the populace.

Harry Potter has some vague morals and themes, Twilight teaches necrophilia, but ultimately they aren't planting any ideas in their readers' heads!



Well . . . fine one idea

Self help books, in many instances, present their vague observations as fact and imply heavily that they lead to a better life.

So to all non-MLM affiliates reading this blog . . . do the previous 3 bullet points really make you think *Rich Dad Poor Dad* "opens your mind"? Isn't it a little weird that its primary fan base are members of a "business model" in which statistically speaking, 99% of all participants lose money (its true for MLM, look it up) and the majority of whom respond to criticism like a rabid dog?

In my opinion, the book does not "open" your mind so much as it conditions you to give the top of the pyramid money.

If you want to give the book a read, go ahead. I personally think time would be better spent massaging your own taint with sandpaper.

[Standard](#) | Posted in [Other Network Marketing Examples](#) | Tagged [Fraud](#), [Harry Potter](#), [Kiyosaki](#), [MLM](#), [Multi-level marketing](#), [Network marketing](#), [ponzi scheme](#), [Pyramid scheme](#), [Rich Dad Poor Dad](#), [Robert Kiyosaki](#), [Scam](#), [unethical](#), [Vemma](#), [Verve](#), [Waikiki](#) | [7 Comments](#)
[11.26.13](#)
by [The Revanchist](#)

[Vemma YPR: Why Edification Sucks](#)

“Edification” is the process in which you try to make the highest earning Vemma douches (regardless of their character) seem like a god. No seriously, that’s what it is.



That’s Darik’s version of the cross behind him

They tell you how Alex was “just a regular guy who inspired them” and how Darik Alexander is “the best speaker they’ve ever seen”. Vemma affiliates will try their damned hardest to convince you that not only are these people like you . . . but every word that comes out of their mouth is the absolute truth!

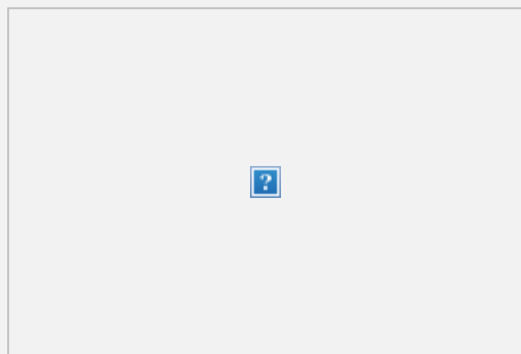
First off, that’s bulls**t.

Sure, on the surface they’re “regular old guys” but they’re not. Alex Morton’s parents had friends in the MLM industry and Vemma, and Darik Alexander’s father was chummy with scam artist and MLM deity Robert Kiyosaki. Kailey Warren was assisted by Alex Morton and Brad Alkazin to reach ambassador so there would be a female YPR elite (but because she’s as sharp as a wad of chewing gum her [rank quickly toppled back down](#)).

So they’re just “regular old guys” who try their hardest to bury the advantages they were given as well as the dark sides of the company.

Second, edification means that if the guy you edified messes up . . . you’re held accountable as well.

Let’s dig straight to the grit of the matter by asking a series of rather simple questions.



Ready?

Why do people edify the upline?

To build up the reputation of the leaders, and build implicit trust in their words of course!

Why do you want prospects to have a preconceived image of your leaders?

So that they're more likely to enroll and help me grow my business!

Okay, that's fair. Why would you need their help for you to grow YOUR business, when this business is allegedly based on individual effort?

Because I don't have success yet, and I can't if someone doesn't join the company under me. My upline already has success, so that will influence them to join!

And that's where we get to the real dirt of the matter; edification is a loan . . . a **loan of credibility**. It's a *"I know I haven't made any money, but that guy up there has and that's why you should spend \$500 to help yourself (and me) become a millionaire"!*



Seriously bro, see that guy making money? Gimme \$500 and I'll take you to the moon!

