

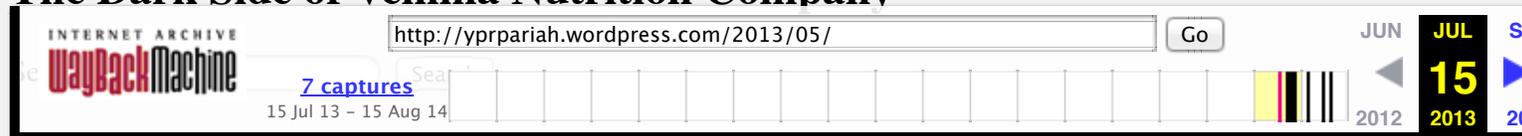
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YPR Pariah

The Dark Side of Vemma Nutrition Company



Wayback Machine screenshot showing the URL <http://yprpariah.wordpress.com/2013/05/> and a calendar for July 2013 with the 15th highlighted.

Monthly Archives: May 2013

[05.31.13](#)

by [The Revanchist](#)

[“Bullied’ for quitting Vemma? You’re Not Alone!](#)

Every single one of has heard the following statement:

“The only way to fail is to quit!”

Quitters are treated as GARBAGE in Vemma. Even if leaders have the decency not to bash someone publicly, I have never heard a single positive word about anyone who quit Vemma even behind closed doors.

Even if they were hard working, kind, and caring it was always the same story:

“They didn’t work hard.”

“They were lazy.”

“He/She was an a**hole anyway.”

The only way to fail is to quit . . .

Now as far as general life advice, this is quite solid. Would Michael Jordan have won 6 championships (3 championships two times in a row?!) had he given up on basketball after being cut in high school? Persistence is INCREDIBLY important in all aspects of life, I’ll freely admit it.

But wisdom and persistence must balance each other out.

You see, what is implied in the statement above isn’t that quitting is failing, it’s that **quitting Vemma is the only way fail.**

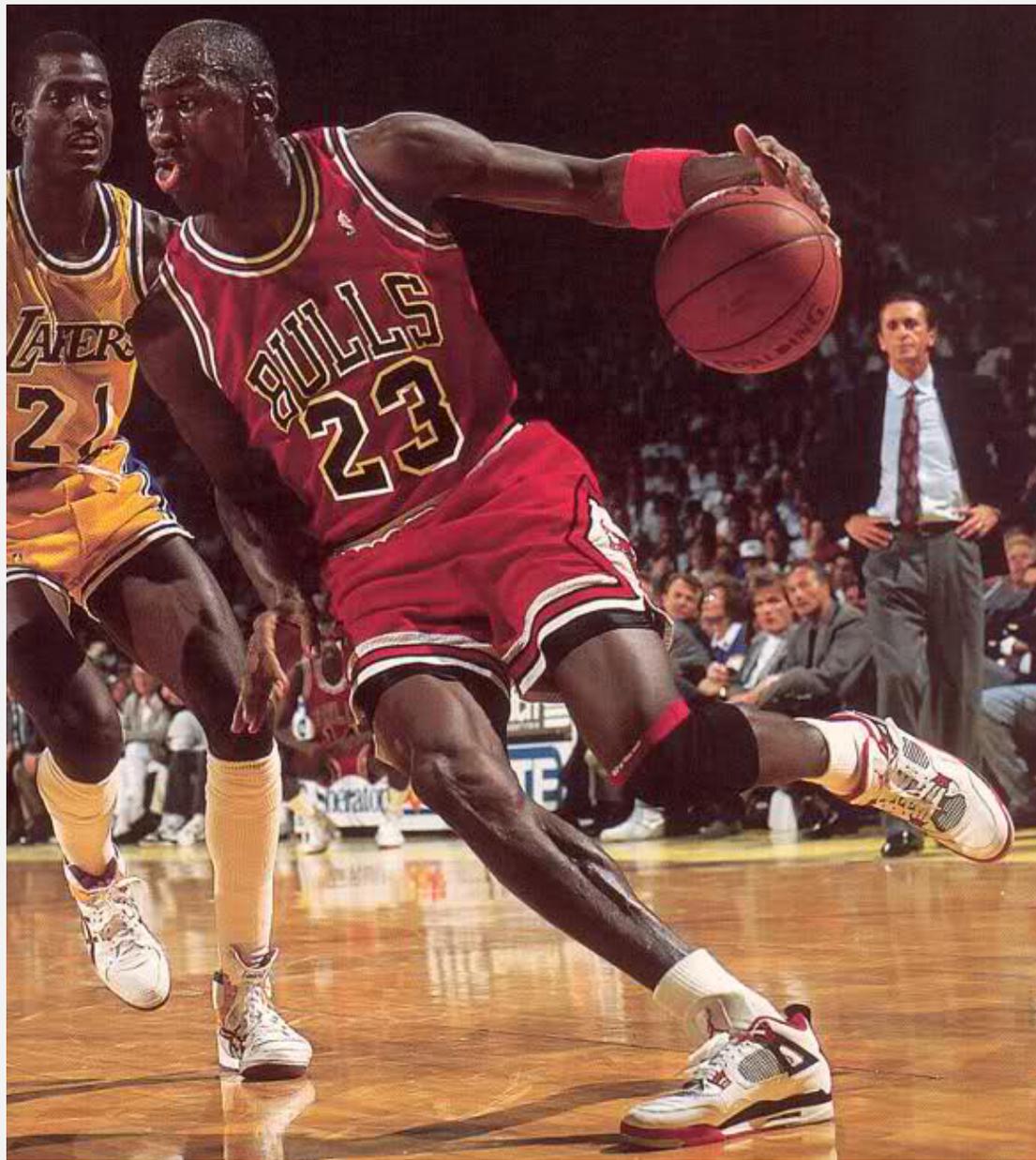
Again I have to concede that it takes **hard work to make money in Vemma.** There are the lucky few who sit on their ass and get lucky, but the vast majority travel, speak, and evolve as people. So hard work is pretty much the only way to succeed in Vemma.

