



Want to see more success in your Home Party or Direct Sales Business? This area of our site is going to give you great ideas, motivation and lots of success if you are willing to put into practice the ideas given within these pages. Also included are logs, forms and sample scripts.

These are ideas that top people in different direct sales businesses have used. We selected the best of the best to share with you. Compiled from over 25 years of direct sales experience, this section of our site is a must for every direct sales rep.

You'll discover creative ways to find leads, learn new ideas for selling AND embark on successful concepts for marketing and advertising your business. We cover it ALL!

Introduction

OK, so you've joined a Direct Sales Company and you are really excited, but you just aren't sure where you should start to get your business off the ground. This book is going to give you some ideas, motivation and lots of success if you are willing to really do some of the ideas suggested within these pages. You can't read them and think that will be enough – it isn't.

Stick your neck out and trust the ideas. These are ideas that top people in different direct sales businesses have used. We selected the best of the best to share with you. If you are familiar with direct sales, some of the ideas will be familiar as well. If they are, that's because the idea has been proven to work in several different companies. Enjoy!

We have a lot to cover, so let's get started...

ACCEPT THE CHALLENGE – CAN YOU GET 100 No’s?

When someone tells you NO, cross out one of the NO’s below. Set yourself a goal of getting all 100 No’s crossed out within the next few hours – and NO, I am not kidding around! If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up!

You will never be better at getting No’s than you are right now. The more you do this, the tougher it becomes to get those 100 No’s. You will find a YES creeps in there every once in a while.

Don’t let the occasional YES distract you from your primary goal of getting those 100 No’s. Imagine the look on your neighbor’s face when she tells you NO and you respond, “Gee, thanks, I’ve only got a few more No’s to go and I’m finished for the day, I was afraid you were going to say YES there for a minute.” Just imagine....

Don’t take this lightly; it will work, if you are willing to work it. Get those No’s now while it’s still easy for you to do so. Don’t wait until it becomes difficult for people to tell you No! That time will come, soon enough!?

(Print this "NO" chart below and cross them off as you get a "NO")

NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO

Alright, now we have that no thing out of the way. Just how are you going to go about finding people to book and call in the first place? OK, here are some great ideas. Run with them and see what happens.

Warm Chatter – This is something you can do when you are out and about running your daily errands. Do not go out just to “warm chatter” or you will set yourself up to fail. How many times have you been out and talked with people that are total strangers to you, but you had something to share with each other – even if only for a moment? Well, that’s all warm chatter is – the only twist is that you are sharing your business with him or her in some way. (For ease in writing, I am going to use her through the rest of the book, but it can be either, that’s up to you.)

Put this by your phone and use it – it does work and if they still disappear at show time or cancel right before, well, you don't want to work with them anyway. Now, I know there are certain situations where a cancellation is legitimate and that's ok!! Using this script is an attempt to try and stop those people that don't understand that this is your business and not a game – you will learn to know the difference. When it's legitimate – re-schedule them – when it's not legitimate say, NEXT!

Other Prospect Sources~

Looking for other groups of prospects you can possibly sell to? Here are some prospecting starter suggestions for you to try. There are many listed here so each day for the next month talk to at least 10 new people from one of the source groups.

Now, before you start going through this list. Many states now have a No-Call Law in effect. PLEASE – find out what the law requires in your state now BEFORE you start calling people. Since this has been put into effect, the best way to get leads is to go out and meet people. Have them fill out a card with all their information. When they do that, they are giving you permission to contact them. If they would ask you not to contact them again – take them off your list. Be sure you keep the form they filled out so you have proof that they gave you their permission to call them. With that said, here are some lead ideas:

1. People you pay regularly. – Make a list of the names of the persons to whom you pay money to on a regular basis. As starters, list your grocer, service station attendant, garage owner, cashiers, electric, gas, phone, cable, hair dresser, day care person.

2. People you pay occasionally. – Today talk to your pharmacist, jeweler, painter, decorator, clothing store owner, shoe store clerk, furniture dealer, and so on, include anyone you buy from now and then.

3. Professional people. – You deal with professional people frequently. Everyone has contact with doctors and dentists. If you have children that are school age, you probably know a lot of teachers. Others would be your attorney, banker, and clergy. Put their names down; then go out and talk to 10 of them.

4. Organizations you belong to. – What about the church you worship at, the clubs and associations whose meetings you attend? Make a separate heading for each and list the names of your friends and acquaintances among the members. Contact them.

5. Social acquaintances. - You mix with people socially, at your home or their homes during evenings out. Put them down. Don't forget your neighbors, put as many of them down as possible.

