

# Doing **INTELLIGENT** **RESEARCH**

My name is Matt Rasmussen, CMA, MBA. As an Accountant for over 20 years to some of the wealthiest people in this country, I have done an extensive amount of professional research on a wide range of companies to ascertain viability and legitimacy.

For research to be valid it must be: 1) backed up by a 3<sup>rd</sup> party, 2) verifiably unbiased, and 3) fully-documented as credible. Always consider these three “hurdles” when conducting any research, and you will save yourself a lot of time, trouble, and money.

## Is “Googling” something really valid research?..

The truth is that the internet is not a reliable source of legitimate research, simply because in today’s world anybody with an internet connection can easily post ANYTHING in seconds – (often anonymously or under false names) – without having to pass any sort of “truth test” or being held accountable. Sadly this kind of thing has become SO commonplace today that the internet as a whole has now literally become the “bathroom wall”; where anyone (ie. jealous competitors, uniformed “pajama experts”, etc..) can post anything without being held accountable to any truth standards or accuracy.

That being said, when it comes to doing serious, legitimate research, the challenge is that some people nowadays still don’t understand how the internet really works; and therefore somehow still think that “Googling” is all they need to do. As an accountant, collecting accurate information is everything in my profession – and nowhere is accuracy more critical than when making important, life-changing decisions. For example, in the same way none of us would ever even DREAM of trying to find a spouse by getting random phone numbers off a bunch of bathroom walls – it is equally irresponsible to think that relying on something as fundamentally-flawed – and quite frankly, lazy – as “Googling” a potentially life-changing career opportunity is in any way a substitute for conducting legitimate, valid research.

When people say they want to “research” ACN, I get very excited because there is arguably nobody else on this planet who has done more extensive research on this company than I have. Again, as a private accountant to some of the wealthiest people in this country, you can probably imagine that my reputation is everything; so before starting my own ACN business, I had to make absolutely certain – beyond any shadow of a doubt - that every aspect of who they are, and what they do, was beyond reproach.

Well, having pulled out all the stops, I can tell you without hesitation that the legitimate, verifiable documentation on ACN is impeccable. As just a few examples, over the last 20 years they have been profiled in numerous independent business journals, consistently won industry excellence awards, have an outstanding customer service record as evidenced by the BBB, **and even have FIVE FORMER ATTORNEY’S GENERAL SERVING ON THEIR LEGAL ADVISORY BOARD.** In a nutshell, this company is simply rock-solid from top to bottom – and that is why I personally decided to jump into this business full-time.

I applaud you for desiring to validate the background of ACN. Whether you decide to join us in achieving financial freedom or not is solely your choice. Just please be sure that the sources you use to make this decision are credible and legitimately documented. Now, assuming for a second that you don’t want to spend the same months, (and many thousands of dollars), that I spent conducting my own research, allow me to provide you with a short list of credible – documented – sources of information:

### **The Legal Advisory Committee:**

[www.acnintegrity.com](http://www.acnintegrity.com) and specifically the video: [www.acnintegrity.com/acn-integrity-video.html](http://www.acnintegrity.com/acn-integrity-video.html) . Five former Attorney’s General form the legal advisory board for ACN. An Attorney General is that state’s top legal advisor for consumer protection law.

### **The Better Business Bureau:** [www.bbb.org](http://www.bbb.org)

The BBB is a consumer protection agency that protects the public by rating companies based on their customer service performance. ACN has an exemplary rating.

### **The Direct Selling Association:** [www.dsa.org](http://www.dsa.org)

The DSA is an industry regulatory authority that licenses companies in the direct-selling industry, and monitors them for legal compliance and ethics. ACN has won numerous DSA excellence awards.

### **Dr. Charles King & Tim Sales:**

[www.firstclassmlm.com](http://www.firstclassmlm.com) An industry review performed by a Harvard business school graduate and a multi-million dollar industry earner. This is a great resource to get the correct facts on this industry.

### **Direct Selling News:** [www.directsellingnews.com](http://www.directsellingnews.com)

A third-party industry magazine that ranked ACN Inc. as one of the top 10 companies in the industry with one of the highest gross revenues in the industry.

### **Ronald McDonald House:** [www.rmhc.org](http://www.rmhc.org)

ACN Inc. has an amazing history of charitable giving. They donated over \$1.3 million to Ronald McDonald Houses worldwide and outfitted the Charlotte NC house with VideoPhone technology so families with sick children can stay connected at all times.