

LEARNING MADE EASY



2nd Edition

Direct Selling

for
dummies[®]
A Wiley Brand



Find connections
and make the sale

Harness the power
of social media

Earn success in a
fast-growing industry

Belinda Ellsworth

President and Founder of
Step Into Success



Direct Selling

2nd Edition

by Belinda Ellsworth

President and Founder of Step into Success

**for
dummies**
A Wiley Brand

Direct Selling For Dummies®, 2nd Edition

Published by: **John Wiley & Sons, Inc.**, 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

Copyright © 2022 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at www.wiley.com/go/permissions.

Trademarks: Wiley, For Dummies, the Dummies Man logo, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc., and may not be used without written permission. The Power Hour is a registered trademark of Step Into Success, Inc. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc., is not associated with any product or vendor mentioned in this book.

<p>LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: WHILE THE PUBLISHER AND AUTHORS HAVE USED THEIR BEST EFFORTS IN PREPARING THIS WORK, THEY MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES,</p>

INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES REPRESENTATIVES, WRITTEN SALES MATERIALS OR PROMOTIONAL STATEMENTS FOR THIS WORK. THE FACT THAT AN ORGANIZATION, WEBSITE, OR PRODUCT IS REFERRED TO IN THIS WORK AS A CITATION AND/OR POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE PUBLISHER AND AUTHORS ENDORSE THE INFORMATION OR SERVICES THE ORGANIZATION, WEBSITE, OR PRODUCT MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING PROFESSIONAL SERVICES. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR YOUR SITUATION. YOU SHOULD CONSULT WITH A SPECIALIST WHERE APPROPRIATE. FURTHER, READERS SHOULD BE AWARE THAT WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ. NEITHER THE PUBLISHER NOR AUTHORS SHALL BE LIABLE FOR ANY LOSS OF PROFIT OR ANY OTHER COMMERCIAL DAMAGES, INCLUDING BUT NOT LIMITED TO SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002. For technical support, please visit <https://hub.wiley.com/community/support/dummies>.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2022939490

ISBN: 978-1-119-85865-2 (pbk); ISBN 978-1-119-85866-9 (ebk); ISBN 978-1-119-85867-6 (ebk)

Direct Selling For Dummies®

To view this book's Cheat Sheet, simply go to www.dummies.com and search for “Direct Selling For Dummies Cheat Sheet” in the Search box.

Table of Contents

[Cover](#)

[Title Page](#)

[Copyright](#)

[Introduction](#)

[About This Book](#)

[Foolish Assumptions](#)

[Icons Used in This Book](#)

[Beyond the Book](#)

[Where to Go from Here](#)

[**Part 1: Exploring the Direct Sales Industry**](#)

[**Chapter 1: Examining the Direct Sales Industry**](#)

[Understanding How Direct Sales Works](#)

[Recognizing the Three Different Direct Sales Models](#)

[Walking You through Your First Steps in Direct Sales](#)

[Recognizing Why Direct Sales Models Succeed](#)

[Identifying Needed Personal Attributes and Skills](#)

[Working Your Business in Different Ways](#)

Chapter 2: The Perfect Side Hustle — Spotting Which Model is Right For You

[Focusing on Income Potential and Product — The Network Marketing Model](#)

[Sharing Products during Events — The Social Selling Model](#)

[Tapping into Followers — The Influencer/Affiliate Model](#)

Chapter 3: Choosing the Right Direct Sales Company

[Recognizing the Allure to Direct Sales](#)

[Knowing What to Consider When Choosing a Company](#)

[Examining the Three Ps of Every Company](#)

[Contemplating Special Considerations for Start-ups](#)

[Debunking the Myth of Saturation](#)

Part 2: Creating a Successful Business with the Right Mindset

Chapter 4: Focusing On Your Mindset Before Your Skill Set

[Vision: Your Big Picture of Why](#)

[Sharing Your Enthusiasm with Everyone](#)

[Staying Successful: Attitude Is Everything](#)

[Keeping a Positive Mindset: The How-To](#)

[Overcoming Self-Doubt](#)

[Getting Out of Your Own Way](#)

Chapter 5: Setting Goals and Boosting Your Productivity

[Goals: Milestones to Success](#)

[Being Prepared Leads to More Productivity](#)

[Understanding Productivity and the Power Hour](#)

[Developing Important Skills](#)

