

WELCOME TO ACN PYRAMID SCHEME!

THE ACN PYRAMID SCAM EXPOSED.

Find all the information you need about the ACN company in one place.

Last updated : August 19th 2015.

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"Hey! Do you have a minute to hear about this amazing business opportunity that is taking over the world? It is going to make us rich!"

Does this sound familiar to you? Have you been approached by a relative or a friend you haven't spoken to in a while about this opportunity? If yes, you know exactly what we are going to talk about here. If not, keep on reading!

As it often happens with these kinds of websites and videos, the information presented here is not intended to convince you ACN is an amazing business opportunity. It was created in order to inform you about the pros and cons of this company. Maybe a friend just told you about ACN, maybe you just signed up as a rep, or maybe you simply stumbled upon this website by chance (*lucky you!*). No matter what brought you here, you're obviously somewhat interested in the topic, so our goal is to hopefully help you understand the finer details you might not know about this multi-level marketing operation and answer any question you might have along the way.

...so let's get started.

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RESOURCES

We will update this page with any useful content and resources we deem worthy of sharing. It can be videos, documents, websites, books, etc.

You might also want to take a look into our resources folder.

(<http://www.acnpyramidscheme.com/vault/>)

Pyramid Scheme Alert (<http://www.pyramidschemealert.org/>)

Website of Robert FitzPatrick, MLM expert and author of *False Profits* (*<http://www.amazon.com/False-Profits-Financial-Deliverance-Multi-Level/dp/0964879514>*). Make sure to check out his website in order to learn more about the MLM industry and what makes it a great disguise for pyramid schemes.

Impressions: ACN Scam Multi-Level Marketing

(<http://rikkle.co.uk/blog/2015/08/impressions-acn-scam-multi-level-marketing/>) (mirror (<https://archive.is/RTCQF>))

Follow Rikk through his journey as a newly recruited ACN rep. A very insightful review of ACN based on a true experience. Must read.

ACN - American Communications Network - a pyramid scheme scam?

(<http://www.arystoteles.pl/nmf/acn-scam.php>) (mirror (<https://archive.is/vXX80>))

Another webpage explaining ACN

The Moral and Ethical Argument Against Multi-Level Marketing

(<https://christopherjohnlindsay.wordpress.com/2015/09/06/mlm/>)

The title says it all.

Very informative video reflecting the views of this website

ACN and Muslims | Full explanation



Canadian Broadcasting Channel video about pyramid schemes



ACN PYRAMID SCHEME ([HTTP://WWW.ACNPYRAMIDSCHEME.COM/](http://www.acnpyramidscheme.com/))

THE ACN SCAM PART 1

([HTTP://WWW.ACNPYRAMIDSCHEME.COM/ACN-SCAM-PART-1-THE-MONEY/](http://www.acnpyramidscheme.com/acn-scam-part-1-the-money/))

THE ACN SCAM PART 2

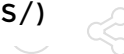
([HTTP://WWW.ACNPYRAMIDSCHEME.COM/ACN-SCAM-PART-2-THE-DECEPTION/](http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/))

COST BREAKDOWN ([HTTP://WWW.ACNPYRAMIDSCHEME.COM/REAL-ACN-COSTS/](http://www.acnpyramidscheme.com/real-acn-costs/))

ACN CULT ([HTTP://WWW.ACNPYRAMIDSCHEME.COM/ACN-CULT/](http://www.acnpyramidscheme.com/acn-cult/))

DONALD TRUMP

([HTTP://WWW.ACNPYRAMIDSCHEME.COM/DONALD-TRUMP-ACN/](http://www.acnpyramidscheme.com/donald-trump-acn/))

RESOURCES ([HTTP://WWW.ACNPYRAMIDSCHEME.COM/RESOURCES/](http://www.acnpyramidscheme.com/resources/))

This American Life radio broadcast about Wake Up Now, very similar to ACN

Click here if the player below doesn't work

(<http://www.thisamericanlife.org/radio-archives/episode/543/wake-up-now>)



543: Wake Up Now

DEC 26, 2014

As New Year's approaches and people are contemplating things they want to change about themselves, we have stories of people trying to wake themselves up, shake up their own lives, or wake up others. Including the story of a company – or maybe it's a movement – called WakeUpNow.



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Start Today

JANEL PRESANT, CIRCLE OF CHAMPIONS MEMBER

ACN has a reputation for success, success that's really synonymous with the Trump name and other successful names, and you can be a part of it.

Donald J. Trump

Scroll

Keep in mind that the information on this page has been posted before the news of Trump earning million(s) for his event appearances, speeches, promotional videos, product placements and so on.

UPDATE 2: It seems that the endorsement ACN had of Donald Trump came to an end. If you visit ACN's page about Trump, you're met with a page not found. (<http://acncanada.ca/trump>) We could not retrieve the full page, but *this is what it used to be* (<https://archive.is/RSVMR>). The details are still unclear, but we will update this page and the blog once we find more information.

UPDATE: Since this page has first been published, new information has come up. Now that Mr. Trump is running for president, people are getting more and more interested about his multiple ventures and we soon learned how much he made from ACN. Donald Trump has made \$1.35 million since last May from ACN speaking engagements. Read more on [The Daily Caller](http://dailycaller.com/2015/07/22/donald-trump-earned-huge-speaking-fees-from-company-alleged-to-be-a-pyramid-scheme-video/) (<http://dailycaller.com/2015/07/22/donald-trump-earned-huge-speaking-fees-from-company-alleged-to-be-a-pyramid-scheme-video/>)

DONALD TRUMP AND ACN

ACN has a reputation for success, success that's really synonymous with the Trump name and other successful names, and you can be a part of it."

- Donald J. Trump





One of the argument reps will push when trying to sign you up with ACN is the famous *Donald Trump*, one of the most successful businessman in the world, endorses and supports ACN! For real, what more do you need to convince you that this isn't the best opportunity? Let's look at the facts before getting all excited about this.

CLAIM : THE TRUMP NAME IS SYNONYMOUS WITH SUCCESS

It cannot be denied that when we think of Trump, we think of a big empire and lots of money. When you look more closely into it though, you realize Trump's various corporations filed for bankruptcy four times¹ in the past quarter-century. It is to be noted that Trump himself never filed for bankruptcy as some will claim, he knows how to protect his personal finances.

Let's look at those bankruptcies more closely →

¹ Source : *How is Donald Trump Able to File for Bankruptcy So Many Times?* (<http://thelawdictionary.org/article/how-is-donald-trump-able-to-file-for-bankruptcy-so-many-times/>)

- **1991 : Trump's Taj Mahal in Atlantic City**

Billions in debt, the corporation filed for Chapter 11 bankruptcy. Trump let go of half of his ownership. He sold his yacht and airplane for loan payments

- **1992 : Trump Plaza Hotel**
Trump filed for Chapter 11 bankruptcy. He owed \$550 million and gave Citibank a 49% interest. He stayed CEO of the hotel but had to give up his salary.
- **2004 : Trump Hotels and Casino Resorts**
Filed for bankruptcy had \$1.9 billion in debt. Trump lost control of the corporation after reducing his shares to 25%.
- **2009 : Trump Entertainment Resorts**
The company filed for bankruptcy after missing a bond interest payment. Trump resigned as chairman of the board, retaining only 10% of ownership interest in the corporation.

We could dig further and find a lot more reasons why Donald Trump should not be put on a pedestal like most ACN reps do, but the point is that he is simply doing a celebrity endorsement for ACN. What's a celebrity endorsement? From [study.com \(http://study.com/academy/lesson/celebrity-endorsements-in-advertising-definition-benefits-examples.html\)](http://study.com/academy/lesson/celebrity-endorsements-in-advertising-definition-benefits-examples.html), it is "defined as a well-known person using his or her fame to help promote a product or service. The celebrities market the product through television or radio ads, large event appearances, and so on. Most organizations use celebrities in their marketing in hopes that it will drive up sales and have a positive impact on profits." Sounds a lot like what Mr. Trump is doing.

ACN Interview With Donald Trump #3.flv



Just look at this video. This is not an interview with Donald Trump, this is an *advertisement* featuring Donald Trump. The "interviewer" is Greg Provenzano, ACN's president and co-founder.

Could you tell us, the ACN family, one or two or three key points about what they need to do in order to reach success?

and Trump's answer...

"Well first of all, stay at ACN. I turn down many offers like yours, but I support ACN because it's a great company." (then proceeds to tell a couple advices)

What kind of answer is that other than a sales-pitch presented by a paid endorsement? You tell me.

There is no issue with Trump endorsing ACN. It's like Michael Jordan endorsing Nike, it boosts the sales and helps the branding. Except in this case, the company we're talking about here is not selling shoes, it's selling an opportunity people are lured into and Trump is helping that happen by endorsing the company. Claiming a company is great while more than 95% of their IBOs do not make any profit is pretty misleading. Maybe it's great for Trump's bank account and shares in the company, but that's about how great it's gonna get.

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CULT MENTALITY

One recurring topic when it comes these types of companies ([Amway / Quixtar](#) (<https://stoptheamwaytoolscam.wordpress.com/>), [Herbalife](#) (<http://www.factsaboutherbalfife.com/>), etc.) is the obvious cult-like practices that the leaders use in order to keep their scheme running. The main problem with ACN, because as we've seen earlier, the services they sell are totally legit, is that they use certain questionable sales techniques and methods to lure people into signing up and to keep them from leaving. As you will see, these techniques have striking similarities with the ones used by cults, and this is pretty alarming considering it comes from such a *legitimate company*

What is a cult :

- a small religious group that is not part of a larger and more accepted religion and that has beliefs regarded by many people as extreme or dangerous
- a situation in which people admire and care about something or someone very much or too much
- a small group of very devoted supporters or fans

Source: <http://www.merriam-webster.com/dictionary/cult> (<http://www.merriam-webster.com/dictionary/cult>)

So in itself, a cult isn't a bad thing and I wouldn't consider ACN to be the textbook definition of one, but the point is that ACN and its reps will use common mind tricks found in cults in order to "brainwash" their newly recruited reps. Let's look at common attributes of cult mentality and let's see if we can spot the similarities with the ACN company.

- **Powerful and exclusive dedication/devotion to an explicit person or creed.**
This one is self-explanatory. If you have known someone in ACN or have been in it yourself, you know how EVERYTHING this person does now revolves around ACN. Facebook posts, Twitter status, etc.
- **The use of "thought-reform" programmes to integrate, socialize, persuade and therefore control members.**
Of course there is no proof of this, and I highly doubt it takes places, but if you are familiar with the book [Thought Reform and the Psychology of Totalism](#) (http://en.wikipedia.org/wiki/Thought_Reform_and_the_Psychology_of_Totalism) by Robert Jay Lifton, you can discern some points applied (or mainly found) in reps. The main one being the third of eight criterias : Demand for Purity. "The world is viewed as black and white and the members are constantly exhorted to conform to the ideology of the group and strive for perfection. The induction of guilt and/or shame is a powerful control device used here."
If you've read the previous part, you now know that ACN and their "successful" reps enjoys putting the blame on you if you fail or decide to quit. To "conform to the ideology of the group and strive for perfection" is also a big part of this company. If you don't put 100% of your time and efforts into ACN, you're not serious about it! ACN must become your life.
- **A well thought through recruitment, selection and socialization process.**
Again, pretty self-explanatory. If you've taken a look at the [ACN compensation plan](#) (<http://limitlessmomentum.com/wp->

[content/uploads/1435A.pdf](#)), you know this has been well thought of in order to make sure it is not considered a pyramid scheme. But as any legitimate company, details are key and show professionalism, so it's not a great argument against ACN. Where the process really takes place is the recruitment itself. You're asked to come to a "business meeting" or simply just for a chat and suddenly you're met with 4-5 well dressed young men and women offering you food and drinks while you hear what they have to say. Of course they never mention the name ACN, use the key words "opportunity", "business", "money", and to top it all off, it's never your IBO friend that pitch this amazing deal to you, it's his or her mentor that is super friendly and knows the ins and outs of this business so you know you're in good hands! (this is sarcasm in case you haven't noticed yet).

- **Attempts to maintain psychological and physical dependency among cult members.**

Reps that get invested in ACN are soon told after joining that their team is like their new family. They suggest to cut contact with anyone questioning the business or not supporting them. This way, by surrounding themselves with people with the same toxic mindset, they're easily capable of convincing themselves this is the real deal. In cults the dependency is one of the most important aspect because if you're psychologically not able to leave the group, nothing will.

- **Cults insist on reprogramming the way people see the world.**

ACN doesn't try to "reprogram the way people see the world", but it's not far from the truth. All the "ACN is the future of telecommunications", "ACN wants to help YOU make money", "ACN is the best opportunity you've seen!" sound to me like a way to convince people ACN is some type of big innovator in the telecommunication / energy field, while all they do is recruit reps in order to resell those services. Talk about innovation...