I agree with that.

But is quitting the only way to *fail* at Vemma? F**k no.

As I've mentioned a hundred times before, **70% of people will LOSE money in Vemma no matter what**. It's not because they "didn't try", its because **mathematically only the minority of brand partners can even make a profit**. Go ahead, scroll down till you see the [charts here](#) and read around them. That's Vemma's own income disclosure that admits it by the way.

Let's be all dramatic and say every season that Michael Jordan didn't win a championship was a "*failure*".



1989. Led the league in scoring, took the Pistons to 7 in the Conference playoffs, and was an internationally recognized millionaire athlete. WHAT A FAILURE.

So?

He still made *millions of dollars*. He still supported his family, his children, and was able to contribute a lot to charity. That happened even in seasons he DIDN'T win the championship.

Everyone in the NBA makes money whether they win the championship or even win a game. Yes they have performance

incentives and must perform at a certain level to remain employed, but they *get paid what's on their contract*. **They are guaranteed an income no matter what they do!**

If you quit a business that virtually guarantees a 70% fail rate and only a 5% chance of making an income to support a family . . . what exactly are you “*failing at*”?

You're not giving up on making money or being successful.

You are simply leaving an unethical business behind.

And yet people who do so end up losing friends, being badmouthed, I've seen people be called out *by name* on Facebook forums for it.

That has to stop.

CONCLUSION: People who recognize Vemma's dismal profit margin and questionable ethics should NOT be stigmatized or have their social capital further destroyed. Even more despicable is those who are stigmatized as “quitters” who “didn't try hard enough” just because they can't AFFORD to stay in Vemma!

This is unethical and reprehensible.

****SPECIAL NOTE****

If you know ANYONE who has quit Vemma (or a network marketing company period) please send them to this post. Hopefully it lifts their spirits and IF they get bullied again, they can post this blog everywhere they can to defend themselves.

[Standard](#) | Posted in [Psychology and Consequences](#) | Tagged [Brand](#), [Bullying](#), [Cult](#), [Ethics](#), [Facebook](#), [Fraud](#), [Health](#), [Michael Jordan](#), [Multi-level marketing](#), [Passive income](#), [Profit margin](#), [Pyramid scheme](#), [unethical](#), [Vemma](#) | [3 Comments](#)
05.30.13

by [The Revanchist](#)

There's no Job Security in America anymore!



“There's no job security anymore! Corporate America can fire you for any reason whatsoever!”

You know what, they're right. With the economy the way it is, companies have found that the quickest way to slash expenses is to get rid of employees. It's not compassionate, but its necessary and it unfortunately leaves a lot of people who have spent many years loyally slaving away without a way to support their families.