[Being Rewarded: Strive for Company Incentive Programs](#)

Chapter 6: The Art of Being Self-Employed

[Shifting Your Thinking about Being an Entrepreneur](#)

[Committing to Being Self-Employed and Staying Positive](#)

[Being the Boss You'd Want to Have](#)

[Recognizing the Systems You Need to be Successful](#)

Part 3: Launching Your Direct Selling Business

Chapter 7: Launching Your New Direct Sales Business

[Getting Ready — A Launch Prepares You](#)

[Recognizing the Four Types of Launches](#)

[Understanding Why Your Launch Party/Event Is So Important](#)

[Preparing for Your Launch](#)

[Inviting As Easy As 1-2-3](#)

[Having a Back-Up Launch](#)

[After the Launch: Introducing My Two-Booking Method](#)

Chapter 8: Navigating Your First 100 Days of Business

[Finding Your Way through the First 100 Days](#)

[Bringing a Friend](#)

[Creating Your Lead List of 100](#)

[Keeping Control of Your Calendar](#)

[Always Being Ready for Business — Seven Tips to Help](#)

Part 4: Executing Your Social Media and Online Strategy

Chapter 9: Choosing the Right Social Media Platforms

[Selecting the Right Social Media Platform in Four Easy Steps](#)

[Understanding the Purpose of Each Platform](#)

[Using Social Media to Be Social](#)

[Recognizing the 7 Cs of Social Media](#)

[Being Aware of the Do's and Don'ts of Social Media](#)

Chapter 10: Using Facebook for Your Business

[Discussing Facebook's Strengths](#)

[Making Facebook the Face of Your Business](#)

[Giving Your Customers a Group to Gather in](#)

Chapter 11: Utilizing Instagram and Other Social Media Platforms

[Using Instagram's Impact and Influence](#)

[Embracing TikTok](#)

[Creating Searchable Content with YouTube](#)

[Gaining Interest on Pinterest](#)

[Relying on Twitter](#)

Chapter 12: Creating Content: Blogging, Images, and Videos

[Building Your Personal Brand + Positioning Yourself as the Expert](#)

[Batching Your Content Is the Key to Success](#)

[Establishing the Goals of Your Content](#)

Part 5: Putting Sales Strategies into Practice

Chapter 13: Building Your Business on Bookings

[Understanding the Importance of Bookings](#)

[Scheduling Appointments and Bookings](#)

[Securing Bookings or Appointments](#)

[Understanding Why People Book — Or Don't](#)

[Identifying Three Power Questions to Get the Reluctant to Say Yes](#)

[Planting Booking Seeds](#)

[Focusing On the Booking Talk](#)

[Securing More Bookings](#)

[Overcoming Common Objections](#)

[Finding New Business](#)

Chapter 14: Coaching Your Host

[Understanding the Host's Motivation — Keep Everything Simple](#)

[Coaching on Attendance](#)

[Keeping Your Host Excited, Engaged, and Informed](#)

[Coaching Hosts Online](#)

Chapter 15: Hosting Successful In-Person and Online Events

[Understanding the Appeal of In-Person and Online Events](#)

[Focusing on What You Want from Events](#)

[Creating Desire with the Meet and Greet](#)

[Giving Your Opening Talk](#)

[Making Your Presentation](#)

[Giving Your Booking Talk](#)

[Concentrating On the Recruiting Talk](#)

[Finishing a Successful Event](#)

Chapter 16: The Power of One-on-One Selling

[Selling with One-on-One Appointments](#)

[Getting One-on-One Appointments](#)

[Perfecting the Details: What to Do and Say](#)

[Selling While Out and About](#)

[Utilizing Your Online Customer Community Group](#)

Chapter 17: Sustaining Growth: The Fortune Is in the Follow-Up

[Differentiating between Warm and Cold Markets](#)

[Following Up with Booking Leads](#)

[Following Up with Hosts](#)

[Following Up with Customers](#)

[Checking In with Recruit Leads](#)

[Removing the Guesswork: Using the 2+2+2 Method of Follow-Up](#)

[Reservicing: Customer Care Is Key](#)

Part 6: Building a Team or Organization: The How-To

Chapter 18: Attracting New Team Members: Recruiting and Sponsoring

[Focusing On the Rewards of Recruiting](#)

[Identifying the Rules of Recruiting](#)

[Figuring Out the “Why” of Recruiting: What’s in It for Them](#)