So when I criticize leaders like Ryan Young, Kailey Warren, Alex Morton and Brad Alkazin and affiliates respond with statements like,

"Uh it's not BK's/upline's/my fault that so and so lied! Stop bashing an entire company because of it!" . . . I would say, it technically may not be "your fault" . . . but you still share some of the accountability!

You know those stories where the husband/wife was apparently hiding a HUGE secret from their spouse until after they got married (i.e. I have massive debt, I'm a felon, I'm hyper religious) specifically because they probably wouldn't have married them if they knew?

That's the same thing here.

Your friends most likely pushed aside some serious doubts by having faith in you **and** whatever upline helped convince them. Do you think they would part with such a large amount of money to join this pyramid scheme if they knew what I knew about the Vemma leaders?

Probably not.

And you are just as accountable for that as they are. Remember, Vemma is a ["family"](#) (sarcasm dripping) meaning that if it's one person's problem . . . it's everyone's problem. If you edify a false leader who turns out to be a turd and that person influenced your friends to lose money in this business . . .

YOUR FAULT.

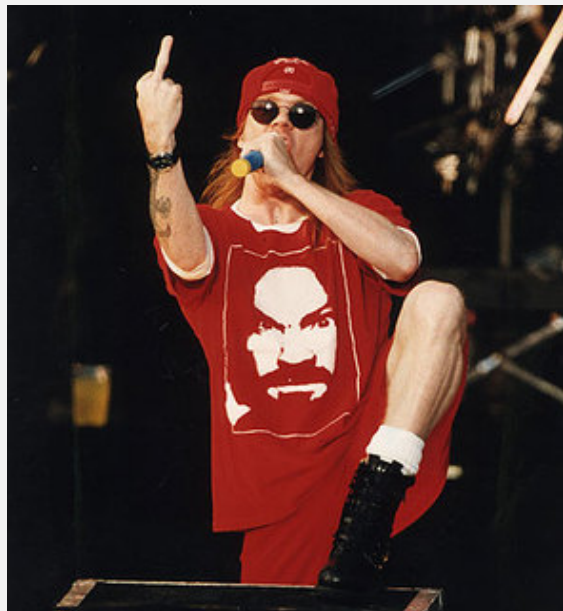
[Kailey Warren](#), [MLM](#), [Multi-level marketing](#), [Network marketing](#), [ponzi scheme](#), [Pyramid scheme](#), [Robert Kiyosaki](#), [Ryan Young](#), [Scam](#), [unethical](#), [Vemma](#), [Verve](#), [YPR](#), [YPR Pariah](#) | [24 Comments](#)

11.23.13

by [The Revanchist](#)

[Vemma YPR: Care What They Think](#)

“Who cares what they think?”



This is a phrase that gets thrown around a lot.

Boys think you're a slut just because you're sexually active? *Who cares what they think!*

All the kids at school call you a nerd for liking Pokemon and getting good grades? *Who cares what they think!*

You see, I can *kind of* understand when this phrase is applied to one's general life; if you spend all your life worrying what other people think you will go insane and you'll never really discover who you are. Yeah I know that sounds like a motivational poster a middle school guidance counselor has taped to their desk but it's **true**. That is until when you need recommendation letters, interview for jobs, etc.



Oh, you don't care what I think ma'am? Well I don't care if you get this job.

One time *who cares what they think* **never** applies is in Vemma.

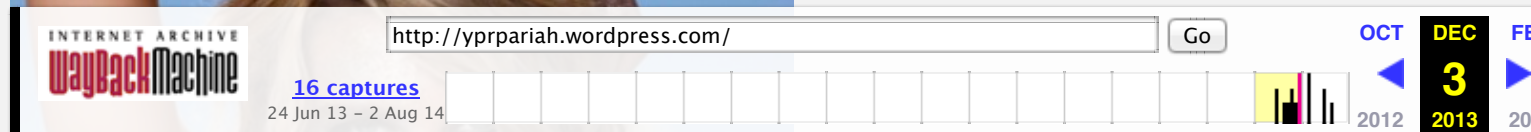
I remember every now and then a (intuitive) prospect openly calls Vemma a pyramid scheme and after failing to convince them otherwise, the upline would always say "who cares what they think?".