- **Consistent exploitation of group members specifically to advance the leaders goals.**

\$500 sign-up fee, \$150 yearly renewal fee, weekly \$5-\$10 meetings and I omit many more. The purpose of those is "specifically to advance the leaders goals". There is no need for that much fees only to sell ACN partners' services (hint: calling it a business or franchise is where the magic happens). Clearly the top members pocket the majority of the money. Remove all the fees, except maybe the website setup, and you have here a totally legitimate business. The thing is though, there won't be any more bonus, therefore no incentive to recruit other than the residual income generated from the various services sales. This income is so low compared to the money generated by the sign-up fee that the majority of reps would just leave.

- **Cults nearly always go in for milieu control signals: a different, unfamiliar setting with different rules, terms, behaviour patterns.**

- **Ultimately using psychological and physical harm to cult members, their friends and relatives and possibly the community as a whole.**

As you've probably read previously, ACN and its reps have a tendency to blame you if you fail / quit / don't work hard enough. The worst part of this is that they do it so well that you're most likely going to believe them and convince yourself it's your fault, while they're the one that designed a flawed system, flawed in order to profit them of course.

Source: <https://www.psychologytoday.com/blog/sideways-view/201402/why-do-people-join-cults> (<https://www.psychologytoday.com/blog/sideways-view/201402/why-do-people-join-cults>)

You can now see the many similarities that ACN shares with cult mentality. Although, when you sign up, ACN makes sure to dissociate themselves from you, so when the time comes and you realize ACN is shady and call them out for being deceptive by claiming you would make tons of money, they simply have to say that they're not associated with you and are not responsible for what your mentor / rep buddies told you. The truth is that they know about it, but by disclosing that you are not associated with them, it allows reps to lie in order to sign you up under their referral to build their own downline while ACN pockets the \$500 on each signup. No disciplinary action is taken because these people who keeping sugarcoating everything are bringing in a lot of money.



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Here is a video following a Dateline investigation about similar well-known MLMs / pyramid schemes. Many, if not all, aspects are identical to ACN : big meetings with loud techno music / chant to pump you up, top earning executives doing speeches / seminars to fuel your dream of becoming rich, reps showing off pictures next to sports cars to convince you it's legit, etc.

Dateline - Scam=Quixtar=Amway=Alticor-(Part1).flv

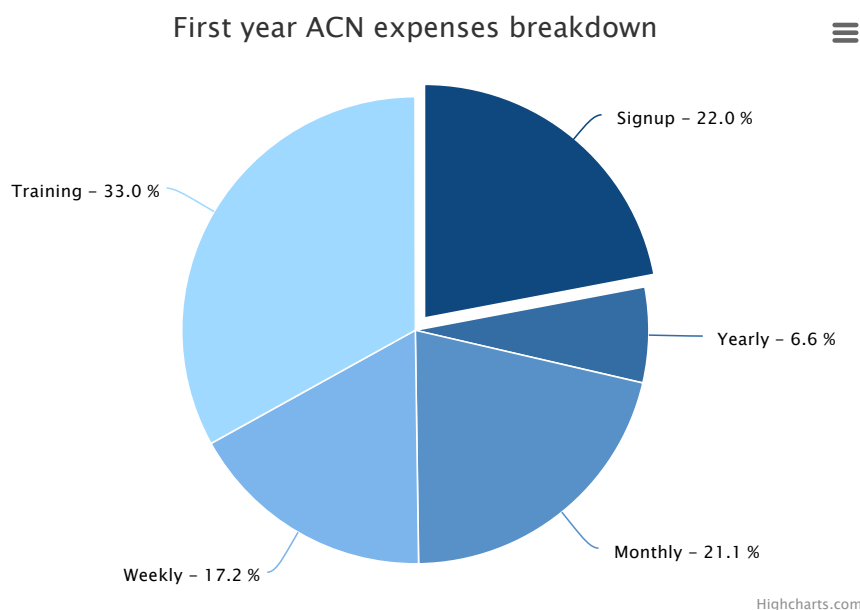


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THE REAL COSTS

It is claimed that ACN only costs \$500¹ to join. Often, the Gym membership sale tactic will be used : \$500 is what it would cost to join the gym, but with ACN, you can actually make money! Why not try it, it can't hurt right? So let's see a breakdown of the actual costs of your first year in ACN.



Fee	x	Price	Total
Signup	1	\$499.99	\$499.99
Yearly renewal	1	\$149.99	\$149.99
Monthly YBA ²	12	\$39.99	\$479.88
Weekly meetings ³	52	\$7.50	\$390
Training events ⁴	2	\$350	\$700

Grand total : \$1,653.21

With these calculations, you can see that ACN will end up costing a lot more than the initial \$500 you are told. Even if this is only the price for the first year (for the next remove the signup fee from the total), this price reflects the danger of trying to start your business with ACN; you are led to believe there is no risk involved, that half a grand is almost nothing (*hey, that's what a new game console costs, why not try ACN instead?*) and that if you put in the effort, you will succeed. Yeah well, in 2010, ACN stated on their website that the average income for ACN reps was approximately \$500 (img/content/acn-income.png). Let's use our logic again here for a second, so this means :

- a lot of people (read: the majority) of reps make approximately \$500 a year and end up breaking even or losing money because they had to spend anywhere from \$500 to \$1,500 that year,
- since it's an approximation, it's safe to say many reps did not make *any* money, even though they did everything

they were told to do,

- the money that is lost by the people in the two previous cases has not vanished. It simply goes up the pyramid to the very few people (compared to average reps making approximately \$500 a year) at the top.

The trick is simple : ACN counts on you not giving up in order to make you continue to pay them the "fees" required to stay in the program. If you quit, they will claim it is your fault (you'll believe them) and you have to swallow your pride for failing. *Better luck next time.* If you keep going, it will keep costing you money, but at least *you're not giving up.* This is the mind game ACN is playing with you. Read more about this in the [cult mentality section \(http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/#cult\)](http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/#cult).

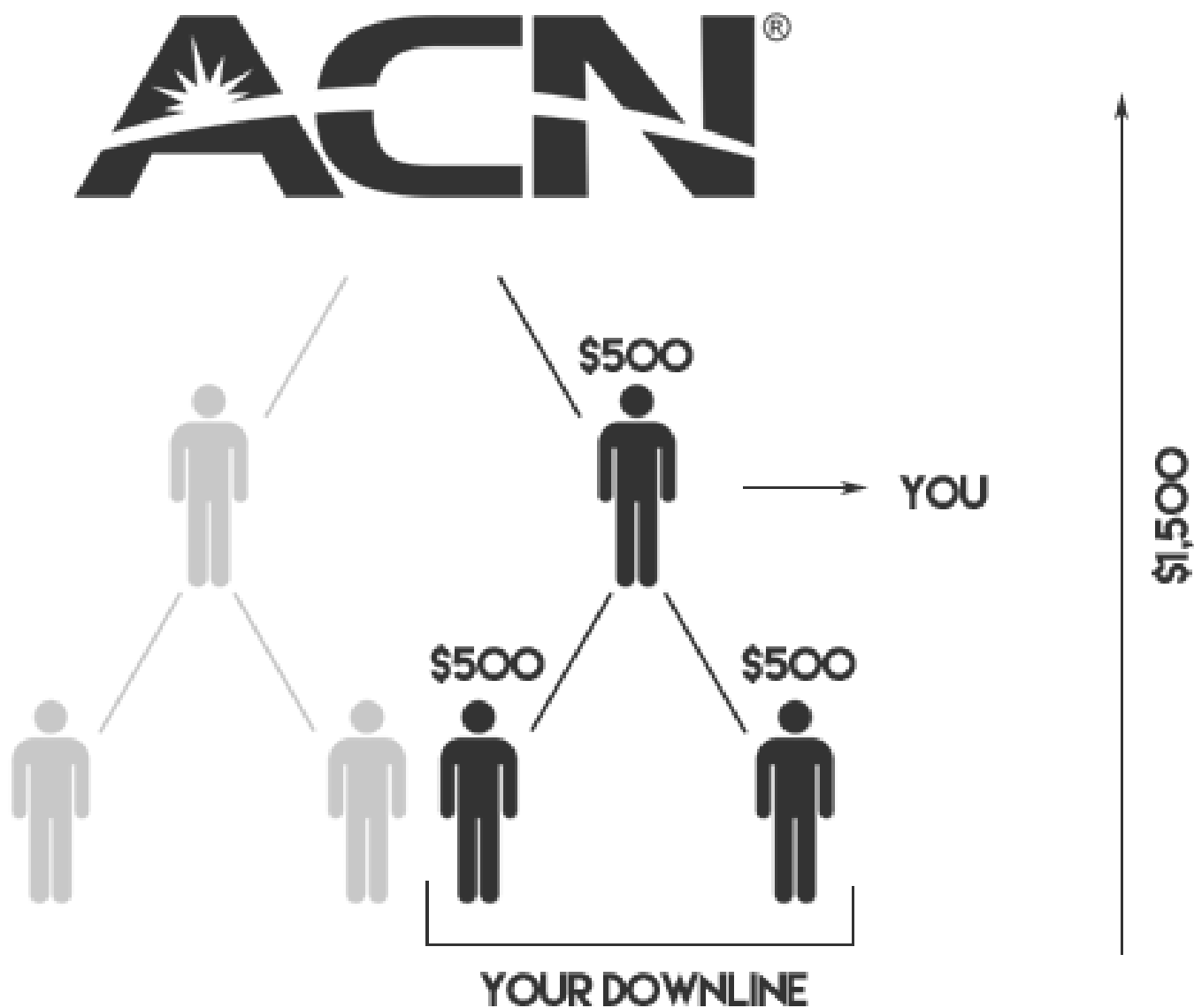
Always remember : YOU ACTUALLY ARE THE CUSTOMER, not the people you sell services to.

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This graphic does not take in consideration all the levels of compensation above you (your recruiter, your recruiter's recruiter, and everyone above them that earn money from your hard work).

Only the \$500 signup fee was taken into consideration. Based on our previous observations, you can easily double this number for each IBO.

Take note that you're never seeing the fees people under you pay, this goes directly to ACN, so you have no way to know how much ACN profited from you. (For example, maybe for every \$1 you earn, they get \$50 or \$100)

¹ Note that ACN Europe seems to have dropped their Team Trainer fee to £48. We are not sure if this is a promotion or permanent drop in the sign up price, but as soon as we have more information, we will make an update.

² "Your Business Assistant" (img/content/yba_monthlyaia21.jpg).

³ Reps need to attend weekly meetings that costs \$5-\$10 each, so the \$7.50 price tag is simply a rough estimate.

⁴ The price has been set based on an estimate of 2 events taking place during the year (estimated at \$350 each). We considered travel expenses (hotels, gas / bus / plane, food) in this price. Note that an event can take place in another country, meaning the price can be a lot more.

[\(http://twitter.com/acnpyramid\)](http://twitter.com/acnpyramid)

THE ACN SCAM

Last updated : May 22nd 2015.

PART 2 : THE DECEPTION & CULT MENTALITY

So far, you've learned how ACN costs you more time and money than you are told by the reps recruiting you and how it can affect you negatively, but now it is time to show you that joining ACN can also hurt the ones around you too.

FRIENDS & FAMILY

If you've ever been associated with someone involved as a rep for ACN, you know that the people affected the most are their friends and family. ACN encourages and limits you to sell the services to your "warm market". This warm market consists of everyone listed in the rep's contact list. Your mentor will ask you to make a list of everyone you know, even that girl at the bar that gave you her number 3 years ago. This is why you will often hear stories about people hearing from an old high school / college / work friend they haven't talked to in 5 years; because they ran out of closer friends to sell to (let's be real, he was annoying them too much or he was too ashamed to beg them for a favor) and are now looking for new customers.

While we're on the favor subject, this is another shady business practice ACN reps are told to use : ask (read: beg) your friends and family for a favor and to sign up under your referral for a new cellphone plan, or TV, or whatever they deem necessary for you to have.



About ads (<http://www.acnpyramidscheme.com/about-ads/>)



Q: Why should I try your service? I don't think the price difference is big enough...

A: It won't cost you anything and won't cause you any inconvenience at all. But by you trying out this service, you are helping me get to my next promotion, which is very important to me. Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: Can I keep my phone number?

A: Yes (check availability on storefront, most areas are covered. If not, offer digital phone service) Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Q: How much is it going to cost me?

A: It's absolutely free to try the service and if you are not happy you can cancel at any time Can You Do Me a Huge Personal Favor, Help Me Out and Give The Service a Try?