[Getting People Interested](#)

[Avoiding Losing Leads](#)

[Using Follow-Up](#)

[Recruiting on Social Media](#)

Chapter 19: Conducting Interviews

[Setting the Stage: Creating Interest](#)

[Asking for an Interview](#)

[Interviewing a Potential Recruit: Phase 1](#)

[Interviewing Your New Team Member: Phase 2](#)

Chapter 20: Sponsoring New People and Leading Teams

[Understanding Why Your Role as a Leader Is So Important](#)

[Getting a New Team Member Off to a Great Start](#)

[Being a Leader — What It Means](#)

[Communicating and Working With Different Personalities](#)

[Using Team Facebook Groups](#)

[Challenging Your New Recruits](#)

Chapter 21: Group Recruiting: Holding Opportunity Events

[Looking At the Best Types of Opportunity Events](#)

[Recruiting at Representative Events](#)

[Planning and Staging Events](#)

Part 7: Operating and Managing a Successful Business

Chapter 22: Meeting and Communicating

[Attending Your Company's Conference](#)

[Planning and Attending Successful Meetings](#)

[Communicating with Your Leader and Your Team](#)

Chapter 23: Knowing Your Numbers and Managing Your Money Wisely

[Capturing a Realistic View of Your Numbers](#)

[Keeping Track of Your Money](#)

[Getting Buy-In from Those Closest to You](#)

[Tracking Finances and Paying Yourself](#)

[Watch Out for Overnight Success](#)

[Opening Your Eyes to Taxes](#)

Part 8: The Parts of Ten

Chapter 24: Ten Benefits of Direct Sales

[Increase Your Income](#)

[Have a Flexible Schedule](#)

[Be Your Own Boss and Work from Home](#)

[Foster Friendships and Relationships](#)

[Receive Incentives and Recognition](#)

[Develop Business Skills](#)

[Experience Personal Growth](#)

[Find Mentorship](#)

[Get a Discount on Products](#)

[Take Advantage of Tax Benefits](#)

Chapter 25: Ten Mistakes to Avoid

[Failing to Launch](#)

[Having Fear of Rejection](#)

[Failing to Set Goals](#)

[Lacking Commitment and Persistence](#)

[Prejudging Customers and Prospects](#)

[Not Treating Your Business like a Business](#)

[Lacking Focus](#)

[Skipping Training and Development](#)

[Neglecting Business Relationships](#)

[Depending on Friends and Family for Too Long](#)

[Index](#)

[About the Author](#)

[Connect with Dummies](#)

[End User License Agreement](#)

List of Tables

Chapter 20

[TABLE 20-1 What Your Recruits Need to Know](#)

Introduction

Welcome to the revised version of *Direct Selling For Dummies*. When Wiley Publishing first reached out to me almost eight years ago to write a book about direct sales, I was extremely honored. I'm humbled by how many people have read this book and have experienced much success. When it became a best-seller in one week in four countries, I was over the moon.

Now, seven years later after its launch, and the past two years experiencing a pandemic, the industry has undergone an accelerated amount of change. In my 35+ years in the industry, I've never experienced so much change so quickly.

I felt it was a great time for an update to reflect the current strategies that people within the industry are currently using to succeed. Much of this reflects the increase with online presence.

Despite what you may read on Facebook, creating and maintaining a successful direct sales business involves a lot more than posting product shots and waiting for results. Direct sales is like any other business — it requires having the knowledge and applying it; in other words, it takes work. But the benefits of increased income, flexibility, recognition, and personal growth all are worth it.

Because you picked up this book, I assume you want to find out more and are ready to take a chance on *you*. This step-by-step guide can help you navigate this industry and its endless potential. Congratulations on taking the first step. I'm here for you every step of the way so you can be as successful as you want to be.

About This Book

Direct sales companies do their best to provide their reps with relevant information about the industry and training resources to help them succeed. But until now, there's been no book or guide out there like this one, simple and comprehensive. No other book takes you from the beginning of your direct sales journey all the way through to success. This book is full of my training on every aspect of the business, from holding your very first event or appointment to reaching and even exceeding your financial goals.

This new edition specifically addresses the following points:

- » How to be successfully self-employed
- » Why mindset is equally as important as skill set
- » A deeper dive into social media strategies and marketing online
- » How to conduct effective online events that get results
- » How to follow up using your Customer Community Group

Keep this book on a shelf in your office or somewhere nearby. You can reference it whether you're struggling with filling your calendar, recruiting new team members, increasing sales, working with a team member, or whatever challenge you're facing.