6. School classmates. – What about the people with whom you went to school? Don't forget night school, trade school and so

on...Call at least 10.

7. Previous jobs. – If you have or had another job in your present community before starting your business, you have a circle of friends with whom you can work with in this new venture.

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8. Relatives. – How about all your relatives and those of your husband?

9. Your husband's organizations. – If your husband belongs to a team, hunting club, or a business association, he has a circle of people you can consider.

10. Recreation contacts. – Do you play golf or tennis or do you have a hobby in which you are active? If so you have met a number of people through this sport or hobby.

11. Military service. – Pay a visit to your local military services recruiting office. Offer them your businesses product - you can be a gift service for them.

12. Newcomers to your town – You can find their names through chamber of commerce lists, welcome wagon, utility companies, newspaper society pages, church bulletins and more.

13. Present customers. – Make an extra unscheduled call to your customers and tell each one about your gift service or special gift you are offering if they will book with you today. Maybe they would be willing to give you some fresh referrals – ask them and offer them a gift for doing so.

14. Newlyweds. – Visit your library or newspaper office, go through local newspapers and list every couple who got married during the past month. Most newspaper wedding announcements will give the couple's address and where they work.

15. Conversational Bookings. – It's fun to go shopping and talk with people you haven't met. Offer them a sincere compliment and ask them if they are familiar with your product. This is a fun way to meet new people and share your products.

16. Referrals. – Call 25 friends, customers and associates. Ask them for the names of at least 2 people you can talk to today. For best results, ask for specific people, such as their hairdresser. Don't re-call the customers you already called a few days ago!

17. New business owners. – Go back and search through those recent newspapers again. This time reading the legal notices for the names of people who are starting a new business. Call and offer them your services.

18. Promotions and transfers. – Still another list to make from the past month's newspapers is that of women receiving promotions or transferring to new offices in your area. Call to congratulate them and offer your services.

19. Telephone Yellow Pages. – Let your fingers do the walking. Make a list of all the names of owners given in display ads. Then call them.

20. Night shift workers. – Ever think about all those people who work the night shift? They rarely get contacted because they are sleeping during the day. Schedule shows for those people who work at night for a time that's convenient for them; perhaps at mid afternoon.

21. Local organizations. – Obtain a list of area clubs and organizations from your chamber of commerce, then call the officers and offer them your product.

22. Business cards. – Go through that collection of business cards you have been gathering from sales people and other business people you talk with. Call each one and ask for the opportunity to talk with them about your products this time.

23. New homeowners. – When a woman moves into a new home, she is eager for her friends to see it. What a perfect opportunity for her – she can share her new home and your products and make it lots of fun for all. Check the courthouse and tax records for names of area people who have recently purchased homes.

24. Prior cancellations or postponements. – Today, go back through your records and make a list of those people who legitimately cancelled or postponed their shows that you haven't yet re-contacted.

25. City Directory. – Go to your local library and obtain the city directory. Take down names and numbers of people in your area that you can get to and would like to work with.

26. Today's Paper. – Go through the paper and write down each local name you can find and why she is mentioned. Call and offer them your product or services.

27. Clerks, secretaries. – Spend today calling on women working in stores and offices. Offer to share your product with them in the evening when they are home.

28. Exchange customer lists. – If you have been selling direct for any length of time, you have probably made contact with other sales people. Pick a non-competitor and get together today and trade customer lists. This will give each of you new people to call on as a referral.

29. Special Offer. – Call your past hostesses and offer a bonus gift for booking and holding a show. Tell them what the bonus is and that you are only offering it for today so they need to hurry.

30. Referrals – For each of the above situations, be sure you ask for referrals to others that may need your product. Today go back and call all those referrals you have been given over the last month.

30 in 24 Challenge~

OK, you are now comfortable getting no's and you have used some great ways to get fresh leads. Now, you need to get so booked up that you never have to go on a hunt for more leads again. Once you are booked solid – NEVER LET YOURSELF FALL OFF THE BOOKS AGAIN! Book from your shows – at least 2 from every show and you will have more than enough business and probably enough that you will be able to share some with your new business associates as they come on board. That's all this business is, working full circle and once you have the plan down; you can change your life!

Doesn't this sound great _____? I would love the opportunity to share all of this with you, is there any reason why we couldn't schedule you in so you can earn all those fabulous giveaways we are offering this month?

Great, is the beginning of the week or the end of the week better for you? Afternoon or evening?

