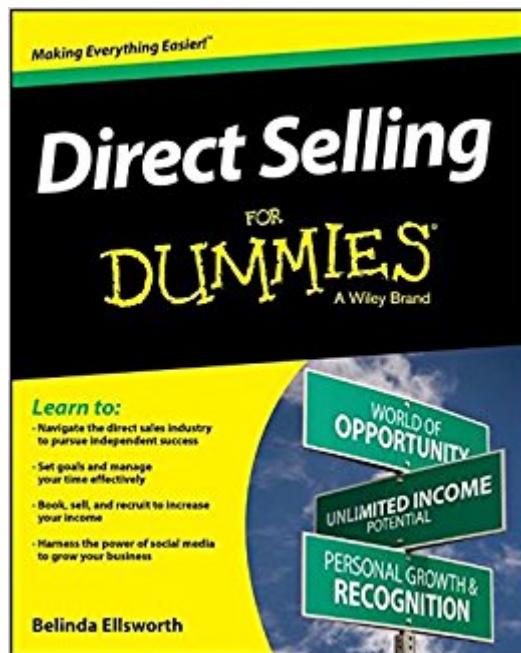


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# Direct Selling For Dummies



## Synopsis

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.

## Book Information

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## Customer Reviews

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

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.

So much amazing information for anyone in the Direct Sales industry. Love that it is up to the minute including a section on Social Media. Great reference-style book for easy look up on topics as needed. Great for ideas for team training. Belinda hit a home run with this one!

This book has some awesome and simple ideas for getting your business up and running strong. I only wish I had known about it before I went into direct selling. I would of planned out my goals and strategies better. I am no longer in the direct selling business however I strongly recommend this book and believe it can make a difference in whether you succeed or not in the business.

Belinda Ellsworth is one of my favorite trainers in the direct sales industry. I am so glad she wrote this one! It is packed with practical, actionable things you can do to grow and run your business. This is one book that should be on every shelf of those in the direct sales industry.

All the tips and commonsense things we Direct Sellers know - but all in one spot! Easy to read - easy to jump around out of order and find what you want - and solid information.

Belinda Ellsworth always gives the best advice and has the data to back it up. Then she gives you the verbiage and the systems for how to implement her suggestions. This book is so helpful and gives you everything in one place - whether you are just starting out in direct sales or a seasoned pro! It is always great to have the basics available for your review or to share with your team!

A must read for anyone considering getting into Direct Selling. Relatable stories & obvious experience help to create a clear picture of the industry. Many insights that would normally take months to figure out if not for the info in this book.

I saw Belinda last April. She was the speaker at a conference I went to so when I saw that she was the author of Direct Selling for Dummies. It's my constant companion. Buy it. You will benefit tremendously from Belinda's wisdom.

Belinda Ellsworth, thank you so much for this. Your presentations are amazing and the book is absolutely perfect. You cover everything someone in direct sales needs to know. And, you're not boring or preachy. I hear your voice as I read the pages ;-)

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