Foolish Assumptions

I can't presume to know your hopes and dreams. However, I make a few assumptions about you, my dear reader:

- » You're interested in earning income from home while running your own business and staying as busy as you want.
- » You may not know what company you are interested in, whether you prefer the Social Selling or Network Marketing models, or you have little experience with this industry.
- » You have a vision of a better life for yourself, and you want to chase your dreams, better your family situation, and experience personal growth.
- » You're looking for a little something (or a big something) to finally call your own.
- » You're motivated and a self-starter.

If you decide to go ahead and take the plunge, get ready to change your life. Whether you're looking for extra income, flexibility, or a business to call your own, there's something here for everyone. Whichever of these assumptions speaks to you, this industry can help you, and so can this book.

Icons Used in This Book

I use icons in the margins that serve as small signposts in the following ways:



TIP Tips contain nuggets of useful, practical advice earned from years of experience in the field and training representatives.



REMEMBER Text next to this icon is stuff you should keep in mind for future reference.



WARNING This icon serves to alert you to things that could cause trouble or cost you time. It helps you avoid common but costly mistakes.

Beyond the Book

Here are a couple resources I suggest you check out beyond this book:

- » **Cheat Sheet:** This book also comes with some access-anywhere goodies online. No matter how long you've been in the direct sales industry or how great your leader or company is, you'll likely come across a few questions where you require extra help. Check out our free Cheat Sheet at www.dummies.com for some additional references you can bookmark to keep handy. (Just search for "Direct Sales For Dummies Cheat Sheet.")
- » **My company's website:** After having been in this industry for more than 35 years and worked with hundreds of companies and literally thousands of independent representatives, I'm confident that my company, Step Into Success, offers some of the best resources for training and consulting in the industry at www.stepintosuccess.com.

This book offers so many of the basics for the direct sellers. In addition, my website offers an array of programs that focus on follow-up, host coaching, and

my proven time management system the Power Hour. You can also find resources on The Five Priorities of a Successful Leader, how to plan and execute interviews and opportunity events, Camera-Ready Confidence, and so much more. Whether you're new to direct sales, looking to revive your business, or want to take your successful business to the next level, I have a collection of training programs that will help you succeed.

If you're a leader searching for training to help motivate your downline or a corporate representative looking to add valuable industry training at your next event or convention, live-event training is for you!

One of my best tools is my Planner for Direct Sellers. When combined with the Gratitude Journal, Leader Planning Guide, and accessory bundle that compliments it, you have a complete business system.

I provide consulting for direct sales companies to assist them with training programs and guides, compensation plans, incentives, weekly conference calls, and webinars. I also provide personal coaching for the executive team.

Where to Go from Here

You may be thinking, *if I can start anywhere, where should I start?*

This book wasn't designed to be linear. It's a friendly reference, not a tutorial, which means you can start or stop wherever you please. Take a look through the table of contents or index to discover the areas that interest you most. Or check for the sections that cover the topics you need the most help in.

If you're new to direct sales, the beginning is a great place to start. You'll get some info on what type of company may be best for you and your situation, and you can check out my new representative checklist. No matter where you start, I hope you have fun exploring the book and soaking up my 35+ years' worth of direct sales knowledge and expertise.

Part 1

Exploring the Direct Sales Industry

IN THIS PART ...

Find out how direct sales works so you can see whether it's a good fit for you.

Discover how to choose the right company to fit your lifestyle.

Recognize which direct sales model is right for you to find your perfect side hustle.

Chapter 1

Examining the Direct Sales Industry

IN THIS CHAPTER

- » Grasping a clearer picture of direct sales
 - » Checking out the three types of direct sales models
 - » Getting off to a great start with a checklist
 - » Working on the right skills to succeed
 - » Viewing ways to work your business
-

You may have been drawn to start your direct sales business for any number of reasons, or perhaps you're still conducting research before you move forward. Either way, I welcome you to direct sales, a distribution model that has changed many lives.

Direct sales or direct selling refers to the sale of products or services away from a fixed retail location. These products are marketed and sold directly through independent sales representatives, also known as consultants, presenters, distributors, and a variety of other names.