Great! Thanks Sue, just one more thing... "Now, I know you would never do this, but can you believe I have actually shown up to do a show and no one is there – not even the hostess! _____, this is my business and I want you to know that you can count on me rain or shine. Due to that, I do have a big favor to ask you. Would you please check with your friends in the next day or two to see if this date is ok? Because otherwise, if you call me the day before or worse, the day of our show and tell me it's not going to work, it's kind of like your boss calling you and telling you not to come into work tomorrow." I know I can count on you, right? Thank you so much _____! We are going to have so much fun, I can't wait! You have a great day; I'll be in touch soon!

Then, let her hang up first so she doesn't hear the phone slam down in her ear.

then go ahead and ask everyone present to give her a hand (clap) we don't get enough applause for what we do day in and day out. She deserves that attention.....and trust me – you are getting the guests excited and awake and they are waiting to see what is going to happen next.

Let your Hostess be your "Vanna" for the evening. When you include her in the presentation, you are showing her that she too can do what you do because let's face it, your hostess could well be your next team member. Show her that what you do is fun! The entire time she is feeling really important too.

Now, to bring your guests into the fun, depending on what your product is, you could either do a game or two or you could have drawing or even do an auction. Whatever it is that you do (your company probably has several suggestions on this part) be sure you have some great gifts for them. If possible, make it your product. It gets them excited, no matter what the price of the gifts and keeps them paying attention to everything you are saying to them. Finally, it is yet another way to make them feel great about themselves. When you talk about your product, share different ideas for using the products, let them touch and feel them, some consultants let the guests pick an item off of their table and share how they would use it in their home. Get them involved. If you sell skin care or a similar product, romance them, share with them what they will do, let them try them and feel them on their own skin. Talking is one thing, but getting them involved takes it to a whole different level. Involving them let's them know that their thoughts and ideas are important – always remember that sign!!

Why do they want to book a show with you? You need to share the hostess plan your company offers with them during the show – most hostess plans are met through a certain amount of sales – so this is a twofold process – you are letting them know she needs them to purchase but the second reason is even more important. You are sharing with them WHY they want to book. You had better absolutely LOVE your hostess program and believe that it is the best offer you have ever heard about. If you don't – you are going to have a hard time booking people. If you aren't convinced; how will they be? I suggest that

if you don't love your hostess program; find a way to fix it. Go shopping and find something really special that you can offer to your top hostess of the month in addition to what the company allows you to offer or better yet, give them additional products. Yes, it may take some of your profit, but in the long run, it should prove to be well worth the investment.

At each of your shows, there is probably going to be at least one person (likely it will be the hostess) that you really feel you would love to have on your team. You need to share that with her very sincerely.

Ask her if she would take 20 minutes after the show or better yet offer her coffee if she will meet you for 30 minutes the next day. If you are confident enough, I encourage you to ask everyone at your shows to stay and hear more details about the company. Offer them a gift for staying and listening to what you have to offer. Let them know up front that it may not be for them, but by staying to listen they may know someone that your business is perfect for. When they do offer a referral and the person joins, offer that customer a special gift. Again, that makes them feel special. You want them on your team, but if you can't have that, you want them to know that you trust them to share your business with others.

Please hear my heart on this, the personal “why” you have for getting into your particular business has to be about a lot more than just making some money. To experience great success, you must love your product, your hostess plan and your company. If you don't have confidence in these three things, you will struggle continually. If you feel your commission base isn't high enough, trust me, people will sense that. In direct sales, we have the opportunity to change people's lives dramatically for the better if they are willing to do the work. So be sure the product you select to share really can and does offer that opportunity. Make sure that when your product is delivered you know the person receiving it is going to be excited and thrilled with her purchase and finally, be very sure that the company is one with high standards and integrity. Not only will you experience a much higher success level, you will feel good doing what you do. Remember that when you love what you do, you will never truly work another day in your life. You should strive to love everything about what you do. It's just simply more fun that way.



Selling Tips for Direct Sales

Selling~

I won't kid you; today people are so very busy – it's really hard to get them to all come together in one place at one time. So we as salespeople have to get a little creative. Here are some suggestions to incorporate into your business so that you not only have shows happening, but you are creating other areas of opportunity for yourself. Today, more than ever before we can truly double-book ourselves and create a wonderful income by doing so.

Shows – This is your first priority, you want to book yourself up solid. Remembering that only half will hold as scheduled. That's ok though, because you are going to have several other options.

To make your classes even more fun, you can theme them by month. For example, in January, you could offer a New Home, New Look, New You, New Hobby type of show and celebrate the New Year in style!