I get it. And it sucks.

But this is another one of those cases where **the information being given is technically accurate, but presented with misleading implications.**

You see, the message isn't:

“The economy has decimated traditional job security”

What the REAL message is saying is:

“The economy has decimated traditional job security . . . so you should try Vemma instead!”

Okay then (flexes knuckles), let's compare shall we.

As you hopefully know from reading some of my other articles like [this one](#), it costs over \$1,600 a year to be eligible for payments from Vemma. And if you scroll further down, you'll see the income breakdown of all the brand partners Vemma “employed” in the year of 2011.

70% of the brand partners operated at a *loss*, and that's not because they didn't try it was because **it's simple mathematics.**

You need a certain number of people on your downline in order to collect a certain amount of revenue from the company. Because of that fact, the vast majority of people won't make a profit in this company.

Now let's look at WHY you want a big boy/girl job. It's to save up, travel, raise a family, all that stuff right?

Well according to the last Federal survey taken, the [poverty line](#) for a household of 3 and 4 (one and two children with two parents) was around 19k and 23k respectively. Break it down and that means you'll need 2k a month to be ABOVE poverty. Now look at those charts on that post I linked to a few paragraphs up.

That 2k income is consistent with the Platinum rank. To hit platinum every month consistently you'll need at least 300 people total reordering underneath you. **Sh*t, the Vemma Income Disclosure document shows that over 95% of people won't attain that rank and is it any surprise?**

Let's not forget that, as far as I know, Vemma doesn't offer health insurance or anything like worker's comp. Remember, a brand partner is an independent distributor.

So yeah, your regular job can give you the middle finger and let you go at any time. But you *will* make money there no matter what.

Sure Vemma will never fire you but you mathematically have a 70% chance of losing money, **you only have a 5% chance of being able to support a family, and if you do beat the odds it means that you've subjected the people underneath you to the same statistical 70% failure!**

Someone, somewhere will lose.

CONCLUSION: While the Vemma recruiters make very accurate statements regarding job security in the US, they also unfairly imply that Vemma is the better choice by hiding the negatives of the business.

Expressing the lack of job security, yet hiding the dismal profit margins and ethical concerns of being a Vemma brand partner is incredibly unethical.

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[05.30.13](#)

by [The Revanchist](#)

[Vemma Brand Partners Lying about Income](#)



This is such a big one.

I have been to prospect meetings MULTIPLE times where brand partners not only lie about their average income, but have done it *during a presentation*. These lies manifest themselves in two main ways.

1) Lying about how long they've been in the company

Sometimes a brand partner simply hasn't cycled consistently enough or made enough to have a "monthly income" but has been in the business for a while. I knew a brand partner who had just hit a respectable rank in Vemma and made a few hundred dollars that month, their first real profit in god knows how long. They had been hard at work for around 6 months and were finally seeing results. One of their PEQ's brought a prospect to the meeting and, after the presentation, asked my friend how long he had been in the business.

"3 months!"

What?

I KNEW they had been part of it at least six months, because they had openly told us during a brand partners-only meeting a few times prior. Now this prospect got excited because he figured if this brand partner could get up to a few hundred dollars a month in only 3 months then he should have no problem doing it himself!

Don't get me wrong, it's perfectly possible to get up to a few hundred dollars a month in 3 months, but that **prospect's decision to join shouldn't have been based on a lie**. Also, even if a brand partner DOES get disciplined for lying or doing something underhanded, it never actually makes it to the prospect's ears. More often than not leaders will wait until AFTER a meeting or some private occasion to tell the brand partner what they said wrong. That's it.

A slap on the wrist.

Meanwhile the information given to the prospect is never actually corrected, because it may damage enrollment. Speaking of income by the way . . .

2) PEQs and Rank Advance bonuses *cannot* count towards a monthly income!

Imagine that you have a job that pays you around 4k per month, for an annual salary of 48k. Now let's say on Christmas, your especially generous boss gives you a bonus of 2k. $48k + 2k = 50k$ for your annual earnings right?

However, in that Christmas month you ended up making $4k + 2k = 6k$ right? So when people ask how much you make, would you say 6k month?

NO!

Because 6k a month means you are making $6k \times 12$ months = 72k a year when in reality you are only making 50k . . . **The bonus is a one time payout and can't be considered a "monthly" payment.**

In Vemma, this monthly pay is in the form of business cycles (where each cycle you complete is \$20 – 25). This is from people enrolling under you in your business and existing brand partners reordering their product. People YOU personally enroll and the one time bonus paid out for rank advancing doesn't count.