Direct sales reps aren't employees of the direct sales company. Rather, they're independent business owners who enjoy all of the benefits of being self-employed with the added perk of being a part of a company that handles operations like shipping, product development, marketing, and more.



REMEMBER You're in business for yourself, not by yourself.

Direct selling gives both men and women the opportunity to be in business for themselves, add to their families' incomes, and help create the life they have always imagined. The direct sales industry is filled with success stories from stay-at-home parents paying for dance lessons, retirees seeking extra income, and families buying their dream home. Whatever your goal is, direct sales is probably an industry that can help get you there.

Was your mother a Tupperware lady when you were a kid? Did your neighbor sell Avon? Did your family know an Amway millionaire? Even if not, you're probably quite aware of some of the legendary companies that have used this network style of marketing their products. Direct sales companies include some major household names and global brands nearly as familiar as Coca-Cola, McDonald's, General Mills, or Kraft. Here are a few examples:

- » Beach Body
- » Cutco
- » Mary Kay
- » Pampered Chef

You may have noticed friends on social media posting about making extra money, earning free trips, or perhaps even quitting their day jobs. Plenty of people have been successful with businesses like these. Regular people just like you continue to build thriving businesses in direct sales today.

You may be interested in starting your business to generate extra income while working part time — or maybe you aim to ultimately rely on direct sales as your primary income. Or you could be like a lot of people who have fallen in love with a product, watched a friend or acquaintance work their business, and decided that you, too, want to earn free product and some income by sharing something you're passionate about. If you're like the vast majority of people who join direct sales companies, your reasons may involve a combination of these possibilities.

The world of direct sales has been very significant in my life for more than 40 years. I'm sincerely grateful for all it has provided me and my family. The income and rewards of direct sales companies have afforded me a lifestyle I couldn't have imagined and have led me to treasured lifelong friendships.



REMEMBER The direct selling industry can help you achieve what you want out of life. The details of what a *better life* looks like are completely up to you.

But how does direct sales work, and what does becoming an independent direct sales rep involve? This chapter serves as a jumping-off point to the world of direct sales and explains what you need to know to have a better understanding of this opportunity.

Understanding How Direct Sales Works

In direct sales, the products are sold by *independent representatives*, not employees. These salespeople

purchase a business starter kit to join a direct sales company. A *business starter kit* typically requires a low-cost fee for materials, the details of which differ among companies. This starter kit often includes products that you can use personally or use to showcase at online or in-person events. This kit includes necessary paperwork and training materials that will help you get your business off to a fantastic start. This purchase, along with signing the company's standard agreement, sets you up as a member or independent representative.



REMEMBER As a rep (or consultant, or brand ambassador, or perhaps another title, depending on the company), you're an independent contractor who works on a commission-only basis, running your own small business. Because you're truly independent, you don't report to a supervisor. You set your own hours. You decide when, whether, or how often you will work. If you feel like it, you can increase your efforts and earn more money — in effect, giving yourself a raise — or you can pursue advancement with a new title. With direct selling, all career titles, promotions, and pay raises are based solely on production.

You are independent, yes, but you also have a built-in support system from the company and from your team. You're part of a team of other independent representatives who have a vested interest in your success — your *upline*. Your upline includes your *sponsor*, the person who helped you join the business (whom you get placed directly under in terms of organizational structure), along with other experienced people whose businesses are connected to your business through a sponsorship line. These upline mentors can

really help you. They know how to create success in the business and have sponsored many other independent representatives. Because they already know how to sponsor, they can show you how to do the same. Your access to this mentorship is built in to the direct sales business model.

In addition to being taught how to sell products, you'll be trained on how to meet people outside your own personal circle to sell products to and how to introduce people to the benefits of becoming a representative as well.

You can feel comfortable turning to your upline for support because the business model pays them commissions based on the success of the people in their sponsorship line. They're eager to see you succeed and they understand the details of your business better than anyone. Your success contributes to their success, so they have an incentive to provide you access to the tools and information you need to run your business well.

Direct sales offers the average person a way to earn income with an established business model and a marketable product line. It works almost like a mini-franchise without the initial investment. It can cost a new business owner tens of thousands or even millions of dollars to open a brick-and-mortar franchise like a donut shop or fast-food restaurant. With direct sales, you benefit from your affiliation with a company that has created the concept, conducted research and development, incurred the manufacturing costs, and invested the money in starting the larger business and brand. This provides you with a low-risk opportunity to earn more money than you could realistically by starting from scratch alone.