There are also silly shows, such as "Dress Up a Banana" – each guest must bring a banana dressed up in some way. The most exotic banana wins a prize. The hostess serves banana splits for her treat at the end of the show. Another example is "Pretty PJ's Show" – everyone has to bring one of their PJ's in a brown bag – at some point during the show, you will pull out different PJ's and everyone must guess who's they are. It can be hilarious to see everyone's reactions. The person who guesses the most right gets a pair of slippers or some other silly prize. Get creative and have fun. The more fun you create at your shows the more people will book and the more success you will have running your business full circle.

Fun Packs – This is simply creating a fun way for those that can't or won't hold a traditional show to still reap the benefits of your hostess plan. Don't offer these until you are sure she can't hold an in-person show. On a large envelope glue a paper on it with lines numbered 1 – 20 – fill the envelope with a couple catalogs, specials you are offering, order forms and your business cards. On the paper you placed on the front put down that for every \$20 they order before tax and shipping, they can enter their name on one line. Once all the lines are filled, one number will be drawn and the person on that line will receive _____. You fill in the blank. Remember, make it special! Those that purchase will push the hostess to get all 20 lines filled in plus, when all the lines are filled, you have a \$400 show and you weren't even there!!! All the hostess has to do is get all 20 lines filled.

Website Shows – Most companies now offer beautiful websites that feature your products and even better, they offer your customers the ability to shop 24 hours a day, 7 days a week. Do you have family across the country? Send them each an invite to visit your site, at a certain time on a certain day. Let them know that when they place an order at that time, you are going to be giving away prizes as well. You can offer a % off, or something special in their orders, or just something fun – it's really up to you. The great thing about web shows is once again, you don't have to be present. So you are making money at potentially two places at once. Isn't that great?! We will talk later on ways to promote your website in order to gain more exposure and potential new customers.

Monthly Specials – Make up a chart with 12 squares, in each square put the month and what your special will be for that month. When you close an order with a new customer, be sure you give them this monthly special sheet. Then tell them as a special service, you will give them a call once a month to remind them of the special – make it clear they aren't obligated to purchase, it's just a service that you offer.

Events/Business Shows - Another way to generate leads and future sales is to book a trade show or event of some sort. These are wonderful opportunities for you to meet new people, give potential customers the opportunity to have "hands on" time with your product, and a chance to gain new leads. Don't limit yourself to the types of shows you do. Look for events such as women, home and family expos, craft shows, church bazaars, chamber of commerce events, fashion and bridal shows, school city events, etc. Be sure to offer a prize at each event so that you can collect names and addresses to build your leads and mailing list. It is important when doing shows/events to realize that you have typically about 30 seconds to grab the attention of people walking by. Be friendly, outgoing, and excited about what you do. Stand in front of your display area as opposed to hiding behind a table waiting for people to approach you.



Customer Service Tips for Direct Sales

Customer Service Tips~

When you are in business for yourself, it is your responsibility to service your customers full circle. Always remember they are the lifeline to success in your business. How you treat your customers will reflect greatly on your success. Master your customer service skills because they will always have that sign on them saying "Make Me Feel Important."

Customer service begins with a schedule: It's important that when you begin your business that you make a decision on how

often you will service your customers and stick to it! Depending on your particular product it twice a year, once a quarter, once a month – decide and stick with it long term.

Offer your customers more than one way to reach you: You will definitely want to order business cards right away if you haven't already. This is the perfect way for your customers to keep your information on file. Include your e-mail address, your cell number, your office number, your fax number, your voice-mail number and web address.

The website is the best way for them to reach you so really push that site address with them. Customers also tend to order more when they go out to a site and see all you have to offer and what's new.

Every customer should be on a mailing list: Create a newsletter and send it out to them. It doesn't have to be fancy – just keep them up to date on what's going on with your business. If your company offers a mailing direct from them – DO IT! Nothing is more professional than what your company can produce for you.

Follow up is ALWAYS the key: Customers who have purchased products from you but have not been followed up within a 6 month time period will feel free to purchase elsewhere.

Set up a delivery schedule: If you have a consumable product, you will have reorders as time goes on – when your customers call you with an order offer them at least 2 different delivery times – if that won't work, offer to drop it in the mail. Run your business; don't let your customers orders run you! Choose in advance when your delivery days are – they will respect that.

Offer a Birthday Club: Send hand written birthday cards to each of your customers the first week of their birthday month. Offer them a discount for the entire month or offer to stop by with a special gift for them. When you call them be sure you wish them a Happy Birthday, and let them know you have a special gift for them – ask when would be a good time to stop over.