Source : <http://mgglobal.com/public/upload/images/files/Customer%20Acquisition%20Script%20-%20Q&A%20BC%20&%20AB.pdf>
(<http://mgglobal.com/public/upload/images/files/Customer%20Acquisition%20Script%20-%20Q&A%20BC%20&%20AB.pdf>) (mirror
(<http://www.acnpyramidscheme.com/vault/Customer%20Acquisition%20Script%20-%20Q&A%20BC%20&%20AB.pdf>))

Do you see the issue here? ACN is using their IBOs' friends and family's trust in order to sell their services. This way, ACN is guaranteed to keep selling their services as long as IBOs have the trust and favor of their customers (family & friends). What legitimate company does this? How is that a good business model? Do you see a Verizon or AT&T salesman asking you for favors when trying to sell something? No, and that's not how a business works.

In the first quote above, it is clear that the "competitive prices" argument reps use in order to sell ACN services might not be so true after all. If you've ever heard one of their sales pitch, you know the main argument is the fact it will save you money while helping them out in their "business".

In the second quote, the rep is told to reply yes even though it might not be possible. Of course this is simply a sale tactic and nothing illegal, but when it's a family member or a friend asking you this, how in your right mind can you not be honest with them and say "we'll have to check first!"? This further proves ACN isn't there to help people become successful, but to simply profit from every gullible kid (and sometimes grown up adults) that believes in this amazing opportunity.

Poor land line and cellular service. Dropped calls, phone would disconnect and have to have the salesman come to our home to reconnect the phone.

TV would go off in the middle of a program. Was getting billed from ACN and our previous company because ACN didn't disconnect the previous company.

*Was told by our salesman, "I have 400 customers, and you are the only one with a problem." This very same line was told to friends of ours 2 years later who signed on with ACN but after terrible service, they discontinued with ACN. **I would advise anyone not to have anything to do with ACN.***

Source: <http://acn.pissedconsumer.com/terrible-service-20150221598550.html> (<http://acn.pissedconsumer.com/terrible-service-20150221598550.html>)

CULT MENTALITY

One recurring topic when it comes these types of companies ([Amway / Quixtar](https://stoptheamwaytoolscam.wordpress.com/) (<https://stoptheamwaytoolscam.wordpress.com/>), [Herbalife](http://www.factsaboutherbalelife.com/) (<http://www.factsaboutherbalelife.com/>), etc.) is the obvious cult-like practices that the leaders use in order to keep their scheme running. The main problem with ACN, because as we've seen earlier, the services they sell are totally legit, is that they use certain questionable sales techniques and methods to lure people into signing up and to keep them from leaving. As you will see, these techniques have striking similarities with the ones used by cults, and this is pretty alarming considering it comes from such a *legitimate company*

What is a cult :

- *a small religious group that is not part of a larger and more accepted religion and that has beliefs regarded by many people as extreme or dangerous*
- *a situation in which people admire and care about something or someone very much or too much*
- *a small group of very devoted supporters or fans*

Source: <http://www.merriam-webster.com/dictionary/cult> (<http://www.merriam-webster.com/dictionary/cult>)

So in itself, a cult isn't a bad thing and I wouldn't consider ACN to be the textbook definition of one, but the point is that ACN and its reps will use common mind tricks found in cults in order to "brainwash" their newly recruited reps. Let's look at common attributes of cult mentality and let's see if we can spot the

similarities with the ACN company.

- **Powerful and exclusive dedication/devotion to an explicit person or creed.**

This one is self-explanatory. If you have known someone in ACN or have been in it yourself, you know how EVERYTHING this person does now revolves around ACN. Facebook posts, Twitter status, etc.

- **The use of "thought-reform" programmes to integrate, socialize, persuade and therefore control members.**

Of course there is no proof of this, and I highly doubt it takes places, but if you are familiar with the book Thought Reform and the Psychology of Totalism ([http://en.wikipedia.org/wiki/Thought Reform and the Psychology of Totalism](http://en.wikipedia.org/wiki/Thought_Reform_and_the_Psychology_of_Totalism)) by Robert Jay Lifton, you can discern some points applied (or mainly found) in reps. The main one being the third of eight criterias : Demand for Purity. "The world is viewed as black and white and the members are constantly exhorted to conform to the ideology of the group and strive for perfection. The induction of guilt and/or shame is a powerful control device used here."

If you've read the previous part, you now know that ACN and their "successful" reps enjoys putting the blame on you if you fail or decide to quit. To "conform to the ideology of the group and strive for perfection" is also a big part of this company. If you don't put 100% of your time and efforts into ACN, you're not serious about it! ACN must become your life.

- **A well thought through recruitment, selection and socialization process.**

Again, pretty self-explanatory. If you've taken a look at the ACN compensation plan (<http://limitlessmomentum.com/wp-content/uploads/1435A.pdf>), you know this has been well thought of in order to make sure it is not considered a pyramid scheme. But as any legitimate company, details are key and show professionalism, so it's not a great argument against ACN. Where the process really takes place is the recruitment itself. You're asked to come to a "business meeting" or simply just for a chat and suddenly you're met with 4-5 well dressed young men and women offering you food and drinks while you hear what they have to say. Of course they never mention the name ACN, use the key words "opportunity", "business", "money", and to top it all off, it's never your IBO friend that pitch this amazing deal to you, it's his or her mentor that is super friendly and knows the ins and outs of this business so you know you're in good hands! (this is sarcasm in case you haven't noticed yet).

- **Attempts to maintain psychological and physical dependency among cult members.**

Reps that get invested in ACN are soon told after joining that their team is like their new family. They suggest to cut contact with anyone questioning the business or not supporting them. This way, by surrounding themselves with people with the same toxic mindset, they're easily capable of convincing themselves this is the real deal. In cults the dependency is one of the most important aspect because if you're psychologically not able to leave the group, nothing will.

- **Cults insist on reprogramming the way people see the world.**

ACN doesn't try to "reprogram the way people see the world", but it's not far from the truth. All the "ACN is the future of telecommunications", "ACN wants to help YOU make money", "ACN is the best opportunity you've seen!" sound to me like a way to convince people ACN is some type of big innovator in the telecommunication / energy field, while all they do is recruit reps in order to resell those services. Talk about innovation...

- **Consistent exploitation of group members specifically to advance the leaders goals.**

\$500 sign-up fee, \$150 yearly renewal fee, weekly \$5-\$10 meetings and I omit many more. The purpose of those is "specifically to advance the leaders goals". There is no need for that much fees only to sell ACN partners' services (hint: calling it a business or franchise is where the magic happens). Clearly the top members pocket the majority of the money. Remove all the fees, except maybe the website setup, and you have here a totally legitimate business. The thing is though, there won't be any more bonus, therefore no incentive to recruit other than the residual income generated from the various services sales. This income is so low compared to the money generated by the sign-up fee that the majority of reps would just leave.

- Cults nearly always go in for milieu control signals: a different, unfamiliar setting with different rules, terms, behaviour patterns.

- **Ultimately using psychological and physical harm to cult members, their friends and relatives and possibly the community as a whole.**

As you've probably read previously, ACN and its reps have a tendency to blame you if you fail / quit / don't work hard enough. The worst part of this is that they do it so well that you're most likely going to believe them and convince yourself

it's your fault, while they're the one that designed a flawed system, flawed in order to profit them of course.

Source: <https://www.psychologytoday.com/blog/sideways-view/201402/why-do-people-join-cults> (<https://www.psychologytoday.com/blog/sideways-view/201402/why-do-people-join-cults>)

You can now see the many similarities that ACN shares with cult mentality. Although, when you sign up, ACN makes sure to dissociate themselves from you, so when the time comes and you realize ACN is shady and call them out for being deceptive by claiming you would make tons of money, they simply have to say that they're not associated with you and are not responsible for what your mentor / rep buddies told you. The truth is that they know about it, but by disclosing that you are not associated with them allows reps to lie in order to sign you up under their referral to build their own downline while ACN pockets the \$500 on each signup.



About ads (<http://www.acnpyramidscheme.com/about-ads/>)

Here is a video following a Dateline investigation about similar well-known MLMs / pyramid schemes. Many, if not all, aspects are identical to ACN : big meetings with loud techno music / chant to pump you up, top earning executives doing speeches / seminars to fuel your dream of becoming rich, reps showing off pictures next to sports cars to convince you it's legit, etc.

Dateline - Scam=Quixtar=Amway=Alticor-(Part1).flv



CONTINUE READING :

[The ACN Scam Part 1 - The Money](http://www.acnpyramidscheme.com/acn-scam-part-1-the-money/) (<http://www.acnpyramidscheme.com/acn-scam-part-1-the-money/>)

[The ACN Scam Part 2 - The Deception](http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/) (<http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/>)

[Cult mentality in ACN](http://www.acnpyramidscheme.com/acn-cult/) (<http://www.acnpyramidscheme.com/acn-cult/>)

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THE ACN SCAM

Last updated : August 12th 2015.

PART 1 : THE MONEY

[read the preface \(http://www.acnpyramidscheme.com/#scam\)](http://www.acnpyramidscheme.com/#scam)

The problem here is that ACN makes you believe the money that is made by their IBOs is from the services sales, as stated in their compensation plan : *"The only way to earn income at ACN is through the acquisition of customers; therefore all IBOs must acquire customers in order to meet qualifications and advance through ACN's earned positions."* This way, the company cannot be considered a pyramid scheme because the main focus here (from what they say) is selling services. While true, it's not entirely true. In order to "advance through ACN's earned positions", you need to qualify with a certain amount of sales. Since the percentages are so low and finding dozens of customers is not as easy as it sounds, recruiting is now seen as an easy way to optimize income (% of your downline sales + recruiting bonuses). This ensures ACN that their reps maximize the profits from the new IBOs (\$500+ each)¹ while the commissions paid are very low, costing ACN almost nothing. And we haven't talked about the bonuses yet! Reps have a variety of available bonuses enticing them to recruit other IBOs & get customers. Don't get me wrong, getting customers is fine, as long as the service(s) you offer is similar or better than your client's previous one(s). My problem is with the recruiting part; it's done impulsively, by greed. You're not offering an opportunity to your friend, you're using him or her in order to reach the next level. Another tactic they will use is the signup fee refund bonus, encouraging them into recruiting their friends or family : get 2 people under you in less than 10 days and your signup fee (\$500) will be given back to you. I don't need to explain why this is wrong.



About ads (<http://www.acnpyramidscheme.com/about-ads/>)

What is the \$500 even for? People trying to recruit you will claim it's for everything ACN provides to you that you would normally have to pay for in a business : your own personal website, ACN customer service, etc. I put etc. because frankly it's unclear why you need to give them so much money in order to offer a 3rd party's service. They will claim you get your own franchise, your personal business, while in reality it's just big fancy words that mean nothing. They will also claim that starting your own business and get it up and running would cost a lot more than \$500, hence why ACN is a *cheap* and amazing opportunity. Let's get one thing clear here : **yes a business would probably cost more, but then you would actually have a business, not just a big illusion. There is also no training required, or any requirement at all for that matter, other than having \$500 ready when signing up.** This further proves that by making their program available to everyone, ACN maximizes their income from the IBOs signup fee. Basically, you're paying half a grand to ACN for the right to sell services they don't offer themselves.

Where does the \$500 go then? Well there is no proof of this of course, but obviously, like in any pyramid scheme, only the very top of the pyramid sees the color of that money. Yes it's possible to get refunded after recruiting at least 2 new reps, but with some simple maths it is pretty easy to realize that for 3 people that signed up (\$1,500), one was refunded. So in the end ACN still pockets \$1,000. Now, if both of those recruits are able to each sign up 2 people within 10 days, they will get refunded but the 4 new IBOs just brought \$2,000 to ACN. You can keep going if you want and realize it's an endless chain. The website they offer you is a simple subdomain with your name on top, using the same template for every rep. The URL will look something like <http://myusername.myacn.com/>. *(image) (img/content/acn1.jpg)*. You can find many examples linked from the Youtube videos mentioned earlier. This "website" they provide you is not worth anything. They don't even give you your own .com or .net domain name, which is only \$10 for a year, so what does that tell you about those "services" they provide you with? Useless would be a good word to describe them.

