



Direct Selling For Dummies

By Belinda Ellsworth

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Direct Selling For Dummies By Belinda Ellsworth

Become a direct sales success story with this insider guide to making it big

Direct Selling For Dummies is the perfect resource for anyone involved or interested in direct sales. Written by a 35-year veteran of this booming industry, this useful guide teaches you everything you need to know to achieve and maintain lasting success. You'll learn the insider tips that only the pros know, and how to structure your business, your time, and your customer relationships to optimize sales and achieve your goals. Compare party plans, multi-level marketing, and hybrid models to see where your talents fit best, and discover the most effective ways to promote your products and get people interested. You'll leverage social media as one of the most powerful tools in modern sales, and gain new ideas for recruiting, booking, and time management. With clear guidance and a fun, friendly style, this book gives you the strategies you need to be a direct sales success.

The direct sales industry is going strong, with more participants now than any time in the past, yet with less face-to-face engagement. Businesses are operating online, people are shopping online, and more people are recruiting through platforms like social media. If you hope to be a direct sales success, now is the time to get up to speed on what that means today. This book shows you everything you need to know, and gives you the tools you need to put your ideas into action.

- Choose the right direct sales model
- Secure bookings and manage your time
- Recruit and drive interest in the product and company
- Harness the power of social media to make sales

Direct sales can be your ticket to independence. Stop punching the clock and become your own boss — and watch your income grow. With *Direct Selling For Dummies*, you'll have the skills and information you need to be a success.



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Editorial Review

From the Back Cover

Learn to:

- Navigate the direct sales industry to pursue independent success
- Set goals and manage your time effectively
- Book, sell, and recruit to increase your income
- Harness the power of social media to grow your business

Ready to start your direct sales business? Learn from a pro!

So you've been bitten by the entrepreneurial bug? Terrific! This book will give you an edge in direct sales. It explains the different direct selling models, the skills you need to succeed, how to implement your sales strategies, ways to maximize social media power, and how to keep your business going and growing.

- **Find your passion** — explore how direct sales works, the compensation plans, and the pros and cons of a start-up to choose your ideal company
- **What works for you** — compare the Network Marketing, Party Plan, and Hybrid models and discover what best fits your goals and skills
- **Be a self-starter** — find out what you need to get started and the key skills that lead to success
- **Get it done** — learn how to get appointments and bookings, plan a great launch, generate a buzz, keep your hosts excited, and hold successful parties
- **Make it social** — choose the best social media for your business, use photos wisely, gain attention for your blog, host a Facebook party, and build your Twitter audience
- **Keep growing** — master the art of recruiting and networking, and make follow-up a priority

Open the book and find:

- Why direct selling works
- Ways to bolster your confidence
- Time management tips
- How to hone your presentation skills
- The 2+2+2 follow-up method
- How to maximize an event
- Communication aids
- Ten great online resources
- Tricks for handling your income and dealing with taxes

About the Author

Belinda Ellsworth is a veteran motivational speaker, sales trainer, and expert for the direct sales industry. With more than 30 years of experience, she has trained thousands of independent sales representatives, managers, and executives and has worked with more than 100 direct sales companies.

Users Review

From reader reviews:

Jessica Keith:

Do you one among people who can't read satisfying if the sentence chained inside the straightway, hold on guys that aren't like that. This Direct Selling For Dummies book is readable by simply you who hate the perfect word style. You will find the info here are arrange for enjoyable looking at experience without leaving actually decrease the knowledge that want to offer to you. The writer of Direct Selling For Dummies content conveys objective easily to understand by many people. The printed and e-book are not different in the content material but it just different such as it. So , do you continue to thinking Direct Selling For Dummies is not loveable to be your top collection reading book?

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Cheryl Lopez:

A lot of people always spent all their free time to vacation or maybe go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent they free time just watching TV, or even playing video games all day long. If you need to try to find a new activity that's look different you can read any book. It is really fun for you. If you enjoy the book that you simply read you can spent all day long to reading a e-book. The book Direct Selling For Dummies it is very good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. In case you did not have enough space bringing this book you can buy the actual e-book. You can m0ore very easily to read this book from the smart phone. The price is not very costly but this book features high quality.

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