Exercise – blank sheet of paper, write 10 goals you

want to accomplish in 12 months – write them in the present tense as if you have already done it. Start each one with the word “I” Select the most important goal on this list. Which goal if achieved right now would have the biggest impact on my life? Then circle it, write it down on new paper, set a deadline make a list and plan it out as above and work it for 365 days. Become intensely goal oriented. Review them everyday. Look for better ways to achieve them.

3. Plan every day in advance. The 6 P Plan. “Prior Proper Planning Prevents Poor Performance.” The 10% you spend planning the activity is 90% of finishing that activity. Write everything down – it helps you connect with what you have to do. Create a Master List of everything you have to do, then each month create a monthly list and decide when you will do when to complete the monthly list, then each evening you plan your next day. Check each item off as you accomplish them. The list serves as a score card. Working from a list will increase your productivity 25%! Work from your written list.

4. Use the ABCDE method for setting priorities. Select your most valuable task and work on it until it is complete. Clarify the most important thing you could possibly be doing before you start. Think of the potential consequences if a task is done or not done. Make a list of everything you have to do before you begin, and then put one of the letters next to each item on the list. A’s – MUST be done, B’s – Something you SHOULD do, C’s – NICE to do, D’s – Delegate to someone else to free up your time for the A activities. E’s – Eliminate and it would make no difference. If there are A’s to be done, you should never be working on a B. Go back over the list and prioritize the tasks then, A1, A2, B1...

5. Separate the urgent from the important. – Everything that you have to do can be divided into 4 categories – Urgent/Not Urgent – Important/Not Important – Urgent and Important are almost always determined by other people. You can’t put them off. Important but Not Urgent – these have greatest long term impact. Not Urgent but Important become more important later on. Not Urgent and Not Important – chit chat, going shopping – time waster and a killer of careers. Spend more time doing the Urgent and Important.

6. Use the law of forced efficiency. There is never enough time to do everything but there is always enough to do those important things. No one works best under pressure. 4 questions to increase efficiency – first: the highest value use of my time? Second – why am I on the payroll, what have I been hired to do? Third can you and only you do and have done well that can make a real difference. This is usually something that you can do well and it will make a huge difference. Fourth – what is the most valuable use of my time right now? These questions will keep you on track if you ask yourself these things regularly!

7. Apply the 80/20 rule. 20% of the things you do will account for 80% of the value of your activities. 80% sales will come from 20% of your customers, etc..

Identify the top 20% of the items you need to do to reach your goals and you will be one of the top people for the 80% of activities that don’t offer high value and return. We spend far too much time on the 80%!

8. Work at your energy peaks. You need high levels of energy. Practice proper eating, exercise and rest. Focus when you are the brightest and most creative. That is when you should do your creative work, during your peaks. Take excellent care of your personal physical self.

9. Practice single handling with key tasks. Make a list of everything you have to do. Choose the highest level and discipline yourself to stay at it until it is 100% complete. Focus and concentration without distraction until a task is complete is very important. Two payoffs – you will be one of the most valuable people in your organization and you will also experience an endorphin rush.

10. Eat that frog! If the very first thing you do each morning is to get up and eat a live frog you will have the assurance that it is probably is the worst thing you will do that day and please don't sit and look at it too long as that will only make it worse. This same theory can apply to different things you have to do. Make a list, and organize your following day and ABCDE the list. Then, first thing in the morning start work on the worst thing until it is done.

11. Organize your workspace. Work from a clean desk and workspace. Clean off your workspace so it's clean! Even if you have to put it in a basket behind you. TRAF formula – Toss, Refer, Action and File – Toss everything you can before you get bogged down reading it, Refer – these are things someone else should deal with. A – Action – Red File – Everything you need to take action on right away. F – Papers and documents that you may need at a later time. If you haven't read it in the last six months, it's junk and you need to get rid of it.

12. Use travel time productively. Driving and Flying - Turn them into highly productive time. Listen to audio programs when you are driving. Make it a University on Wheels. Flying – Plan an agenda for while you are in the air. Make sure you have everything you need to make it a good flight. Get to work as soon as you get on the plane. Don't drink alcohol – drink 2 glasses of water for each hour you are in the air. On the outbound leg of the flight do the serious work – on the inbound, read a book because you aren't as sharp as the outbound trip.

13. Get better at your key tasks. The better you get at the important things, the less time it takes you to do them as before. What one skill if you developed and did it consistently would have the greatest positive impact on your career?

14. Work in real time. Develop a sense of urgency. Pick up the pace. Complete all quick jobs as they come up.

15. Re-engineer your work. Most work processes are multi – task, multi-step jobs. Many of the steps are not necessary and all they do is expand the length of time it

takes to complete the job. Set a goal to reduce the steps by 30%. Look for ways to cutback and eliminate steps that aren't necessary.

