

WHY DID LIFEWAVE CHOOSE NETWORK MARKETING?

When David Schmidt invented phototherapy patches, he had FOUR options.

1. Sell them to the US military
2. Sell them in big box stores on the shelf
3. Sell them to practitioners
4. Sell them direct to the public

David says the process to get new military R&D inventions to soldiers on the ground would have taken 8 years from concept to actual military use. Not to mention that it would have been top secret and unavailable to the public.

Lifewave products are too unique, too wide in application that people wouldn't know what it did or how to teach it to customers if it sat on a shelf on a store. They would also have to pay big money in print, tv, radio, Google ads, and product placements.

David could have only made this technology accessible to practitioners as a Practitioner-Only product. You would have to pay for a consult, and pay for patches separately. David did not want to restrict this technology to a select few practitioners.

After considering all these options, David decided the direct to public, network marketing model was the BEST way to get this military technology to the masses so that EVERYONE benefited in some way.

Lifewave patches needed ONE-ON-ONE personal service, from one user to another to explain and teach this technology. There is a huge amount of information on how to use the patches in this group alone. This is not possible with big box products on the shelf.

David wanted regular mom and pops, regular Joe's to tell their friends about this technology, and be rewarded for their referrals.

The network marketing model was chosen because it kept this technology in YOUR hands.

There is no restriction to accessing this technology. And YOU get rewarded for referring customers to Lifewave, instead of millions being paid to advertising companies or big box stores for profit markups.

As a result of this business decision, Lifewave has expanded to more than 100 countries very quickly.

Unlike other network marketing or mlm companies, Lifewave does not require you to go on autoship to access wholesale prices. EVERYONE who becomes a member can access wholesale prices 40% off when they join.

David consulted with regular people who had experience in network marketing to produce a business model that would reward hard work and consistent effort. He didn't want just himself to get rich selling Lifewave. He wanted to make this possible for anyone who loves and shares Lifewave technology. The Lifewave business plan is generous and easy to achieve. Yet, there is NO requirement to do the business or MLM. You do not have to sell this product to access wholesale prices. 90% of people join to use Lifewave for themselves, not to do the business.

But IF you chose to tell your friends about this product by inviting them to this group, YOU get rewarded which is fair.

I get many people who write Lifewave off because of the MLM component. Why? Lifewave product EFFICACY is an entirely separate issue to how it is sold. Some people object to others making a profit off selling or introducing this technology because they are afraid someone will get rich off of them. Yet the same people have no objections to buying iPhones to make Apple shareholders richer, nor buying Windows software to make Bill Gates richer.

Lifewave patches also come with a 30 day money back guarantee for distributors, and a **100% 90-day money-back guarantee for first orders for preferred customers** — so there is absolutely no financial risk to you for trying out this amazing technology.