Uh, in a business that spreads exclusively through networking you **should** really REALLY care what "those people" think about you.

You know how they say "one person tells two people, two people tell four people, etc. and that's how you get rich in Vemma"? You realize that exponential word of mouth applies to **negative** things even more right?

Only 100 people may know how you placed in the state track competition, but the whole damn school will know if you pooped your pants on the final hurdle and left a "victory streak" all the way to the finish line.

Human beings are cruel like that.



For example, no one realizes Ke\$ha has borderline genius IQ or academic acumen but everyone remembers her for making generic music.

Have you ever wondered why my blog is so damn popular now (I'm not exaggerating). It's because not only to prospects frequently stumble upon it when approached about Vemma . . . but those people in turn warn all their friends or post it on Facebook and so on and so forth!

Realize that this isn't like McDonalds, where someone can simply like or dislike the idea. This is MLM, where people either think its a revolutionary new idea or think its a pyramid scheme . . . **the audience is hyper-polarized.**

Every time you prospect someone . . . it's a coin flip! You may end up making money . . . or you may burn enormous swatches of your market!



Heads, I give you \$500 and sacrifice my individuality.
Tails, you lose all your friends.

So yes . . . you **better care what people think about you.**

[Standard](#) | Posted in [Faulty Logic](#) | Tagged [customer base](#), [Fraud](#), [MLM](#), [Multi-level marketing](#), [Network marketing](#), [ponzi scheme](#), [Pyramid scheme](#), [Scam](#), [unethical](#), [Vemma](#), [Verve](#), [YPR](#), [YPR Pariah](#) | [1 Comment](#)
[11.19.13](#)

by [The Revanchist](#)

[Vemma YPR: Hard Work or Luck?](#)

If there's one thing that gives me a good chuckle, it's when Vemma affiliates say some variation of,

"It's all dependent on how hard you work BRO!"



BROOOOOOOO

Oh really?

I'm not saying that hard work isn't important because it most definitely is! I wouldn't make the money I do, get the grades I get, or live the life I live if I didn't work hard.

But remember that Vemma is a multi-level marketing company (no matter how they try to re-brand it) in which:

- Well over 90% of affiliates make less than minimum wage
- Around 75% lose money every fiscal year

- There is no evidence of a significant customer base (which is needed to establish Vemma as legal) and BK Boreyko actively resists attempts to have it published
- There is a mandatory monthly purchase of \$150 minimum in order to remain “qualified” to receive the mythical residual income
- They used distinctly cult-like tactics to maintain loyalty to the company



Ahem

So sure, as an affiliate of Vemma your work ethic is the only thing you can control . . . all I’m saying is that your success is dependent on *way more than that*.

The upline won’t tell you that because if they can convince you that success and failure is entirely on you (since failure is statistically more likely), you’ll stick around and keep buying product. And since Vemma affiliates are so dense that passing cars get pulled into orbit they believe that garbage!

False. Let me tell you 3 things that affect your “success” in scamming other people into Vemma just as much (if not more) than “hard work”.

1) Position in the pyramid



That guy in the red is having fun. The others . . . not so much.

The fact is that some people get placed into the pyramid in Vemma. Whether its [Pete Sanchez](#) (among others) selling off spots in the hierarchy or people such as Shawn Merriman who are simply placed high up for corporate image.

Also, some people simply get in early. This leaves them with more people to recruit at their disposal.

Which brings me to . . .

2) Saturation of Local Market

Whenever people bring up how Darik Alexander is a “super hard worker”, I politely remind them that everyone who isn’t his downline thinks he’s a douche.

And whenever people bring up how he had “no warm market” (he moved to Hawaii) I bring up how that doesn’t matter . . . *at all*.