16. Re-invent yourself each year. Once a year you should stand back and look at every aspect of your life and determine if each item is something you want to continue doing. Who would you leave behind, where would you live, look at your finances – how would you design your life?

17. Practice zero based thinking continually. Is there anything in my life that knowing what I now know I wouldn't be involved in if I had to do it over? Stress is a big indicator that the item you are stressed about is something that should be deleted from your life.

18. Set clear abandonment's. Creative abandonment of activities that are no longer as valuable as they were when you first started doing them. Free up your time so you can do the activities you need and want to do. All you can do is all you can do. Sometimes the word no can be the best time saver of all.

19. Keep your life in balance. Happy, harmonious, successful, healthy – don't get the cart before the horse. Set your peace of mind, happiness and goals then plan your other things around those things. Amount of time at home is most important and Quality of time at work is most important. Don't waste time at work – its time you take away from your family. Put people first.

20. Plan every project carefully. Start each project with a clear definition of what would be a perfect ending to the project. Make a list of all the tasks and assign the different tasks to the group, finally, monitor it closely and be sure it's on track or ahead of schedule. Inspect what you expect. What is the worst thing that could go wrong and then make sure it doesn't happen! Remember the 6 P rule.
(Above)

21. Become intensely action oriented. People are impatient. Top performers are in constant action towards the goal. Don't talk a subject to death. Talking is not action. We only get paid for results. Decide you are going to move fast and pick of the pace. The faster you move the better you feel and the more you get done and the faster you learn and so on.....

First decide what you want in terms of goals and objectives.
Make a list of what you need to do today to achieve your goals.
Organize your list by priority and select your A1.
Begin immediately on your #1 task until its 100% complete.
Repeat to yourself – Do it now, do it now, do it now.



Marketing Tips for Direct Sales

Marketing your business is what will make or break you. While you may have all the "tools" and knowledge of what you need to know in finding leads, recruiting and selling.....unless you learn how to effectively market your business, you will eventually get to a standstill. Basically, unless you "get busy" and promote yourself and your business, you can and WILL only go so far. Too many consultants give up too soon or expect too much from only a little bit of effort. Some literally expect business to fall into their laps. If you think this way, you are setting yourself up for failure.

While "some" business may find it's way to you without much effort on your part, to be successful and have a long term career in direct sales, you need to keep marketing your business as a top priority and be proactive in this area.

When you market and advertise your business you should include all forms of marketing: word of mouth (yours, OR someone elses) online (search engines, directories, contests, message boards and newsletters), print (newspapers, magazines, flyers, direct mailings and coupons) , in person, non-verbal (the way you look, act and dress helps to market your business) AND special events and promotional opportunities (craft fairs, expos, sponsorship opportunities and community outreach).

Make a note that while there ARE many ways to receive free advertising and marketing for your business, to be most effective, the old saying "it takes money to make money" really does ring true.
When you are trying to build your business you need to market/advertise consistently and

repetively. The "big guys" didn't get to be big by getting the word out just once or twice about their product. And, once they became well known, they haven't stopped. That is why you will always see commercials and ads for McDonalds, Nike, Fischer Price etc. titled "Now You See Me, Now You Don't....) Whether it is purchasing materials to create flyers, brochures and business cards, or actually purchasing "real" advertising, you do need to have a budget set aside for marketing your business.

Being involved in a direct sales company makes it a bit trickier for you. You may be a consultant with a very well known company such as Mary Kay, Tupperware or Discovery Toys, and what you need to have as your goal is that YOU are the name people think of when they see your direct sales company name. For example, I know of MANY reps for one company in particular, but there is only ONE rep that I know by name and who I think of when it comes to that company. This is because I am seeing her name over and over again. She has ads in both of the local parenting publications, she has gotten involved in some community service projects where her name is listed, she does online advertising AND she keeps people updated through direct mailings and phone calls. When people hear the name of "your company", you need to be the person that is first thought of as being associated with that company. This CAN be done and there are many simple ways to market your business on an everyday basis.