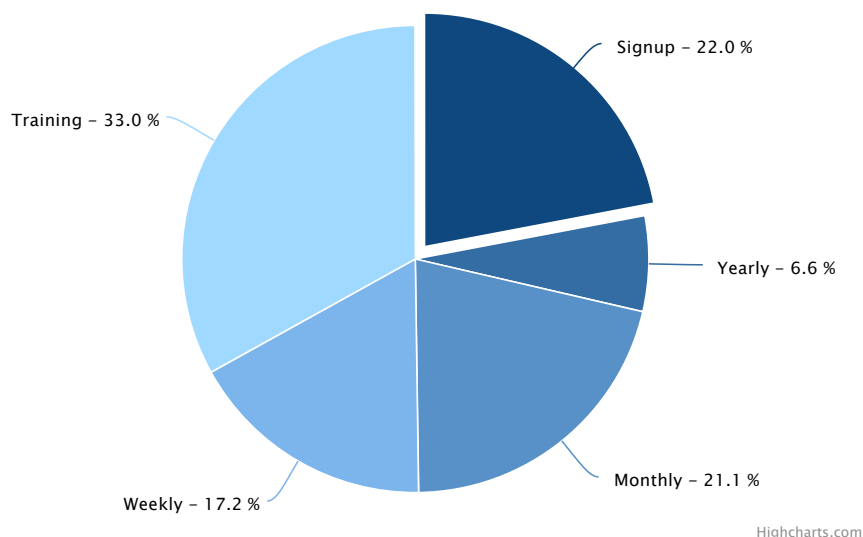
It is important to note there is a 10 day money back guarantee, so within 10 days you can get your \$500 investment back. Again, while true, most do not have enough time in a week and a half to get an overall understanding of the business since they're still buying into this "amazing opportunity" idea. And like with the unknown fees, the recruiter often omit to tell you it's possible to cancel your contract, or if they do, it's already too late.

¹ Note that ACN Europe seems to have dropped their Team Trainer fee to £48. We are not sure if this is a promotion or permanent drop in the sign up price, but as soon as we have more information, we will make an update.

THE REAL COSTS

It is claimed that ACN only costs \$500¹ to join. Often, the Gym membership sale tactic will be used : \$500 is what it would cost to join the gym, but with ACN, you can actually make money! Why not try it, it can't hurt right? So let's see a breakdown of the actual costs of your first year in ACN.

First year ACN expenses breakdown



Fee	x	Price	Total
Signup	1	\$499.99	\$499.99
Yearly renewal	1	\$149.99	\$149.99
Monthly YBA ²	12	\$39.99	\$479.88
Weekly meetings ³	52	\$7.50	\$390
Training events ⁴	2	\$350	\$700

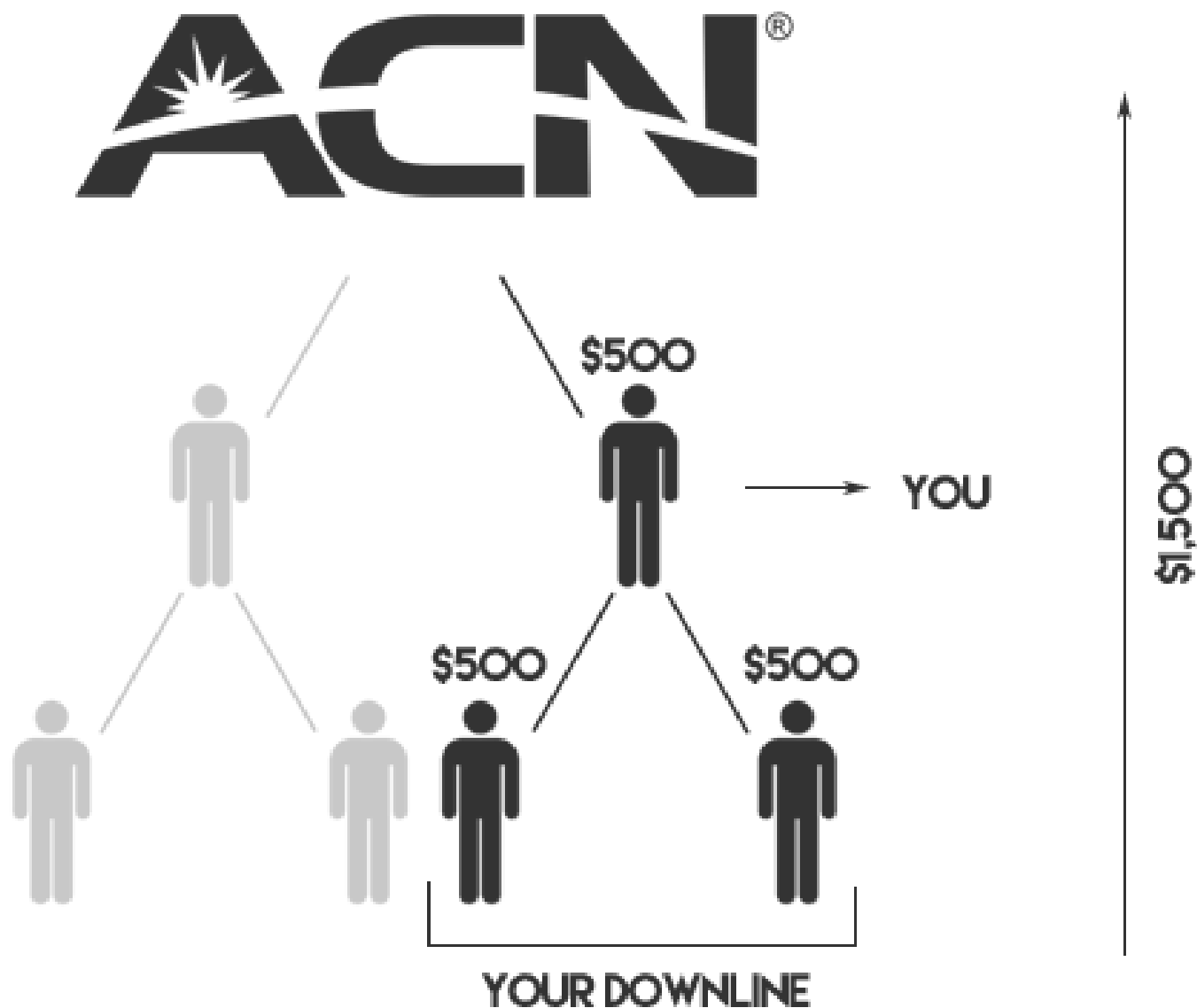
Grand total : \$1,653.21

With these calculations, you can see that ACN will end up costing a lot more than the initial \$500 you are told. Even if this is only the price for the first year (for the next remove the signup fee from the total), this price reflects the danger of trying to start your business with ACN; you are led to believe there is no risk involved, that half a grand is almost nothing (*hey, that's what a new game console costs, why not try ACN instead?*) and that if you put in the effort, you will succeed. Yeah well, in 2010, ACN *stated on their website that the average income for ACN reps was approximately \$500 (img/content/acn-income.png)*. Let's use our logic again here for a second, so this means :

- a lot of people (read: the majority) of reps make approximately \$500 a year and end up breaking even or losing money because they had to spend anywhere from \$500 to \$1,500 that year,
- since it's an approximation, it's safe to say many reps did not make *any* money, even though they did everything they were told to do,
- the money that is lost by the people in the two previous cases has not vanished. It simply goes up the pyramid to the very few people (compared to average reps making approximately \$500 a year) at the top.

The trick is simple : ACN counts on you not giving up in order to make you continue to pay them the "fees" required to stay in the program. If you quit, they will claim it is your fault (you'll believe them) and you have to swallow your pride for failing. *Better luck next time*. If you keep going, it will keep costing you money, but at least *you're not giving up*. This is the mind game ACN is playing with you.

Always remember : YOU ACTUALLY ARE THE CUSTOMER, not the people you sell services to.



This graphic does not take in consideration all the levels of compensation above you (your recruiter, your recruiter's recruiter, and everyone above them that earn money from your hard work).

Only the \$500 signup fee was taken into consideration. Based on our previous observations, you can easily double this number for each IBO.

Take note that you're never seeing the fees people under you pay, this goes directly to ACN, so you have no way to know how much ACN profited from you. (For example, maybe for every \$1 you earn, they get \$50 or \$100)

Starting A Business?

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About ads (<http://www.acnpyramidscheme.com/about-ads/>)

¹ Note that ACN Europe seems to have dropped their Team Trainer fee to £48. We are not sure if this is a promotion or permanent drop in the sign up price, but as soon as we have more information, we will make an update.

² *"Your Business Assistant" (img/content/yba_monthlyaia21.jpg).*

³ Reps need to attend weekly meetings that costs \$5-\$10 each, so the \$7.50 price tag is simply a rough estimate.

⁴ The price has been set based on an estimate of 2 events taking place during the year (estimated at \$350 each). We considered travel expenses (hotels, gas / bus / plane, food) in this price. Note that an event can take place in another country, meaning the price can be a lot more.

CONTINUE READING :

The ACN Scam Part 1 - The Money (<http://www.acnpyramidscheme.com/acn-scam-part-1-the-money/>)

The ACN Scam Part 2 - The Deception (<http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/>)

Cult mentality in ACN (<http://www.acnpyramidscheme.com/acn-cult/>)

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The ACN Scam - What they didn't tell you

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 - [Rapper Redman's involvement in ACN](#)
 - [Donald Trump for president!](#)
 - [ACN Europe Team Trainer fee](#)
 - May (4)
 - April (1)
 - March (4)

Monday, 22 June 2015

Rapper Redman's involvement in ACN

We all know that Donald Trump's involvement in ACN is the reps' favorite argument in order to showcase the legitimacy of ACN. As I explained in another post, this is nothing other than a paid endorsement. I was contacted about a month ago by someone claiming the rapper Redman "joined" ACN and is now involved in the business too. At first I thought this was hard to believe and the only evidence available were a couple pictures of himself with some successful ACN reps.

Fast forward to last week-end and it was ACN's San Jose training event taking place. I got tweeted a video showing Redman doing some sort of motivational speech in front of the whole crowd and now I have no other choice but to realize he is indeed involved in this company. Here is the short video (the sound quality is low) :

Redman



To me it still looks like an endorsement. If you look at his [Facebook](#) and [Twitter](#) pages, there are no mentions whatsoever of ACN or any sort of opportunity. Why's that? When people are involved in ACN, the first thing you will see them do is promote the business to their friends and family through social media. I think the simple answer is that, since it's an endorsement, Redman will do everything he can to hype the crowd, as he would at a rap concert, but outside those walls he's not involved at all in the business and has no reason to share it with his fans and people following him.

As an example of why having big names is important to ACN, here is a Facebook post from a rep using this as a way to prove the legitimacy of his "business". This is how these endorsements are used and why you shouldn't always believe what you might be told.



Posted by [Bob](#) at 10:02



1 comment:



[Olivier Anderson gilbert](#) 13 July 2015 at 15:54

You don't know what youre talking about, all you say on that blog doesnt even make sense. Get your informations right before talking crap on this company, it changed thousands of people lifes and way more, study the comp plan properly before saying non sense.

And go watch this www.dsa.ca

and look at :

- us business review
- fortune
- wall steet journal
- success
- succes from home

you think these world class magazine disnt made their researches properly.

You guys got time to lose while we getting paid while you using it and paying it for the rest of your lifes...

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[The ACN Scam : Part 2 - The deception](#)

[Updates](#)

[Disclaimer](#)

[Welcome to The ACN Scam blog!](#)

Tuesday, 3 March 2015

Welcome to The ACN Scam blog!

The main goal is the update you on the scam behind the company ACN. We will post as much information as possible about this company that we consider to be a pyramid scheme and explain thoroughly why you should avoid ACN at all costs.

To get a better overview of what ACN is, feel free to visit [ACN Pyramid Scheme](#), a parent website, to better understand what it is about.

Posted by [Bob](#) at 11:36 No comments:



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[ACN is for the children](#)

[The Vault](#)

[Submit your story](#)

► April (1)

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Sunday, 17 May 2015

ACN is for the children

Am I the only one seeing something wrong with this?



Of course nobody can deny that helping feeding children is a noble and great thing to do, but in the case of ACN this is an obvious way to gain positive PR and make people forget about the shady stuff.

Oh ACN helps feed children, what a wonderful company, why should I doubt their legitimacy?

Again you will tell me any company that donates to charity does it for positive PR (on top of helping of course). While true, it doesn't change the fact ACN does it for the purpose of covering their unethical behavior. So I'm not saying to stop feeding the children here, only to look past these tactics to lure you into their company.

Posted by [Bob](#) at 19:11 1 comment:



Recommend this on Google

Thursday, 14 May 2015

The Vault

Recently, ACN Pyramid Scheme has anonymously received some pretty interesting information concerning ACN, IBOs and their practices. Without going into too much details for now, new information should surface on the website in the following weeks. The blog will keep you updated on the latest news. I would like to thank again the person who has forwarded this information to us.

Another update to the site has been the addition of "The Vault". All the interesting documents will be dumped into this folder for everyone to view and download. The most recent additions (the only files there for now) are also documents forwarded by the anonymous source. They show the acquisition bonuses ACN IBOs are offered.

[Visit the Vault here.](#)

That's it for now.

Posted by [Bob](#) at 18:58 [No comments:](#)



Recommend this on Google

Monday, 11 May 2015

Submit your story

On top of having a comment section at the bottom of the front page, a new page containing stories and experiences related to ACN is being created in order to hear the other side of this so called "amazing opportunity".

We have received emails and are appreciating the feedback people are giving us, so don't hesitate to say hi.