If given the choice between a town of 100 people where you know all of them but all of them use the competitors product or a town of 50 people where you know none of them but they haven’t even HEARD of your competitor . . . where would you rather open a business?

I know the simple logic in there may be too much for Vemma affiliates to handle, but the answer is the town where no one has heard of your competitor.



OMG WE KNOW HER! SELL HER COKE!

The fact is Darik was geographically isolated.

Plus a vast majority of the new “killers” in Vemma, where the big dogs actually pay attention to them . . . come from unsaturated areas where they are able to hit gold in a single Rank Advancement Period.

But none of that matters if . . .

3) Prospects don’t have money

One of Enron's biggest gaffes was building a power plant in India.

They knew HOW to build a power plant and they were masters at marketing it . . . but it still failed miserably because the populace there generally couldn't afford electricity at the rate at which it would be profitable for Enron!

FACT: doesn't matter how good your product is, if your consumer cannot afford it it simply will not sell.



If a Maserati salesman doesn't sell a car here . . . is it because he/she isn't working hard enough?

This is why it pisses me off when Vemma leaders drop that "it's all hard work bro!" line; an enormous percentage of Vemma affiliates in poor (particularly poor rural) areas either struggle to gain success.

Even those who initially get some success (convince their friends to sell their game systems, baseball cards, etc. to join) have difficulty maintaining that success once people's reorders have to go through.

Guess what, poor people don't have a lot of money to sling around (and don't you dare throw out the lazy, drug user stereotype), and they sure as hell aren't about to sling at what is very likely a pyramid scheme.

So next time your upline tells you that you "aren't working hard enough" and that's why you're not getting success . . . remember it's not true.

They're just saying it so they can keep making money off you.

[Standard](#) | Posted in [Faulty Logic](#) | Tagged [BK Boreyko](#), [Enron](#), [Fraud](#), [market saturation](#), [Minimum wage](#), [MLM](#), [Multi-level marketing](#), [Network affiliate](#), [Network marketing](#), [ponzi scheme](#), [Pyramid scheme](#), [Scam](#), [social capital](#), [unethical](#), [Vemma](#), [Verve](#) | [14 Comments](#)
[11.17.13](#)
by [The Revanchist](#)

[Useless Vemma YPR Conventions](#)



Vemma affiliates will pay to hear the same thing over and over again

I never understood the point of Vemma conventions.

I went to the first 2 or 3 regional “training” sessions but that was to set an example for my downline (yeah go ahead and laugh I know) but then I flat out stopped going. Let me tell you something about Vemma conventions that everyone already knows and Vemma affiliates won’t admit:

You don’t learn anything useful by going to these conventions.

I’m serious. They explain new policies and products . . . but that’s stuff you can read about on their website and/or just watch on the Ustream if necessary. They get “motivational speakers” and the highest paid earners in Vemma to speak but *they don’t say anything worth a damn*. By the way that is NOT an exaggeration.

So much of is just “don’t give up” and “ignore the haters” and “we’re better than corporate slaves” repackaged into different phrases.

If you bought a CD from your favorite band, and realized that 90% of the songs were just their old songs with some of the words switched around . . . you’d demand your money back! If you’re a Vemma brand partner, you’d reserve their next 2 disc releases and jump for joy.



Or you’re a post 2008 Maroon 5 fan
(Zing!)

Here's the best part.

God bless the fact that the people I was closest to in Vemma were honest. When I expressed my belief that Vemma conventions basically repackaged the same lessons over and over again . . . *they agreed*.

Dumbfounded I inquired that, if they believed there was no instructional value to attending a Vemma convention, *why would they spend money and time attending one?*

Their answers were varied but vague:

- The environment is amazing it's so motivational!
- It gives me the strength to not give up!
- It's great seeing everyone!

What?

So you spend money on hotels, gas/airfare, food and tickets at Vegas for *cult indoctrination sessions*???