Simple Ways to Market Your Business - Great Ideas to Try

Wear name badge when shopping	Wear buttons or company pins
Participate in Fundraisers	Barter with others
Bumper Stickers	Window Decals
Magnetic Signs	Join clubs and network
Wear your logo everywhere	Corporate gift giving
Door to door in your neighborhood - Introduce yourself and let your neighbors know what you do	Have an Open House
Offer your product to realtors	Offer your products to schools/churches
Give away 5 business cards everyday to people as you are out and about.	Sponsor an event, program or activity
Donate product as prizes for a contest, silent auction or giveaway	Do online ad swaps with others wanting to promote their business

Places to Leave Your Business Cards and/or Catalogs/Brochures:

Leaving your business cards/catalogs in places is a great and inexpensive way to promote yourself and get your name out. But.... a word of caution - when leaving your marketing material for people to see and/or pick up, the LAST thing you want to be is intrusive or leaving them in a place that is "questionable" where you actually would need permission to do so. We have seen many direct sales reps suggesting some places that we STRONGLY suggest you do NOT leave them such as:

ATM's, Banks and Credit Unions, Libraries (which are typically ONLY allow non profit groups to provide information) or on existing advertising that others have PAID for such as bathroom stall doors. Use your conscience and common sense when leaving materials - you do not want to create a bad name for yourself or your company. If you see a sign that says "no soliciting" or "no advertising" respect this and move on to another place.

We suggest, to take this one step further, that you contact the owner or office manager and ask if you could provide a small desktop holder with your catalogs as a service for their patrons and keep it stocked for them with current catalogs. Remember, the worst that can happen is that they say NO.

*Be sure to ALWAYS carry an ample supply of business cards and literature with you, you NEVER know when someone will ask you what you do!

Medical & Dental Waiting Rooms	Delis, Bakeries, Bagel & Donut Shops	Dance, Gymnastic, Swim or Karate Studios
Daycares	Retail Sales People	Grocery Clerks
Hospital Lounges and Waiting Rooms	Receptionists & Secretaries	Waiting rooms (auto sales, mechanics, photo studios etc)
Airplanes, Taxis Buses & Trains	Bus Stops	Restaurants - at your table when you leave
Hair & Nail Salon Waiting Areas	Bulletin Boards	Dressing Rooms
Tanning Salons	Community & Senior Centers	Company Lunch Rooms (make sure to have an employee get permission)
Trick or Treat Bags (don't JUST put in your card, offer a suitable sample along WITH candy. Make sure your sample has a sticker on it with your contact info)		"Fish Bowls" at restaurants who do drawings for a free lunch/dinner



Tips for Success in Direct Sales

Casual or Corporate -- Looking Your Best in a 9 to 5 World

(this is a GREAT article for Direct Sales reps who tend to forget they are "on view" wherever they go - they way you DRESS and look is a HUGE part of marketing your business)

Tips for looking professional, stylish and individual

(ARA) - Almost all fashion experts agree, when we walk in a room, we're judged within the first few seconds -- not by our shining personalities or bright minds --but by what we're wearing.

"It's our appearance and mannerisms that people look at, even before we open our mouths, says Charlene Parsons, academic chair of the Fashion Department at the Miami International University of Art & Design, one of The Art Institutes. Though your style of clothes may vary depending on your profession, presenting yourself in the best way possible is important, even if your company is strictly "casual Fridays" all week long, she says.

According to Parsons "whether you wear jeans or a suit to work, the best fashion rule of thumb is to buy the best you can afford." Well-made clothes fit better, look better, and last for years. Take a cue from Europeans. Parsons says they buy fewer pieces, but buy better and become expert at mixing and matching.

Finding variety, a great fit and an acceptable price is not as difficult as it used to be. "It's no longer necessary to trot off to the mall to find a great look. Many conventional brick and mortar retailers have gone 'click and mortar.' With the advent of mass-customization in sizing, everyone can find a style that fits his or her figure, wallet and career," says Kathleen Colussy, fashion design faculty member at The Art Institute of Fort Lauderdale.

Once you've found clothes you like that fit well, consider how you approach fashion. Is it sporty, classic, feminine or artistic, or a combination? Alease M. McClenningham, academic director of Fashion Marketing at The Art Institute of Charlotte says that the common denominator among these styles is a few wardrobe basics that can be worked into any of these looks such as a great jacket (loose-fitting or slim) white shirt, flat front pants, flattering sweaters, and good-fitting T-shirts in several different colors.

"No matter what style you are -- and many of us are more than one -- these basics can work with lots of different looks and body types, and the sources for finding them are endless," says McClenningham. She recommends stores such as Ann Taylor or J.Jill for both tailored and casual looks, as well as Eddie Bauer for good quality outdoorsy looks.

Whether you're at the mall or perusing Web sites or catalogs, Colussy recommends being on the lookout for a great pantsuit. "Pantsuits have become a lifesaver for those in corporate and non-corporate work environments, she says. "When buying a suit, always go for wool -- always! There is a reason why most men's suits are made from wool, it outperforms any other fiber. For those in warmer climates, try tropical weight wool. It's a natural fiber that breathes and easily adapts to air conditioning or the heat of city streets," she says.