Also, more updates coming shortly!

Posted by [Bob](#) at 21:11 [No comments:](#)



Recommend this on Google

Sunday, 26 April 2015

Cult mentality

A big part of the ACN scam is the cult-like techniques used in order to gain and keep IBOs. It would be easy for people to walk away from ACN once they realize it's not that profitable, but by using certain psychological methods you will realize how easy it is for them to build an army of loyal brainwashed reps.

A first version of this text has been added [here](#). As you may have noticed, the website is not updated as often as last month, so more content will be added in the following days, this is only a first draft.

As always, if you have any questions or would like to share something, feel free to [contact us](#).

Posted by [Bob](#) at 07:27 [No comments:](#)



Recommend this on Google

Monday, 30 March 2015

The ACN Scam : Part 2 - The deception

A first version of the second part of this text has been published here :
The deception.

In this piece, we discover that the people most affected by this deceptive business are the relatives and friends of the ACN reps. Their trust is being used by ACN themselves as a way to gain customers. These people are the ones targeted and called their "warm market". A business based on so-called "favors" is not a good business. Period.

Take note that the text is not yet completed and many more points needs to be addressed. As you can already see on the page, the following topic will be the cult-like mentality of this MLM. Stay tuned for updates.

You can follow ACN Pyramid Scheme on Twitter here : @acnpyramid

Posted by Bob at 18:34 No comments:



Recommend this on Google

Thursday, 26 March 2015

Updates

So in the past month I've been adding more content and working on the website. It is not yet completed as I have other obligations right now, but in the next couple of weeks it should be almost done.

What has been added :

- Separated pages for the different parts of *The ACN Scam* (Part 1 and Part 2). Only the first part is available right now.
- A page page with the content of the cost breakdown section from the main page.
- Another page dedicated to our good friend Donald Trump and a look into his endorsement of ACN.
- A resources section still in construction. Links and articles will be available in it.
- An "Experiences" page where I will post user submitted stories about ACN.

As it is stated on the website itself, this whole thing is still being worked on, so keep checking back for new content. Part 2 of *The ACN Scam* will be released shortly and more will follow.

If you have any question, comment or feedback, feel free to send an email to contact@acnpyramidscheme.com.

Posted by Bob at 08:09 No comments:



Recommend this on Google

Tuesday, 3 March 2015

Disclaimer

The blog

First of all, let me be **clear** here. *The ACN Scam* is *not* intended to bash on the company that is ACN and no real accusations are being made. They offer legitimate communication and energy services (on top of many others) and use a multi-level marketing program to recruit Independent Business Owners (IBOs) to help sell those services. In itself, everything here is legitimate and legal. You are entitled to your own opinion, and so are we.

That being said, it's important to mention that this blog is also not intended to convince you to join ACN or *any* other MLM / business opportunity like it is often the cases with "the truth about X" blogs. You can keep your peace of mind during your visit because other than the average Google advertisement, you will not see any sponsoring / selling / marketing on this website. **Only facts and opinions.**

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Data

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If you have any question, feel free to [contact us](#). Enjoy your read.

Posted by [Bob](#) at 12:42 No comments:



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[ACN 2016 Asia expansion plans](#)

► July (1)

► June (3)

► May (4)

► April (1)

► March (4)

Friday, 28 August 2015

Good News: Vemma shut down for running a pyramid scheme

Vemma, the energy drink and other "health" products MLM company has been shut down by the FTC for running a pyramid scheme. This is great news since it might help shed some light on ACN as well, since it gained attention recently for being endorsed by presidential candidate Donald Trump.

Read more about the FTC's ruling here : [FTC Acts to Halt Vemma as Alleged Pyramid Scheme](#)

Posted by [Bob](#) at 06:08 [No comments:](#)



Recommend this on Google

Thursday, 13 August 2015

ACN 2016 Asia expansion plans

So it seems that the plan for ACN is now to expand their business in Asia. Like for any company, it is a good thing to try and grow your business in order to maximize your income and power. The more your grow, the more money you get, it's simple.

But in this case, expansion is not a good thing. It will expose even more people to the dangers of ACN. It will be interesting to see how this plays out for them. If you remember the Enron saga, you know it didn't turn out so well for them when they tried to enter the asian energy market. In that part of the world, there is simply no need for what ACN is offering. Their diet & health products are targeted at mostly first world countries while their telecommunication services prices are among the lowest in the world (once again, the "favors" will have to be used in order to gain customers because they won't be able to offer competitive services).

It's interesting to see all the reps getting hyped over this expansion and showing it off on social media while they have no idea of the business side of things (even if they're calling themselves businessmen/women). The buzzword "expansion" is enough to get everybody hyped and to fuel their circlejerk.

We'll see how this plays out.



Posted by [Bob](#) at 07:29 [No comments:](#)

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Wednesday, 29 July 2015

Trump endorsement numbers revealed

A recent story by The Daily Caller has shed some light on what Donald Trump is earning from ACN. According to their findings, Trump has touched \$1.35 million since last May.

Posted by [Bob](#) at 06:25 [2 comments:](#)

 Recommend this on Google

Monday, 22 June 2015

Rapper Redman's involvement in ACN

We all know that Donald Trump's involvement in ACN is the reps' favorite argument in order to showcase the legitimacy of ACN. As I explained in another post, this is nothing other than a paid endorsement. I was contacted about a month ago by someone claiming the rapper Redman "joined" ACN and is now involved in the business too. At first I thought this was hard to believe and the only evidence available were a couple pictures of himself with some successful ACN reps.

Fast forward to last week-end and it was ACN's San Jose training event taking place. I got tweeted a video showing Redman doing some sort of motivational speech in front of the whole crowd and now I have no other choice but to realize he is indeed involved in this company. Here is the short video (the sound quality is low) :

Redman



To me it still looks like an endorsement. If you look at his [Facebook](#) and [Twitter](#) pages, there are no mentions whatsoever of ACN or any sort of opportunity. Why's that? When people are involved in ACN, the first thing you will see them do is promote the business to their friends and family through social media. I think the simple answer is that, since it's an endorsement, Redman will do everything he can to hype the crowd, as he would at a rap concert, but outside those walls he's not involved at all in the business and has no reason to share it with his fans and people following him.

As an example of why having big names is important to ACN, here is a Facebook post from a rep using this as a way to prove the legitimacy of his "business". This is how these endorsements are used and why you shouldn't always believe what you might be told.



Posted by Bob at 10:02 1 comment:



Tuesday, 16 June 2015

Donald Trump for president!

Today, June 16th 2015, Donald J. Trumps has officially announced that he is

running for president in the 2016 United States elections as a Republican candidate. Now I'm not here to tell whether he'll succeed or fail, but I can already predict one thing : the ACN fanboys will be (and probably are) all over this news.

I wish the best of luck to Mr. Trump, but let's not forget one thing : he is a businessman, not an ACN representative or even executive. He is a paid endorsement by ACN, a poster boy like Michael Jordan was for Nike. The exception is, Jordan actually used the product, Trump is not. *But he showcased ACN's video phone on his Celebrity Apprentice show!* Well sure he did, because he received a very good amount of money to do so. It's called product placement. In the event that Mr. Trump becomes president (*let's be honest...*), I am eager to see what will happen between him and the company; will they continue doing business together, or will he cut the ties?

To be continued..

Posted by [Bob](#) at 15:48 1 comment:



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Tuesday, 9 June 2015

ACN Europe Team Trainer fee

So it seems that [ACN Europe](#) dropped the Team Trainer fee (the initial sign up fee) to £48. It is unclear at the moment if this is a temporary or permanent change to ACN Europe's program, and also if it is going to spread to other countries. At the moment, ACN [Canada](#), [U.S.](#), [Australia](#) and [New Zealand](#) still all have prices ranging between \$400-\$550.

If you know anything about this, feel free to let us know. In the meantime, we're looking into this and have updated the website with the appropriate notice. We'll make sure to do an update once we know more.

This is a good step taken towards making ACN a more respectable company but I think they are only doing this in order to reach more people because they've ran out of potential reps willing to pay \$500. If they want to keep the cash flowing they need to get new people in the scheme. \$50-\$75 is still a fair amount to throw away that goes into the pockets of people you put your trust into

Posted by [Bob](#) at 17:38 1 comment:



Recommend this on Google

Sunday, 31 May 2015

Wake Up Now

If you are not familiar with [Wake Up Now](#) (WUN), it was basically the same business model as ACN but with different products, and shared many similarities with them. If you wish to read more about this company, feel free to make your own research.

I recently stumbled upon a very interesting [This American Life](#) radio broadcast about the now defunct [Wake Up Now](#). It is very interesting and I strongly suggest that anyone interested in ACN and their practices take at least a half hour to give this very informative piece a listen.

From the beginning, similarities arise between the two MLM companies. First of, WUN mainly geared their efforts toward recruiting students and people of color, as does ACN. The main problem with recruiting these groups people is what they have in common : **they're struggling with money**. Students still studying or coming out of college, thousands of dollars in debt, looking for some extra income and immigrants / less fortunate people looking for a way to make it in America (also Canada, Australia, UK, etc). It is very sad to see those people get lured into these types of schemes, being promised the world but "failing"* because from Day 1 new recruits are part of the [95%+ of IBOs never making a significant income from MLMs](#).

* Note that they don't fail, the system is simply made against them, so ACN can easily put the blame on the rep for not putting enough effort. If you wish to read more about this technique, see Part 2 of The ACN Scam.

Then you have the various meetings where it's not clear what everybody is actually doing there, other than listening to gurus shouting buzz words and playing loud techno music.

I could go on for hours listing everything wrong about both companies, and how ACN is bound to fail like WUN, but I will let you listen by yourself. I have also included a report made about ACN exposing the shady practices and cult-like techniques used by reps.

WUN radio broadcast :

<http://www.thisamericanlife.org/radio-archives/episode/543/wake-up-now>

ACN report :

Fox 11 Investigates ACN



Posted by [Bob](#) at 09:58 [No comments:](#)



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SHARE YOUR STORY

We are constantly looking for new information about ACN from people currently or formerly involved as representants and also from people close to them (friends, family). We also happen to love hearing from you and are looking to provide help if you are seeking information but cannot find it, so feel free to leave a comment below and read what others have to say about this scheme.

Take note that the comments do not need approval. If it does not appear, it's probably because it caught in the spam filter.

If you do not wish to share publicly or have a private concern, feel free to email us at acnpyramidscheme@gmail.com
(<mailto:acnpyramidscheme@gmail.com>)

107 Comments

ACN Pyramid Scheme

tex2 ▾

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Join the discussion...



Ashleigh • a month ago

So glad I found this website. It basically confirmed everything I pretty much already knew from just experiencing ACN by watching my parents fall victim to it.

They've been heavily involved for 7+ years now and we fight and argue over it still to this day. They go to ALL the conferences, weekly "meetings" twice a week. Have hosted endless recruitment meetings at their house, catered meetings only to trick people into watching a DVD topped off with a fancy looking suited man yelling inspirational brainwashing phrases at them while pointing to his fancy car that ACN "bought" him, outside the window.

It's mainly my father who is the angry, aggressive one for ACN. And it is ruining our

relationship, all over ACN. His true priority. I can not believe someone with a medical degree can be so stupid. It blows my mind and breaks my heart seeing them throw away so much money. Paying out of pocket for airfare, hotel, car rental, and what not in order to attend these stupid conferences which I just learned (thanks to this site) also costs money. Unbelievable. And all for what? A whopping \$57 check every month. I've seen the monthly "income" check. My parents were also really into Amway in the 80's and after however many years of that they eventually quit. This is just worse. At least with Amway there were useful things like kitchen items, vitamins, makeup, perfume, pots & pans, laundry detergent, mouth wash and

[see more](#)

2 ^ | v • Reply • Share ›



Lucas Mod → Ashleigh • a month ago

Thanks Ashleigh for sharing this story. It basically covers every topic addressed on this site. From the money issues/lack of income to the cult-like practices and even cold marketing which is forbidden.

From how you describe your situation, it doesn't sound like your parents are about to quit.. Even by trying to show them information and being exposed to similar people facing the same problems, they won't budge. Like a cigarette smokers that knows what they're doing is bad for their health and/or are totally ignoring it.

Your husband should stay far away from it though, because that is bad for you. He shouldn't be scared or intimidated by your father.. he's with you, not him. Unless he's being supported financially by him which I doubt, he has no obligations towards him, just get him to understand that.

Thanks again for your comment! Feel free to keep us updated.

2 ^ | v • Reply • Share ›



MM → Lucas • 24 days ago

Well said Lucas !!

However, should we be greedy with one another ?!?!?!?

I

am an IBO myself, who's been in business for a while and I've seen lot's of folks like Lucas, You and others struggling for an opportunity but not ready to do so, and why?