Yes, I do accept poker chips as payment

I'm not saying a motivational environment isn't helpful, but you really do have to judge the costs of it. I mean . . . you would spend hundreds (far more likely over a thousand) to go and listen people say the same stuff over and over again just so you can get pumped up?

That's dumb in every way possible.

Also . . . *strength not to give up?*

As a guy who is following his dreams right now, let me say this: *If you are really following your dream, you don't need to go to a convention to "not give up"*. If you truly have a dream that you believe in with zero doubt, you could be in the middle of a Turkish prison and you still wouldn't give up.

Needing to ply yourself with gaudy propaganda and the same flawed speakers is kind of proof that you *don't* fully believe in Vemma.

And finally . . . I've covered this before but chances are that *most* of the "friends" in Vemma aren't really your friends. There are few whose friendship may have began before you joined Vemma, or whose friendship lasted because of stuff you had in common outside of the company (like my mentor, John) . . . but most are formed due to some weird form of dependency.



Wow you had a rough childhood AND a limited command of the English language? You're my "brothers"!

You know, the same way a bunch of guys who complain girls are crazy "bond" when in reality they're huge assholes? Or how a bunch of people sit around complaining that life sucks when all they do is work an hourly job and play video games?

When the vast majority of Vemma affiliates are losing money or struggling for money . . . why are conventions so widely touted?

In my opinion (and many others), they are simply brainwashing seminars used to maintain profits by convincing the most unsuccessful affiliates to continue purchasing product under the guise of a legal company.

[Standard](#) | Posted in [Faulty Logic](#) | Tagged [brainwashing](#), [Conventions](#), [Cult](#), [indoctrination](#), [MLM](#), [Money](#), [Multi-level marketing](#), [ponzi scheme](#), [Pyramid scheme](#), [Seminars](#), [uStream](#), [Vemma](#), [Verve](#), [YPR](#), [YPR Pariah](#) | [8 Comments](#)
[11.15.13](#)

by [The Revanchist](#)

[BK Boreyko and Useless Vemma Changes](#)

Sigh . . . so I guess we're playing this game again.

<http://news.vemma.com/2013/11/12/bks-blog-finish-the-year-strong/>

In a previous post I noted how two major changes were coming to Vemma. This is one of them, and BK Boreyko saved me the trouble of compiling information from brand partners and just put it on the site. Most of it is just changes to their bonuses, but a certain part of it caught my eye. I'll break it down for you, pay attention to what I have circled in red.

with increased transparency. More Amazon meets nutrition, less Avon or Amway. You order online or through our app and product appears at your door, very Amazon.com like! As some of you may know, Amazon.com employs an affiliate program rewarding websites that drive traffic with commissions. Vemma is going to begin branding its compensation program with more affiliate marketing terms than network marketing terms, to better describe our advanced business model. Vemma's Compensation Plan won't change; we'll just describe it differently in updated terms to better explain how we do business. For example, beginning in January we'll no longer call you a Brand Partner; instead, we'll use Affiliate. When people ask what you do, it'll be a simple conversation. We do two things: get customers and discover Affiliates. Everyone will start off their

. . . This is no different from how it used to work. Remember: *Vemma cannot be bought in stores.*

When you bought the product (either as a brand partner or the mythical “customer”) you got it shipped to your door. That’s how a LOT of network marketing companies do it. Hell . . . I’m pretty sure that’s how online business do it period.

All BK Boreyko is doing is clinging on to a well established, revered brand and saying “look at us we’re Amazon now”! It’s that one kid in high school who’d dress up just like the cool kids but still be socially awkward and never really fit in.