The company also absorbs the ongoing expenses of warehousing the product, developing new products, creating marketing materials, complying with government regulations, and taking care of a number of other high-ticket costs that you'll never even have to think about, let alone be responsible for. This arrangement removes some headaches for you and eliminates the need to hire a staff of your own or become an expert in these other areas. When things work well, reps can focus solely on marketing the products, taking great care of their customers and teams, and recruiting new people into their teams.

So, what's in it for the company? Independent reps are the sales and marketing arm of the company, and the company only pays commissions for actual sales. Instead of paying for advertising and other expensive marketing, the company only pays the independent sales force after a sale has been made. That's appealing to companies, especially when they have products they believe will do better with word-of-mouth advertising and live demonstration.

Recognizing the Three Different Direct Sales Models

Since the disruption of COVID-19, a tremendous amount has changed in the direct selling industry. Today, there are three types of direct selling, which I introduce here ([Chapter 2](#) dives deeper into the ins and outs of these models):

» **Network Marketing:** *Network Marketing* refers to a company structure designed to move consumable products through a network of independent reps, through both personal use and sales to end consumers. When a Network Marketing company is building its sales force, it's focused on building a network of consumers. The company doesn't distinguish between those who join as independent representatives to earn money and those who join merely for a discount on their personal products. Examples of companies that use the Network Marketing model are Isagenix, Plexus, and Modere.

» **Social Selling:** This model is done in a couple of ways:

- Products are shared directly to consumers either in person or online through various social media platforms.
- Products are sold to groups of people who have been gathered together by a host they know personally, either in person or virtually (online). These types of gatherings have typically been referred to as *parties*. However, in recent times, most refer to them as *events*.

Examples of companies that use the Social Selling model are Thirty-One Gifts, Pampered Chef, Scentsy, Mary & Martha, Grace & Heart, and Color Street, just to name a few.

» **Influencer/Affiliate Marketing:** This model is about marketing and innovation and attracting and developing affiliates, distributors, and customers. This typically happens through social media and algorithmic marketing. With affiliate marketing, a company compensates a third party to generate traffic to a particular location online, for example their

website. The result is that some of that traffic may turn into leads. That third party is called an *affiliate*, and they receive compensation (such as a commission fee) if one of those traffic leads uses their link to purchase products from their site. Examples of companies that use this model are Tate + Zoey, Red Aspen, and Hugh & Grace.

Walking You through Your First Steps in Direct Sales

I devote much of this book to helping you work through the many details of direct selling, and I devote whole chapters to explaining the many facets and supporting you in making decisions.

Say for a second that you've picked your product and company and have decided to join. What happens then? What are you in for? The following sections explain the steps you can follow as you begin your new business.

You may feel confused or overwhelmed. Don't worry. That's why I wrote this book. Most people join a company and then ask themselves, *What do I do first? What does this jargon being thrown around even mean? And what do I really need to know, right now, to get moving so I can earn some money?*

That's where you can use the following information. Come back to it if you begin to feel lost. You'll have a shorter learning curve and feel more confident if you pay attention to these lists, read the related chapters in this book, and seek additional guidance and training from your company — and especially from your sponsor and your upline.

Waiting for your kit

While waiting for your kit, do the following:

- » **Get a planner or calendar big enough to write in.** That's where you'll schedule your meetings, appointments, and events. The Planner for Direct Sellers is absolutely one of the best designed for the industry. [Chapter 5](#) discusses the way you can use a calendar.
- » **Mark all the dates that you want to work for the next two months and add any personal conflicts to your calendar.** If your goal is to work Tuesdays and Thursdays, then put a star on each of those dates. This will help you offer dates to clients who want to schedule events or appointments with you.
- » **Schedule your launch event.** Your *launch event* is an event you host yourself that will launch your business to your family and friends. For best results, you'll schedule two launch parties within three days of each other. Your leader or company may have a group launch event scheduled for new reps. [Chapter 7](#) talks about launch parties.
- » **Make a working list of people you know.** Focus on adding 50 to 100 names and their contact info. See [Chapter 8](#) for help on creating your list of 100.
- » **Post your plans on Facebook and other social media and tell your friends and family how excited you are about your new business.** For more information on how to utilize social media in your business, head to [Chapters 10](#) and [11](#).
- » **Invite as many people as you can to your launch event(s).** Check out [Chapter 7](#) for more information.