Because, it takes a simple concept, we all need to WORK HARD... but in ourselves first, then whatever business anyone would be or choose, if they'd do what they love with few key values... Honesty and Ethic... at the end you will succeed. See, I have been Sr. Principal Consultant for over 13 years in which I am able to make on my "day job" a 6 figures income and I will still keep it doing, along with ACN and my personal growth.

Why?!?!?

Because, I love what I do and I know every day of work you need to do what I love and do my best. This is the Corporation world nowadays, and trust me, I have failed few times as well, in which, I didn't deliver and I got the consequences of the results of not achieving on corporate

[see more](#)

^ | v • Reply • Share ›



Yoda • a month ago

Is this company about selling quality services that add value to consumers or selling dreams to people who are hoping that this is their opportunity to get a piece of the action? That's the question I have, and I cannot know for sure, as I am not an IBO (Independent Business Owner) for ACN. However, I do have an Uncle and a Cousin who are IBOs for ACN, and in fact I just got back yesterday from an event with them in Charlotte NC. Overall as this site says ACN is a "legitimate" and legal (at time of writing) MLM company, however there were several things that stuck out as major red flags for me through the course of this past weekend.

First of all THESE EVENTS: The event I attended was held at the Time Warner Cable Arena, home of the Charlotte Hornets, and the place was PACKED. That arena can hold a little over 20,000 people and with tickets starting at \$149, you're now looking at a major source of revenue for this company. Some quick multiplication tells me they could be bringing in as much as \$2 Million dollars each event which held quarterly means the company could be bringing in \$8 Million dollars a year or more just from holding events. Wait, are these guys service providers or Rockstars? Of course, yeah yeah, the events are not required. However, among one of the speakers presented a 13 step action plan to achieve SVP (Senior Vice President) status, #12 was "NEVER MISS A TRAINING EVENT AND PROMOTING THEM". Of course that was not the only time they said that it was drilled into

[see more](#)

2 ^ | v • Reply • Share ›



Ayouk • 4 months ago

I was invited to a first meeting while I was still at university. Question marks were already running through my mind as this 'friend' was someone I had barely spoken to in my years at uni. He first contacted me and spoke about this "SUPER DUPER AMAZING OPPORTUNITY" that's about to change the world. Something that had him super excited that I just had to check out. He told me that I should bring as many friends along as I want so that they can also be a part of it. As I was out of the city, I declined.

Fast forward a few months, I get contacted again. This friend tells me that he's in the city for a night out with some friends and asks me if I want to join. I saw no harm in partying and having fun so I accepted. Again, this is a friend that in all my years at uni has never asked if I wanted to go partying with him. The night ends and he tells me that he has a meeting the next day. He tells me that I should stop by before he leaves the city. I genuinely thought he was

just acting like a friend so I thought "why not?".

The next morning, I meet him and some of his friends that I met the previous night. The only difference is that they were 'sharply' dressed (2 of them were wearing really cheap suits). I then got taken to some room that they rented out and met people I knew from uni, who were also there for the meeting. The ACN crew decide to start playing some "started from the bottom now we're here" type of songs from a playlist called 'ACN'. Once everyone was seated, the presentation, which largely consisted of a whole bunch of shouting to show enthusiasm, started. We were shown countless videos of 'guys who made it' (All of these people make Mayweather look humble).

By the end of the presentation, members of the ACN crew then spoke to the attendees 1-on-1 and gave us their sales pitch. In my head, I knew that I needed to get myself out of there as I wanted to give myself enough time to think and do some research. I tried to make this point, but couldn't get my words in as I was bombarded by statements like "this was such an amazing opportunity that I will miss if I don't act now" and "we never give people this opportunity again if they turn us down". Eventually, the other attendees started leaving one by one. I knew what would happen if I was the last to leave, but I still couldn't get a word in while being bombarded with the ACN words of wisdom. Once everyone left, the 1-on-1 quickly turned into a 5-on-1. I was circled and was now getting continuously hit with the sales talk from all angles. The pressure was well over 9000 (for the DBZ fans). At this point, the contract was physically being handed to me. To get out of it, I lied and said that I would join later that evening, but needed to eat first. As if it was even possible at this point, their level of enthusiasm shot through the roof when I promised to be a part of the team. They even took a picture to mark the momentous occasion (I didn't even smile...I hope they noticed). I did all of the Maths when I got home and swiftly rejected the offer when he called to say that he was driving by my house. I thought that was the end of it until he contacted me again to tell how great things were. He asked me if I was interested and I said no. I no longer speak to him as I have lost all respect for him. The End.

2 ^ | v • Reply • Share ›



Tara ➔ Ayouk • 3 months ago

"The pressure was well over 9000 (for the DBZ fans)". This guy. lol

^ | v • Reply • Share ›



Lucas Mod ➔ Ayouk • 4 months ago

Nice story, just shows how they don't want to give you time to think, you need to act on the spot or else you miss the opportunity. Where is the logic in there? If it's such a great opportunity and reps "only recruit people who are willing to put in the time and efforts", why would they try so hard to sign you up in such a hurry. They should be happy to give you time to think and answer any questions or doubt you might have. In your story, they do the complete opposite and I'm positive you're not alone in this situation. It sucks to lose friends over this, but as you said, he wasn't a friend in the first place, he was simply trying to use you.

Also, "All of these people make Mayweather look humble" is a great comparison. Gives you an idea of what those people sound like.

^ | v • Reply • Share ›



Arthur Zetes • a day ago

Caveat. I am an online business owner making passive income. One year ago I was making \$160/month, and 10 months later I made \$3,000 in one month. So I have experience.

My friend pressured me to join the "great business opportunity." So I checked this site out.

The more I read about ACN, the more I see it's just like any other MLM. You aren't making a business, you're a salesman on commission. The only skill you will need is sales.

If you work hard at human psychology, influence, and are cutthroat then you will be successful.

The issue gets down to the true value ACN is creating: there is none. They try to paint a simple dream of getting passive income, not emphasizing the amount of work that goes into it. They also don't show that all they care about is you giving them money (this is the worst part about it).

If you are the type to be successful with ACN, you should start your own business using the unique intersection of your own skills to do something that actually helps people. Not destroy the lives of so many gullible people.

1 ^ | v • Reply • Share ›



Lucas Mod → Arthur Zetes • a day ago

Very well said.

^ | v • Reply • Share ›



Laura • 9 days ago

I am in the U.K. My story is like most on here with my husband, and partner of 13 years involved. I told him I was against it and how it was a con from the outset. Like others he was brainwashed, it took over his life, all his time, he hassled friends and family, he paid for people to join (paying £300 to get a £50 bonus makes no sense but he really can't see it), he went to all the events which cost money.

He was told to cut out people who didn't agree (including your wife and children it would seem) as in the end it has cost us our marriage and I am now on my own with our 2 young sons (4 years and 18 months)

My husband's best friend since he was young got him involved when my youngest was just weeks old. He actual did the 'talk' when dropping off the congratulations on your new baby card! Well he had since bailed and now working abroad having nothing to do with it.

Like others my husband has been convinced of this ACN family, flash cars great income etc but has seen none and is spiralling into debt and bad credit, taking me with him too by association.

It's one of those things you can't explain till someone you trusted and respected gets involved. My sister in law described it as brainwashing, how for example you see young people on the news brainwashed into terrorism and their family and friends say how they were a nice normal student, colleague, son, daughter etc. You think no way, there must be something else, you don't get brainwashed over night. But then I saw it first hand with ACN. All logic is gone all reason is gone, usual views and morals gone, and Maths that can't be argued with is.

I have given up. ACN can keep my husband as even if he left now the debt would still be there and he has set us back around 5 years of savings.

I hate and despise ACN and the reps .

1 ^ | v • Reply • Share ›



Angry • 24 days ago

So glad I found this. It does confirm a lot and even reveal information "they" didn't disclose (they knew we were on to them! Lol)

An old high school "friend" who we pretty much hung out with everyday during high school, recently contacted us after about 1 and a half years. He said he was coming back from Queensland and wanted to show us something. It had been a while since we "hung out" so we agreed to meet up with him.

(To be honest: we've always known he was a fake "friend", always jealous, unreliable. The message he sent to ask us to meet up was just too formal and business like. Is that how u talk to old friends u grew up with?)

Ok so we ended up meeting up with him. At the time we knew it was for business reasons that he called us out. We walk into the lobby of a hotel/pokies (where he asked us to meet him) to see that he's sitting with an older man. They were both in suits with briefcases and we knew exact what this was...

Our "friend" starts off saying he wanted to inform us about a charity organisation called Food bank. Then he tried to "handball" us to his "new business associate". (Guessing he's in training cos he didn't say a word to me as he sat there intensely watching his new business

[see more](#)

1 ^ | v • Reply • Share ›



Lucas Mod → Angry • 23 days ago

First of all Donald Trump cut ties with ACN not so long ago, so if someone tries to use that with you again, it's another argument against them.

Also I love how they use a charity in order to try and appear more legit. It actually works, because you can't complain about feeding children without looking like an idiot. "Yeah but even if ACN gives money to food banks, it doesn't change the fact they operate a shady business" "Bro they FEED THE CHILDREN, how can you be against that?". I've heard it more than once.

I used this analogy on here previously iirc, but I'll repeat myself. If a killer or criminal does charity work during the day or donates tons of money to whatever charitable organisation, but does his dirty deeds at night, would you say that it excuses the bad things he does? No of course not.

^ | v • Reply • Share ›



Eric • 2 months ago

I was sitting at home and got a call from one of my good friends asking if I wanted to make some money and to go down to the Jewish Community Center at 6 if I was. Immediately alarm bells started going off in my head because of the way she told me this and the location, lots of places like this tend to meet there for whatever reason. Out of concern for my friend and wanting to waste the time of the people giving me the pitch I went and met them. They were, odd, for lack of a better word. One was a young, 20's, hispanic male who worked with my friend and the other was a white middle aged male, they weren't dressed in the ill fitting suits that are stereotypical for these types of things and looked like they dressed fairly well at first glance, upon closer evaluation of the middle aged one, who seemed to be in charge, I wasn't paying attention, had a decent knockoff watch and the settings in his ring were imperfect and poorly aligned. Their pitch was the same as probably everyones and I sat through it feigning interest, just as they tried to connect with me. For example, my friend had told them I was a martial artist and the guy knew and had 5 working for him and they all studied my same style and were high ranking in that style (even giving me bogus ranks that were not a part of the style). Long story short they did not get a real number or email address out of me, or at least an email that I check. I said goodbye to them as my friend and I were walking to our cars and as soon as they left I dropped my amiable facade and was stone angry at my friend, who is naive enough to get caught up in these things, and tell her that I was not happy. They said I didn't have to do anything if I didn't want to, and I said no that I wasn't happy that they got wound up in this mess. I managed to get her to see things from my point of view and she broke off contact with both of them too. I count this as a win for me, except this cut into my video game time,

1 ^ | v • Reply • Share ›



Lucas Mod → Eric • 2 months ago

Good on your for being upfront with your friend, it's what I would've done too. Sometimes it can end a friendship, or at least put it on hold because the person involved is blinded by all this, but once they see through the bullshit, they'll thank you.

^ | v • Reply • Share ›

**Eric** Lucas • 18 days ago

Luckily they pretty much did as soon as I dropped my facade. I'm normally a fairly easygoing and carefree person who diffuses situations with humor, so the shift from that to anger was a violent jolt to her which made her realize that I was not playing around anymore.

^ | v • Reply • Share ›

**Lucas** Mod Eric • 16 days ago

Glad to hear!

^ | v • Reply • Share ›

**KU** • 2 months ago

three years ago I had a huge argument with an old friend who recently joined ACN and wanted to recruit me. We ended things on a pretty bad note and ever since then he keeps posting on social media about how his haters can suck it with plenty of pics of him in suits, trips all around the world, etc. I don't believe ACN works for the overwhelming majority of people, but is it possible that non founders can actually make money? Recently this friend bought a \$150 000 car. If he truly was making pitiful amounts of money, surely he wouldn't even be able to make a down payment much less the cost of borrowing right? His parents are upper middle class and he claims to have hundreds of people in his network but I can't tell whether all his expensive purchases are from ACN or his parents.

I have a really bad habit of comparing myself but I always took his social media pics and posts as "photo ops" and self-branding. I recently became an Investment Banking Analyst thinking it'll lead me to real income but after paying a shit ton in federal and state government tax plus NY rental cost (holy shit it's expensive), I realize my monthly take home pay is actually tiny so I've began questioning my career path. If that friend really is making that much money AND has a shit ton of free time (granted he might be 1 in 10 000), why not just pour all my time into ACN instead? What do you guys think?