So I was with a friend, and the prospect point blank asked him (as they should) how much money he makes a month.

He answered that he made around \$1300 last month.

Now he wasn't in any way, shape or form lying. I saw his paycheck and it was right around the \$1300 mark. Here is where it gets interesting though: He was only ranked gold at the time.

He had only cycled 11 times which would give him a maximum payout of $11 \times \$25 = \275 . He also had a paid as silver brand partner on each side of his business giving him an additional \$300. So where was missing \$700?

Well it turns out he had "double frenzied", which is signing up 3 people on the (\$560 w/shipping & tax) silver packs in a week. This gives not only \$100 for each sign up BUT gives a \$360 – \$400 bonus as well.

This does NOT give an accurate representation of what my friend made in a month. NO ONE double frenzies every week in their business and even the best ones only do it 3 – 4 times total in a year.

Very few brand partners understand the compensation plan fully, and almost no prospects do. So they don't question a \$1,300 monthly income from a gold (which is usually reserved for upper diamond and platinum brand partners). This is misleading the prospect because they think,

"Sh*t I'll be making \$1,300 a month by just hitting gold"!

CONCLUSION: Either by ignorance or by design, its not uncommon for prospects to receive an exaggerated and wholly inaccurate idea about the revenue that Vemma brand partners make. This is allowed to run unchecked for two reasons:

- 1) As the falsehoods are all delivered verbally, there's very little evidence if the company wished to discipline a lying brand partner.
- 2) Many leaders would rather see a new sign up based on a lie than step in and possibly ruin their downline's reputation.

[Standard](#) | Posted in [Blatant Lies](#) | Tagged [Business](#), [Falsehood](#), [Income](#), [Lies](#), [Motive](#), [Multi-level marketing](#), [Vemma](#) | [0](#)
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[05.30.13](#)

by [The Revanchist](#)

[What is "YPR"?](#)



YPR stands for “Young People Revolution”, a sector of Vemma Nutrition Company.

It refers to the targeting of “young people” (usually 18 – 25) in order to bring about the network marketing “revolution” to the world utilizing their social network savvy.

Network marketing companies (Vemma included) have come under IMMENSE scrutiny, occasional lawsuits, and various parallels to the pyramid schemes they so vehemently deny any association with. They usually boast an extraordinary loss rate for their investors and skirt on the border of legality.

Considering the shoddy judgement of young people in America to begin with (there’s a reason you have to be 21 to drink and 25 to rent a car), Vemma targeting them definitely raises an eyebrow.

[Standard](#) | Posted in [Terminology and Technicalities](#) | Tagged [Business](#), [Business model](#), [Investment](#), [Marketing](#), [Multi-level marketing](#), [Passive income](#), [Pyramid scheme](#), [Vemma](#), [Youth](#) | [0 comments](#)

[05.30.13](#)

by [The Revanchist](#)

[People making money doesn’t mean Vemma “works”](#)

Stop me if you’ve seen one of your Facebook friends post this:



Check out my friend (insert name), making (impressive amount of money) in just (arbitrary amount of time). He just got his free BMW/Mercedes as well! Still think this is a scam?

Er, maybe not a scam. But it sure as hell isn't proof it works.

By the way that is Darik Alexander who as of this writing has gotten up to 250k a year in just 10 months. I have nothing against him personally and he's an extraordinary speaker.

Again this is the part where I **concede one of the positives of network marketing**; you can always make more money than the person above you. Unlike a true pyramid scheme where the wealth is **always** concentrated at the top, network marketers aren't limited by their position on the pyramid. Yes, there are ENORMOUS advantages in getting in on a network marketing company early, but I can personally attest to the fact that there are plenty of examples of people lower on the pyramid earning significantly more money than those on top.

So people look at an 8-9 year old network marketing company, watch a kid from Hawaii get up to 250k a year in just 10 months and go "Damn this network marketing DOES work!".

Ahem

That depends on your definition on what having network marketing "work" is.

If you mean "work" as "make money from it, sure". It's definitely possible to make money from network marketing.

But if you mean "work" as in a "sustainable and ethical business" . . . no it doesn't work. At all.