Pay attention to red patch no. 2.

with increased transparency. More Amazon meets nutrition, less Avon or Amway. You order online or through our app and product appears at your door, very Amazon.com like! As some of you may know, Amazon.com employs an affiliate program rewarding websites that drive traffic with commissions. Vemma is going to begin branding its compensation program with more affiliate marketing terms than network marketing terms, to better describe our advanced business model. Vemma's Compensation Plan won't change; we'll just describe it differently in updated terms to better explain how we do business. For example, beginning in January we'll no longer call you a Brand Partner; instead, we'll use Affiliate. When people ask what you do, it'll be a simple conversation. We do two things: get customers and discover Affiliates. Everyone will start off their

“Advanced business model” . . . that’s one of those terms used to make something sound cooler than it is. It’s like using “advanced cooperative reproductive artistry” to describe the line of work of a prostitute.

Here’s the key thing though: *the compensation plan isn’t going to change.*

Why do you need to “better describe” your compensation plan? With all due respect . . . *it’s not confusing.*

You get paid a commission for product sales underneath you, as well as a one time fee for each time you recruit someone into the business. You are forced to order a set amount of product every month whether you like it or not before the company pays you a commission. This forced product auto-delivery also counts as “product sales”, and can be earned for free by getting 3 customers who order three times as much product as you do in a given month.

There, how hard was that?

Here’s the simple truth, **it’s an image reconfiguration.**

Google “multi-level marketing” and then Google “affiliate marketing” and compare the two. MLM gets the distinctly more negative rap, even though you will see that affiliate marketing also has its huge critics.

Here’s a site: <http://www.affiliatemarketingscams.net/>


It’s a similar move to how he changed his name to BK Boreyko from Benson K Boreyko (a Google search which would turn up his ill-fated lawsuit with God’s Recipe).

Vemma is, without a doubt, **still a multi-level marketing company.**

And I didn't circle it in red, but pay attention to that little tidbit at the end.

We “find customers and discover affiliates”. I.e. we get customers and recruit. Guess where most of their money is coming from?

Here's the screen capture that I **urge you** to pay attention to.



Affiliates. Everyone will start off their Vemma opportunity as a customer at full volume.

Vemma's best leaders usually come from someone who has a great experience with our products, and that'll continue, as the only way someone can become an Affiliate is by introducing a new customer or buying a Builder Pack. It's a pretty simple change that really isn't much different from what we've been doing — simply a better way to describe what we do so people better understand with more modern terminology. The Vemma opportunity is about conversations, and when you get a conversation off in the right direction, it makes telling our story so much easier.

Lastly, it's not how you start the year that counts, it's how you finish. A successful fourth quarter sets up your

Again, that useless jargon eaten up only by the most gullible and desperate of citizens (and Vemma affiliates) . . . “modern terminology”.

Here's what BK is saying by the way.

Even if you purchase a builder pack (i.e. joining Vemma with the intention of making an income from it) you won't actually be *called an affiliate* until you recruit someone else! Until then you are *called a CUSTOMER*.

Let me tell you why this is so important.

This allows BK Boreyko to take the *entire bottom of his pyramid* (who haven't recruited anyone) and call them “customers”! In legal terms however, this doesn't mean anything.

In a multi-level marketing company . . . a person who has joined as an affiliate and has *mandatory product purchases* is not a “customer” in the eyes of the FTC.

Can you imagine if Burnlounge or FHTM (who were rightfully shut down as pyramid schemes) tried to take everyone who

hadn't recruited an affiliate and called them "customers"? It wouldn't *change a damn thing nor change how the company was operating as a pyramid scheme*.

So why is BK Boreyko doing this? Simply put . . . **semantics**.

Let's say someone who is being prospected for Vemma has rudimentary knowledge about MLMs. They say to the affiliate recruiting them "you guys barely have any customers!" . . . that affiliate can now go "look the majority of my downline are customers" and they'd be telling the truth!

Because the vast majority of their downline probably hasn't recruited anyone else (and they probably have a customer here or there), BK Boreyko's new terminology means they aren't lying!

Even though in legal terms . . . they barely have any customers at all!

This allows affiliates to more or less lie to less knowledgeable prospects and mislead them into joining Vemma!

Messed up right?

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