1 ^ | v • Reply • Share ›

**Lucas** Mod KU • 2 months ago

Yes some people will make money with ACN, but what you have to understand is that all those things you say of comparing yourself to others and being impressed by all the flashy stuff he "has", that is the whole image ACN wants you to see so you can dream of being like that. Like it is stated on the site, more than 95% of IBOs end up making \$500 or less in their first year. Surely it can't be because people "fail" or "quit". It's because ACN is based on deception and the majority are led to believe it's an easy way to make money. Would you be able to spam your friends and family (because ACN forbids cold market recruiting) in order to advance through the levels? Would you be able to tell them straight to their face "Sorry you lost \$500 on this because I promised you could make money". I sure wouldn't.

At this point it really is your decision, I can't tell you what to do so I'll try to give you my best advice: don't be tempted by ACN or any MLM for that matter. What all these

my best advice . don't be tempted by ACN, or any MLM for that matter. What all these companies are selling is a dream, and once you realize it's all fake it's too late. Look at what happened to Vemma. What were all those nicely dressed and charming people saying? "It's not a pyramid scheme, Vemma sells real products" "Vemma is the future, it can make you rich". And what now? Shut down by FTC.

Read comments further down and on acn.pissedconsumer.com. You'll get an idea of what types of services you'll be selling and what kind of affect it has on your relationship with people.

Hope it helped

^ | v • Reply • Share ›



Bemused, not amused • 3 months ago

Just stumbled across this website. Thanks for creating, MLM has always kept me bemused as an example of human stupidity. Some close friends bought into Agel many years ago and I recall being made to watch a sales pitch video with them. I said to my two friends at the end of the video "you have both just lost \$1,000" (the Agel buy in at that time), to which they both humbly agreed, about a month later.

I heard about ACN around four years ago after meeting my then next door neighbour at her car to help unload the shopping. She was a kind woman with a pleasant husband and teenage son. It took about three months of us living next to each other before the pitch came. Helping unload the car, she said -paraphrased- "what if I told you you could save \$500 a year off your mobile and telephone bill?" To which I remarked, "I'd be amazed how you could do that as I am only paying \$17 a month." Not put off, she pressed on to tell me about ACN (which I thought was a silly name for a company as it stands for Australian Company Number (I'm in Australia)), and how she had just come from a great sales conference in town. I started to glaze over a bit during the spiel, actually, the glazing started when I heard the words "what if I told you." You see, this expression is really, the sole domain of the MLM purveyor.

I said I wasn't interested, to great protest, as I know that "I'll think about it" just means you have to deal with the problem later.

I went inside my house and straightaway looked her up. She was listed on the ACN website as their top seller! I think her name was Memory. A Kiwi. She drove a second hand S class merc (nice car) and lived in a very modest town house, next to me, in a modest area of Sydney. No one else in our block drove an S class. She and her family were lovely to live next door to so I won't make any further value judgements there.

1 ^ | v • Reply • Share ›



And another thing ➔ Bemused, not amused • 3 months ago

To complete this comment, ACN's website is an example of MLM 101. The site is designed to sign up sellers not customers. Compare it to another (legitimate) telco website. Is the website designed for the reseller or the customer? As soon as the

website. Is the website designed for the reseller or the customer? As soon as the emphasis is on the reseller, it is MLM. Pure and simple. Nothing further to say.

1 ^ | v • Reply • Share ›



CPM ➔ And another thing • 2 months ago

When you become an Independent Business Owner, IBO, and are now a part of the ACN Direct Sales Force, YOU are the one that signs up Customers through your own web portal. So because you aren't an IBO, you can't see what goes on in the back office of the web portal and how you have customers that have converted their services. So your comment is not true. Incomplete at best. There are two ways to make money in this business. You must sell services. So you make money by converting customers services to your business, (just like any other competitor would) and by recruiting a sales force to exponentially grow your business. (just like real estate brokers do by adding a sales force of agents to their team-no different). And like real estate brokers, the more you help your people, the more they are able to create their own success, and that in turn enables you to earn more as well. I'm a realtor and found out about ACN. I'm able to help the Boys & Girls Club. You can read my comment above.

CPM

^ | v • Reply • Share ›



Acn success story • 4 months ago

Lucas has deleted all of my posts on the positives of ACN. He's only willing to show the negative comments, that's an indication of his intentions. He has no business experience and is not qualified to evaluate a business. This website is an absolute joke and not based on any facts.

1 ^ | v • Reply • Share ›



CPM ➔ Acn success story • 2 months ago

I agree with you ! Let's see if my comments are kept.

^ | v • Reply • Share ›



Nicholas Patrick ➔ Acn success story • 3 months ago

totally agree.... ive made hundreds of thousands of dollars and helped hundreds have success... this website is bullshit and was definitely created by some broke loser.

^ | v • Reply • Share ›



face palm ➔ Nicholas Patrick • 3 months ago

By "helped hundreds have success" I take that you mean, you have helped hundreds of people save money off their communications bills. To which I say well bravo!! Obviously "helped hundreds have success" does not refer at all to resellers, as this would indicate a pyramid scheme. Regards.

1 ^ | v • Reply • Share ›



Lucas Mod → [Acn success story](#) • 4 months ago

I know why you're doing this, and don't worry, I am posting this only for transparency reasons. If you continue spamming I will be forced to delete your comments.

I will leave the previous ones up so people can laugh at your attempt to "expose me".



^ | v • Reply • Share ›



Janet Sok • 4 months ago

A coworker I knew is involved in ACN. I hardly even knew her, and just because she and I were on friendly acquaintance terms, she invited me to an ACN seminar meeting. I never heard of ACN, or "network marketing", nor have I ever been approached about it before. Because I'm very curious about a lot of things, I decided to check it out. (This was a few days ago). As I sat down next to her, there was really loud techno music and all these people in business attire, looking very excited. I was very confused about why all these people were excited. When the meeting began, there was a person who was talking about his experiences in ACN and some top SVP named Michael An was present as well. As they were explaining about ACN for those were new, a lot of questions ran through my mind. And for a few minutes, I don't know why or how, but I felt brainwashed and suddenly desperate for money. The SVP kept saying how he was able to retire his mother, and other things like that. I almost felt convinced.

Then my co-worker's mentor came up to me and started talking to me. She was really nice, but she kept pushing me to sign up for the international convention that is happening this weekend. That's when red flags hit. I kept making excuses of how I have practice for a sport that I'm in and other priorities, and that I cannot just drop everything last minute for this convention. But she kept saying, "Well, is there someone I could talk to?" and "Don't you want to have more free time to do those things?" And kept pushing it so I felt very, very uncomfortable. I kept telling her I would think about it and let my coworker know. She just didn't know how to stop talking and stop pushing me.....so when I went home that night, I immediately came across this page and started doing some research.

Then someone else that my coworker knew called me the next day and tried to convince me for the next 30 minutes, while I kept telling him no. He also asked me if he wanted me to talk to my coach and help figure out the priorities, and by then I was just beginning to get angry, frustrated, and annoyed. In my head the whole time, I just thought, "I already made up my mind...I'm not going to join at all."

In short, I just had a weird feeling the entire time, and thought of another friend who had done this sort of thing before by selling beauty products, and knew it must be of the same kind of

marketing. In all honesty, I was pretty frightened, because I thought they were going to be successful in brainwashing. I am at a situation where I'm tempted to make any sort of money to pay off my student loans. But this page...really did save me and really did plant seeds of doubts in to my head, so I truly thankful to the people who made this website and I truly hope more people come across this page and get out of ACN quickly. I don't like people pushing me to do something, and I definitely do not like Donald Trump which is why, I was even more weary of joining.

I'm worried for my coworker because she's a sweet innocent girl who's just desperate to retire her parents but I hardly know her and it seems like she's pretty convinced. Anyways, I'm sorry this is awfully long and thank you once again for this site. Truly, truly saved me money and time.

1 ^ | v • Reply • Share ›



Lucas Mod → Janet Sok • 4 months ago

Thanks for your story Janet,

The "[he] kept saying how he was able to retire his mother" is really a great way to get a grip on people that don't necessarily want to make a ton of money, but more as a way to help others. "If I do this, maybe I'll have enough money to help my father who's sick!" or "If I do this, I will be able to pay off my mom's mortgage!". Those people have good intentions and only want to help others, but simply don't realize that what they're involved in will not help with those things at all. Of course the SVP might not be lying about his mom, but he had that kind of money because he got in early in the scheme and was one of the lucky few who could make a living solely from ACN. This is not the case for 95%+ of IBOs. The average rep makes \$500 a year with ACN, without counting expenses. How's that gonna help you retire your mom?

Also like I said in reply of another message above, they love to put pressure on you and make you sign up as quickly as possible. It's a way of making you act impulsively and to convince you (consciously or unconsciously) that you could miss out on this, even if there's nothing to miss on about. Think infomercials for example; "BUY IN THE NEXT 5 MINUTES AND GET NOT 2 BUT 3 SHAMWOW". Yet that infomercial will be on TV the next day and the one after that, and I'm pretty sure even if you call 2 hours after it will still be the same deal.

And thank you for the kind words, glad it could help you. Try to share the information you found with your friend, but from personal experience, what happens most of the time is a waiting game. It might take a month, 3, 6 or even a year, but at some point your friend will realize by him/herself that what they're in will end up not paying that much, and they'll leave.

^ | v • Reply • Share ›



Taylor Ross • 4 months ago

Hey Lucas



Hey Lucas,

I really enjoyed the read. You covered some great points. For months now I've seen people on my newsfeed promoting this and talking about how great it is. I've known it was a Pyramid scheme but didn't really have any proof. Now I can't just go copy and paste your whole article. So what is a good summed up paragraph I can use to kind of show people that ACN is not what they think it is, without flooding them with information at first. Thanks!

1 ^ | v • Reply • Share ›



Lucas Mod → Taylor Ross • 4 months ago

Sorry for the late reply. I would like to be able to make something short, but this website is a summary in itself. There is so much to say than just a couple sentences is not enough. It will be rebutted by reps with common counter-arguments like "If it was a pyramid scheme it would be illegal!".. You get the logic.

You could try to show them the website or come up with your own summary, or even show the experiences that people are sharing here. Hope I could help more!

^ | v • Reply • Share ›



zuzu ikie pongo punga • 4 months ago

zuzu ikie pongo

I was invited to that place and when i first got there i thought to my self I hope its not one of them door to door marketing events or something that you get commission for. When i got there from the start of the presentation i see that they wanted phones off and stuff ,that got me thinking many things, then all these RSVP or what ever started coming out with big ego's saying they are making tons of cash and working is not good,, they each would come out with a entrance theme song and it was always rap music,after from there i knew the deal and what they were trying to do to make us join, it's like you would be stupid to join just because they pump you up with rap music and wearing squared suits with sharp shoes, they can get the stupid peoples attention, i was like looking at my friend next to me and the way he was nodding his head when the guy was talking it was like he was in church and they are preaching, the vibes was,t right for me and i knew i had to get the fuck out of this place, a bunch of money hungry people that dnt know each other well and start to do business after watching videos of cars and materialistic stuff, i look at my friends even doing this and i think there are so stupid ,some of them have good jobs and now have cut there hours to give there life to acn, im sorry to say but these people need prayers

1 ^ | v • Reply • Share ›



Lucas Mod → zuzu ikie pongo punga • 4 months ago

"a bunch of money hungry people that dnt know each other well and start to do business after watching videos of cars and materialistic stuff"

This is a great way of putting it, thanks for that!

^ | v • Reply • Share ›



John d maxwell • 5 months ago

It's better to become a begger rather than signing up in acn. Acn is a complete wastage of time and money, if anyone wanna join it than get ready for a no ending game, you have to work day and night for your whole life if you stop every thing will stop, this is the reality of acn

1 ^ | v • Reply • Share ›



Jo • 5 months ago

Keep up the good work! I absolutely detest these kind of schemes and the way they manipulate and exploit impressionable/naive people.

1 ^ | v • Reply • Share ›



Justine Mikaelson • 4 months ago

My sister joined ACN around 2012 or so. All she talks about is money and "helping Mom and Dad to financial freedom". She's recruited as many people as she could and tried to recruit me. I told her I have no interest in running such a business, I have my own and it's all I care to handle right now. Still she somehow convinced me to see what she does. ACN had a meeting by my place and so I attended to "support her" but I already knew what type of meeting it was. All worshipping the all might dollar and how you can build your business with 10-15 hours a week being put into it. I gave smiles and what not and nodded my head. After the whole sch-peel was done, there was some time to meet up with the members.

So when one tried to convince me that not only will it "help out my sister" it would be financially beneficial to me as well. So I told him that I have my own small business. I run a boutique PR firm and I have it running on auto-pilot now, and work about 20 hours a week earning over \$10,000 in salary a month, and still banking money (profit) for my business and expenses paid for my business partner and my employees. I told him to incorporate nationally in Canada, it cost me \$450, less than the \$500 ACN... No answer. At that point, my company was four years old. I facetiously said, "So you want me to leave or somewhat ignore my profitable business, with minimal expenses that I have been building for the last four years from one client to 14 to pay ACN \$500 and recruit through my friends and family?"

