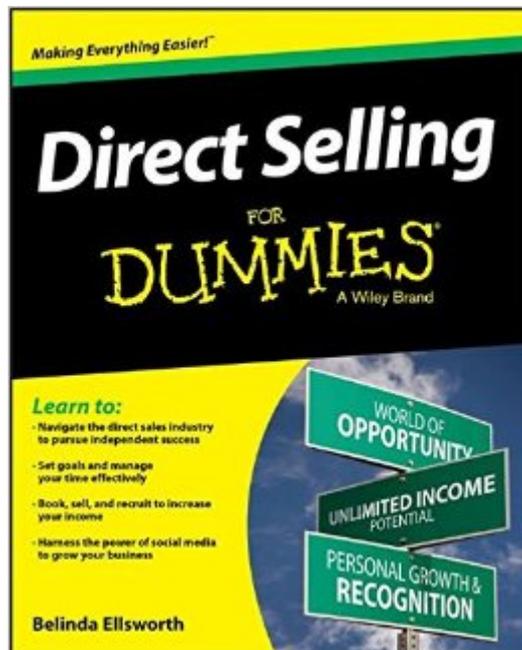


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# Direct Selling For Dummies



## 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

I have only made it through the first 7 Chapters and I have already implemented a lot of what Belinda talks about! Belinda tells it like it is and gives great ways to make your business work with you and for you! Some of this I have heard before yet to hear it again and in such a straight forward and easy to read format has made my life so much easier in my business! So Thankful for this book and all I am learning through this Dummies series.

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!

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.

Brenda Ellsworth has hit the mmark with this book and included so many excellent tips, it should be mandatory reading prior to joining any business. I have purchased copies for my team members with instructions to read this before doing anything else. My library is full of books with just a few lines of useful information. Every page of this book holds keys to excel in your business. Please don't purchase any other book on direct sales until you have read this one. Save yourself time and money! Thank you Belinda for providing this excellent Guidebook us!

This book is full of practical information! Belinda is a true expert in the field. Her many years of successfully growing her direct sales business definitely translates into an excellent book. I have several copies, and will buy more to share with my team!

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 ;-)

Every consultant gets to the point where their company's training starts to feel like it's designed for the beginners. When you get to the point where you can see the next step but nobody can tell you how to get there...this is your tour guide.

This book is a fabulous, practical guide to direct selling. I love that I can find exactly what I need for whatever aspect of my business I'm working on at the time. She gives great ideas and also helps with the wording and how to say what you need to say to your customers. I wish this book had been available 2 years ago when I started my direct selling adventure! It has been so helpful to me as I work my own business and also as I grow and train my team!

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