When people refer to a guy/girl who got their BMW/Mercedes from Vemma and are making a few thousand a month in order to lend credence to the business . . . I noticed something very curious.

EVERYONE referred to the same few people. You see, in order to maximize team communication in YPR sector of Vemma all the members of a given region or team are invited to a Facebook group. The one I was personally part of a team that has well over 1,000 members. Do you know how many cars we had?

Four.

Four cars for over 1,000 people and these four people were the **ONLY** people ever referenced when talking up the opportunities of the company! And when it came to brand partners clearing 2k a month, that number quickly dropped to **three**.

That's .004 or .4% of brand partners in my group who were even car qualified! Now why is that?

I know I cite this document a LOT, but here it is again:

V e M M A Rank Advancement Chart

PIN	REWARD	RANK	CYCLES 4 Week Period	APPROXIMATE MONTHLY INCOME	APPROXIMATE NUMBER OF MEMBERS ON AUTOSHIP Either Left or Right Leg
		BRONZE	1	\$25 - \$150	5/10
		SILVER One-time Bonus = \$100	5	\$150 - \$300	10/20
		GOLD One-time Bonus = \$250	10	\$300 - \$600	20/40
		DIAMOND One-time Bonus = \$500	20	\$600 - \$1,500	40/80
		PLATINUM One-time Bonus = \$750	50	\$1,500 - \$2,200	100/200
		STAR PLATINUM One-time Bonus = \$1,000	75	\$2,200 - \$3,000	150/300
		EXECUTIVE One-time Bonus = \$1,500	100	\$3,000 - \$5,200	200/400
		STAR EXECUTIVE One-time Bonus = \$2,000	175	\$5,200 - \$7,500	350/700
			ELITE LEVEL		
		PRESIDENTIAL One-time Bonus = \$3,000	250	\$7,500 - \$11,000	500/1,000
		STAR PRESIDENTIAL One-time Bonus = \$5,000	375	\$11,000 - \$15,000	750/1,500
		AMBASSADOR One-time Bonus = \$10,000	500	\$15,000 - \$30,000	1,000/2,000
		STAR AMBASSADOR One-time Bonus = \$15,000	1,000	\$30,000 - \$60,000	2,000/4,000
		ROYAL AMBASSADOR One-time Bonus = \$25,000	2,000	\$60,000 - \$100,000	4,000/8,000
		STAR ROYAL AMBASSADOR One-time Bonus = \$100,000	4,000	\$100,000 - \$175,000	8,000/16,000
		PINNACLE One-time Bonus = \$250,000	6,000	\$175,000 - \$250,000	16,000/32,000

For more Information | www.VEMMATIPS.com

Pay very close attention to the numbers with a “/” on the far right hand side. You see the way that you generate the “residual income” from Vemma is by having people under you reorder a minimum of 120QV (around \$160) a month, enroll new people, or find customers. Each of these actions generation a certain number of “points” which in turn lead to “business cycles” referred to in the first numerical column. Each cycle is \$20 – 25 and that money adds up fast.

As I have said before, customers are borderline non-existent in the YPR sphere, so the **points generated will usually be from reorders and fresh brand partners enrolling. That’s what the right-hand column is referring to.**

Vemma works in a binary business system, meaning you have two legs from which you receive points. The document above shows, without a doubt, that you **need a certain number of people underneath you to hit any given rank.**

And that’s where the problem comes in.

Unlike a pyramid scheme, the wealth isn't automatically concentrated towards the top of the company. **However, SIMILAR to a pyramid scheme you MUST have people underneath you to generate a significant profit.**

Darik Alexander is at the rank of Ambassador right now, which is a rank .0017 or .17% of the [brand partners were at in 2011](#). Look back at the chart and look at how many people you need underneath you to hit that rank. Is it any surprise so few hit it?

CONCLUSION: Most people's problem with network marketing isn't that they *can't* make money from it, it's the mathematically dismal odds of generating serious revenue as well as the ethics behind it.

To have thousands of people referencing the same handful of people and holding them up as examples of "Vemma working" is not only **false**, it's unethical.

[Standard](#) | Posted in [Faulty Logic](#) | Tagged [BMW](#), [Business](#), [Facebook](#), [Marketing](#), [Mercedes-Ben](#), [Multi-level marketing](#), [Network marketing](#), [Pyramid scheme](#), [Vemma](#) | [0 comments](#)

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