[see more](#)

1 ^ | v • Reply • Share ›



Lucas Mod ➔ Justine Mikaelson • 4 months ago

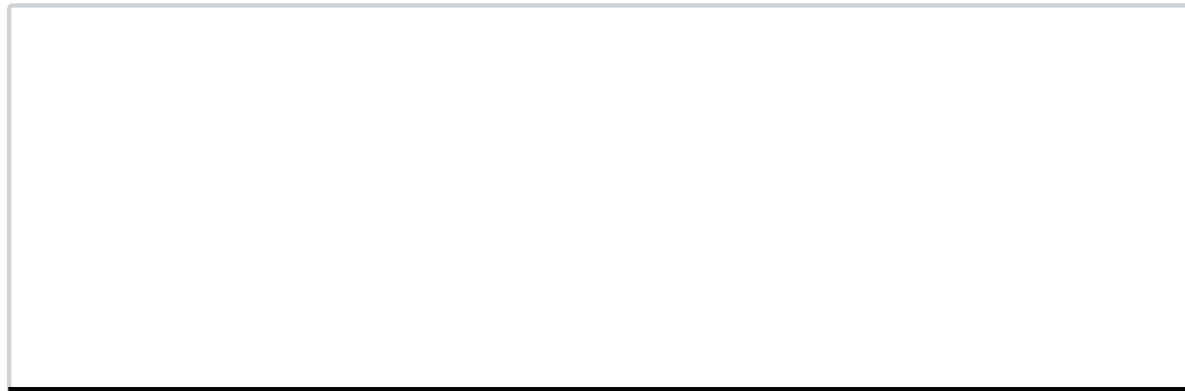
Great comment, so many points I'd like to address:

First of all I hope things got better for you, this is really not something anyone should go through.

"It would really help your sister's business out, and you have really great business prowess."

-Like I said on the site, I think this is their #1 way of getting people to join or at least sign up with them. Favors. Always favors. Just look at this ·

sign up with them. I never. I always have. I just look at this .



[see more](#)

^ | v • Reply • Share ›



Nicholas Patrick → Lucas • 3 months ago

this is called relationship marketing....

its effective... and if done with INTEGRITY which is what ACN teaches, then there is nothing wrong with it. My customers are happy because they werent promised anything that I couldnt give them....

once again....you have not poked any holes in the system of ACN. just that some people in ACN dont do things the way they are trained to.

you are a joke.

^ | v • Reply • Share ›



Koob → Nicholas Patrick • 2 months ago

Just gonna leave this here:

Wow some ACN stories here are amazingly crazy especially about some ACN IBOs recruiting friends and family until they sign up. But honestly, the team I am working with, who are also my leaders, man we don't teach our team to do crazy stuff like that. We let our friends and family decide and if none of the services help them, we tell them that they probably don't save money and should not switch. And for the services that save them money, great, switch them if they would like. And with "recruiting" that intends that your goal is to have to recruit X amount of people by X date. But no, I don't even work like that and I'm doing fine. Am I driving a sports car? No way. But is this an actual opportunity for people? Of course. I actually like this page and I am also a part of ACN. This page shows people that it really takes hard work and investments to become successful just like going into higher education where many people invest \$40-50,000 for 4 years and come out with nothing or something. Colleges and Universities make \$40,000+ a year per student. And on top of that nothing is given back

to these young people who want an education (or partying without parents lol). I have seen many MLM companies but ACN is probably the only one where I felt that I could actually do this. Do I love ACN? Not as much as the IBOs in these stories, but I am thankful to have found out about it. And yes, you do pay \$500, you do pay for an online "business assistant" but those are options. Same with weekly trainings, you do not need to go to each one. Same with Regional/International events. you don't need to go to them and my

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(<mailto:acnpyramidscheme@gmail.com>) or [Twitter](http://twitter.com/acnpyramid) (<http://twitter.com/acnpyramid>)

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THE ACN PYRAMID SCAM EXPOSED.

Find all the information you need about the ACN company in one place.

Last updated : August 19th 2015.

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"Hey! Do you have a minute to hear about this amazing business opportunity that is taking over the world? It is going to make us rich!"

Does this sound familiar to you? Have you been approached by a relative or a friend you haven't spoken to in a while about this opportunity? If yes, you know exactly what we are going to talk about here. If not, keep on reading!

As it often happens with these kinds of websites and videos, the information presented here is not intended to convince you ACN is an amazing business opportunity. It was created in order to inform you about the pros and cons of this company. Maybe a friend just told you about ACN, maybe you just signed up as a rep, or maybe you simply stumbled upon this website by chance (*lucky you!*). No matter what brought you here, you're obviously somewhat interested in the topic, so our goal is to hopefully help you understand the finer details you might not know about this multi-level marketing operation and answer any question you might have along the way.

...so let's get started.

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WHAT IS ACN?

From Wikipedia :

ACN, Inc. is a multi-level marketing (MLM) company that provides telecommunications, television, energy and other services through a network of independent sales agents known as "Independent Business Owners" (IBOs), who themselves recruit new sales agents below them. Based in Concord, North Carolina, USA, ACN began operations in the United States in 1993 as American Communications Network.

So in other words, ACN is a company that acts as a middleman between a bunch of companies that offer daily services, such as TV, home phone, cell phone, energy, etc., and the consumer. They also have products such as a [video phone](#) ([img/content/video-phone.jpg](#)), but nowadays, that is becoming defunct (Skype, Google Hangouts). The company is endorsed by the infamous golden haired billionaire, [Donald Trump](#) (<http://www.acnpyramidscheme.com/donald-trump-acn/>) himself. (edit: As of August 2015, Trump has disappeared from ACN's various websites and seems to have stopped endorsing the company. This happened soon after [a couple of articles](#) (https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCEQFjABahUKEwji_ryDtNHIAhUCLB4KHV6fDug&url=http%3A%2F%2Fwww.acnpyramidscheme.com%2Fcontent%2Fvideo-phone.jpg&usq=AQjCNF7u-WKG-w2gqBXt3JtksaWjK-vOg&sig2=GnG6jvnhiw-Ha-2jupxvQ) investigating Trump's earnings with ACN). As you will see, he is a big part of the ACN image to mainly make it appear legitimate.



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BLOG

[Good News: Vemma shut down for running a pyramid scheme](#) (<http://theacnscam.blogspot.com/2015/08/good-news-vemmas-shut-down-for-running.html>) - Aug 28 2015
Vemma, the energy drink and other "health" products MLM company has been shut down by the FTC for (<http://theacnscam.blogspot.com/2015/08/good-news-vemmas-shut-down-for-running.html>)

[ACN 2016 Asia expansion plans](#) (<http://theacnscam.blogspot.com/2015/08/acn-2016-asia-expansion-plans.html>) - Aug 13 2015

So it seems that the plan for ACN is now to expand their business in Asia. Like for any company, it (<http://theacnscam.blogspot.com/2015/08/acn-2016-asia-expansion-plans.html>)

[Trump endorsement numbers revealed](#) (<http://theacnscam.blogspot.com/2015/07/trump-endorsement-numbers-revealed.html>) - Jul 29 2015

A recent story by The Daily Caller has shed some light on what Donald Trump is earning from ACN. (<http://theacnscam.blogspot.com/2015/07/trump-endorsement-numbers-revealed.html>)



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YOU



CUSTOMERS



YOUR DOWNLINE

HOW DOES IT WORK?

As the Wikipedia article states, ACN is a multi-level marketing company. What that means is that instead of using traditional advertisements to sell products, they recruit IBOs (Independent Business Owners) to sell their product. This way, a lot of money is saved on advertisements and those dollars can then be shared between IBOs based on their sales. MLM companies will often offer different compensation plans based on the level you're at. By recruiting others and creating your own downline (word referring to everyone under you), you allow yourself to earn more money and reach new levels of compensation within the program. The more you recruit, the more you can earn. The level of compensations and percentage of shares depends on the company.

SO IS IT LEGIT?

If you look at it strictly from a MLM stand-point, yes it is legit. ACN offer the same services big companies will offer, sometimes even cheaper (so they say...) because they have struck deals with those companies (<http://acn.telusmobility.com/>). They also have a detailed compensation plan (<http://www.acnpyramidscheme.com/vault/301July.pdf>) (UK) (http://reps.acneuro.com/ACN-Europe_files/docs/comp_plans/UK-EN-CP.pdf) (Canada) (<http://www2.acninc.com/join/1435July.pdf>) depending on your sales and recruiting that allows you to earn a residual income.

but...

(there's always a but) ...if you look at it more closely, you will soon realize that in order to become an IBO, you have to spend over \$500 CAD (<https://archive.is/ENIRm>) upon signup². The person recruiting you has no choice but to tell you about this fee because, in order to sign up, you need to pay. That is not the case for the recurring yearly "renewal" fee of \$149, depending on your country. It is also not the case for the optional¹ \$39 a month you have to pay for your "Business Assistant" and expenses such as hotels and travelling when going to training events. More often than not, recruiters will intentionally omit to mention that there are extra fees associated with your new "business" than just the initial \$500. This is the first red flag that ACN should raise when you get pitched the idea. *Why should I pay to sell their products?* There are many more of these red flags, so make sure to read below in order to better understand the tactics used by ACN to lure you into their business.

¹ Although they will strongly advise against not purchasing it. If things don't go well or you complain ACN doesn't work so well, they will use this against you.

² Note that ACN Europe seems to have dropped their Team Trainer fee to £48. We are not sure if this is a promotion or permanent drop in the sign up price, but as soon as we have more information, we will make an update.

THE SCAM (PREFACE)

Let's make things clear here. As explained above, ACN in itself is not a scam. *The scam* is the utopian idea that is pitched to the victim in order to convince them to sign-up with ACN. That is where the whole issue lies and it is the reason why it is not considered a pyramid scheme as of yet, therefore, not illegal and can still operate today. Here is the rundown of the average sales pitch you will hear from any ACN rep :

- Amazing opportunity
- The market has never been better
- Donald Trump (<http://www.acnpyramidscheme.com/donald-trump-acn/>) supports ACN
- A lot of (easy) money to be made
- If a 20 year old can do it, so can you
- Everybody needs those services

Just see for yourself. Search on Youtube for "ACN scam", "ACN review" videos; in most of them you will find an ACN rep trying to convince you his or her business is a once in a lifetime opportunity, how "there has never been a better time for this" and to contact them if you need more info (to sign you up later on of course).

CONTINUE READING :

The ACN Scam Part 1 - The Money (<http://www.acnpyramidscheme.com/acn-scam-part-1-the-money/>)

The ACN Scam Part 2 - The Deception (<http://www.acnpyramidscheme.com/acn-scam-part-2-the-deception/>)

Cult mentality in ACN (<http://www.acnpyramidscheme.com/acn-cult/>)

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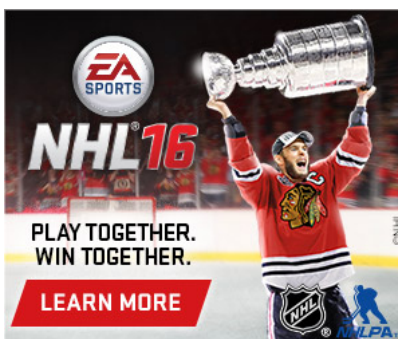
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THE ACN PYRAMID SCAM EXPOSED.

Find all the information you need about the ACN company in one place.

Last updated : August 19th 2015.

SHARE!!

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"Hey! Do you have a minute to hear about this amazing business opportunity that is taking over the world? It is going to make us rich!"

Does this sound familiar to you? Have you been approached by a relative or a friend you haven't spoken to in a while about this opportunity? If yes, you know exactly what we are going to talk about here. If not, keep on reading!

As it often happens with these kinds of websites and videos, the information presented here is not intended to convince you ACN is an amazing business opportunity. It was created in order to inform you about the pros and cons of this company. Maybe a friend just told you about ACN, maybe you just signed up as a rep, or maybe you simply stumbled upon this website by chance (*lucky you!*). No matter what brought you here, you're obviously somewhat interested in the topic, so our goal is to hopefully help you understand the finer details you might not know about this multi-level marketing operation and answer any question you might have along the way.

...so let's get started.

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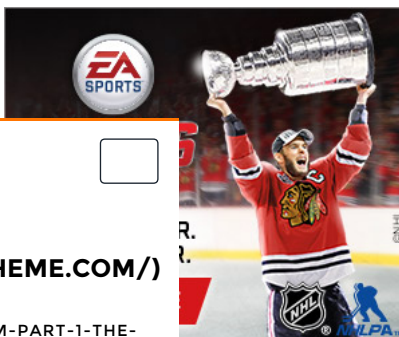
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