



*Live Life Extra!*

Si

## I Can't Wait!

From Coder to CMO, She Does It All For MLMs

### SUMMARY

A self-proclaimed “*girl-nerd*,” and a veritable knowledgebase for the MLM industry, Mari Jo Serdoner went from being a CS major to being the Chief Brand Officer for a Top100 MLM company and then CMO of another. That’s not normal, but once you meet her, it makes sense. Her first love is design/UI and then databases. She’s mastered both and found her sweet spot doing what she loves—and it couldn’t be better.

### MAIN STORY

Mari Jo’s shift started 10 years ago when an MLM company asked her for help. Being new to the industry, she learned the ins and outs of the business quickly.

A “*take-charge*” kind of gal with a mantra of, “**Just get the job done**,” that’s what she did. To keep the branding consistent, she had her hand in everything, including the company’s Back Office. And that blossomed into where she landed in the MLM space.

### A PROBLEM

Because of unresolved platform issues, she then moved into a migration project manager role, which required her to work directly with the platform’s coders. “*I can get from A to B because I can ‘speak the speak’ with programmers. And although I don’t write code anymore, I can still find problems.*” Mari Jo said.

That job, slated to take six months, morphed into 18 with all the custom development. Designing the back office and migrating the distributor data also took time. While cleaning up SKUs, she worked with the company’s product manufacturers and packaging suppliers and forged relationships that would later catapult her own business to success. Although crazy busy, “*there’s something about taking a brand from scratch to finish. That’s very fulfilling*,” said Mari Jo. That satisfaction fueled her fire to help other direct selling companies.

Eight years later, it was time to move on and although she’d wanted to start her own gig, she was concerned about getting clients. “*Those manufacturers and suppliers really paid off; they reached back to me with clients in this space who needed help. It took me a month to realize I’d be fine on my own.*” Two years ago she started “Simple InSite.”

## Simple InSite

INDUSTRY  
Brand Strategy & Identity

LOCATION  
Marysville, MI

URL  
[www.simpleinsite.com](http://www.simpleinsite.com)

### Company Overview

Simple InSite works with companies of any size to help them create and/or polish brands, formulate lucrative marketing campaigns and source unique products.

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**directscale**   
The #1 MLM SaaS Company

## SOLUTION

When a client migrated to DirectScale, she realized she had found the ideal direct selling platform and began to see how the direct sales world should function with the right tools. She recalls the big surprise when exploring DirectScale: *"The openness of the platform amazed me. I couldn't believe I could access so much without even talking to DirectScale. I just loved it!"* said Mari Jo. *"I got into the back office Admin and played around, and was amazed at the features at my fingertips! I remember thinking, 'This is so refreshing; I can get to work right away without a ticket and without any training.' I couldn't believe it! It simply amazed me,"* Mari Jo said. *"And we launched that client pretty quickly as compared to other platforms I've used."*

Her love affair with the ideal platform was blossoming. *"If I weren't launching two clients right now on DirectScale, I'd be playing around with the custom pages and widgets because there's so much you can create with those features alone,"* she said. *"It really is simplified compared to other platforms. And I don't even have to tell DirectScale what I'm doing."*

## ACTION

Recently, another client chose DirectScale as their back office and asked her to code their front-end website and connect it to DirectScale. Having worked with DirectScale, she jumped at the chance and hasn't looked back. *"It's still mind boggling! I'm not tied to a programmer to hook things together."*

But she said it's not always as easy with other platforms. *"Whenever you want to make changes, it's a big expense and a long ticket, even with simple things like adding coupon codes or adding a merchant account. It's expensive and hard to get done on other platforms because it's all custom code. But not on DirectScale; I do it myself!"*

That's right! Not only can every DirectScale client edit their own custom code themselves, but they can also modify or override the processes in the core platform or have their own third-party developers do it; That's a massive difference that no other platform offers!

## RESULT

So what does Mari Jo enjoy now with DirectScale? Among others, *"It's a faster path to happiness for the client. And it doesn't involve the big expenses and long-wait tickets; I can build a digital library for distributors without even contacting DirectScale. It's really that easy!"* she said. Mari Jo now concentrates more on her customers and provides what they need herself. And when she has questions, she contacts DirectScale Customer Care. They provide direction and she's going again building whatever clients need in DirectScale.

*"One thing I love about DirectScale is it's usability,"* She said. *"It's surprisingly user-friendly. I can do things other platforms don't offer out of the box so clients can launch quickly and efficiently. Things like changing colors and company logos are simple. And I can build custom pages and widgets by myself! No other platform can do that!"* She's currently building affiliate-type setups for two clients on DirectScale.

*"For companies that are just starting and trying to get into the MLM space, it's pretty user friendly even for beginners,"* she said. *"And if you have some HTML and CSS skills, you can get quite technical and looking really good pretty quick,"* she said.

When asked what she thought of DirectScale in general, her response said it all. *"Well, I'll say it this way: With the upcoming launch of my own health and wellness product line\*, I can't wait to offer an affiliate marketing program to our customers within the DirectScale environment."*

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### About Mari Jo Serdoner

When asked about launching her own branded line of products, she said, "I've been branding companies for 20 years and 10 of those for MLM companies. It feels like the right time to take my previous experience and create a vision of my own." She's already launched a line of plant-based sanitizers called Puracel™ available on Amazon and <https://www.puracel.io>. Just before COVID struck, she worked with manufacturers to create a full line of CBD hemp derived products under the trademark Nuhemp® (<https://www.nuhemp.life>) that is scheduled to launch this month complete with an Amazon store-front and e-commerce platform.