But how to express who you are by adding those individual touches that help personalize your wardrobe, no matter what your style? Gwendolyn Lewis Huddleston of The Art Institute of California -- San Francisco says it's not hard to do. "Find the element that works with your 9 to 5 needs and still allows you to create a look that is about you," says Huddleston.

For example, a signature look for some women is their sweaters, for another it may be a grandmother's charm bracelet or a set of vintage bangle bracelets. For another it's all about color, or fun eyeglasses, or unique scarves or handbags. "Pick one feature and go for it," says Huddleston. "You will have continued pleasure in collecting for yourself and others will enjoy seeing what you wear next," she adds.

NETWORKING - MAKING OR BREAKING YOUR BUSINESS

One of my favorite business authors is Harvey Mackay. He has written many books on networking and success. He has such wonderful simple principles and guidelines that if we all would follow them, we would see a drastic change in our businesses. I'd like to share a few of my favorite bits and quotes from his book "Dig Your Well Before You're Thirsty" (A Currency Book, Published by Doubleday Copyright 1997).

Even though this book is geared towards networking, there are many truths and thoughts to bring into any business. And really, in essence, our business will die without us actively pursuing the practice of networking. "No matter how smart you are, no matter how talented, you can't do it alone."

"Prepare to win. Then prepare to dazzle."

"Why don't you try to capitalize on what you do best?"

"A network is an organized collection of your personal contacts and your personal contacts' own networks. Networking is finding fast whom you need, to get what you need, in any given situation and helping others do the same."

"The really big networking mistakes people make in their lives come from the risks they never take."

"Find an outfit to join that recognizes you have something to offer, and find out what they can offer you: contacts, exposure, experience. It's all there - in exchange for a little effort."

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"The wise person isn't the one who makes the fewest mistakes. It's the one who learns the most from them."

Networking is, in my opinion, one of the most critical areas of your business that you need to constantly keep on top of. Your "network" needs to consistently be growing for your business to continue to prosper. When you are tuned into networking, you will become aware of the fact that opportunities to network are presented to you each and every day, in almost every situation.

BUSINESS AND FRIENDSHIPS: KEEPING THE LINES DIVIDED

by Cyndi Webb

Can business and friendships happily co-exist? Certainly, if the lines are not crossed and respect is given from both sides. Much too often ill feelings can arise when friends attempt to do business with each other. One person crosses the line with their expectations of what they feel should be acceptable behavior because of their friendship with the business owner.

I hear time and time again how this has happened to many business owners, especially women in business.

It can become a vicious cycle if you are not careful. What can happen is people become accustomed to the discounts or free offerings and when you put a stop to them, they can become bitter and distant.

All of a sudden, in their eyes, you are not the wonderful, supportive, business owner you used to be. You are no longer the person who gives out discounts and "freebies".

Unfortunately, some people consider a business owner as being supportive only when they can benefit from that business. They look at how their business can grow from the special services and products offered to them at a discount or for free. There are others who feel they deserve the special treatment because they are a family member, friend, or associate of the business owner.

I receive many emails and phone calls from women in business who don't know what to do about their situation. They have family and friends taking advantage of their services or products they sell and feel defeated because their income is not what it needs to be. What started out as a one time favor has turned into an expectation from them.

Awhile back I witnessed a conversation where one person was complaining that she had approached a business about purchasing product from them at a discount, and the company said "no". The business owner had responded in honesty and stated that she could not do that as she was trying to earn an income and build a business. This makes perfect sense. How can a business grow or create any sort of income if they are undercutting what they need to make? What I heard next from the individual who had approached the company for a discount surprised me even more. This person stated their frustration that they couldn't receive a discount, then went on to say to their associates, "But I know that I could ask any of you for this and you would do it." I thought this was such an unfair assumption and expectation to put on people. Could your business survive if you gave away your product and

services or if you gave everyone a discount? Not likely. Do not expect others to offer what you are not willing to offer yourself. And do not expect others to offer what you may already be offering. Each business is different. Each has different budgets, expenses and goals.

Ask yourself the following questions: Are you expecting special treatment and rewards? Do you put your friends on the spot to extend favors to you? Do you judge other business owners by what you think they should be doing for you? Do you get angry when you don't receive perks from your friends in business? If you answered yes to any of these questions, you need to step back and look closely at your motives and the way you conduct yourself in business.

When I resigned from my outside job to be a work at home mom, I needed to replace the income I was making. This was the understanding that I made with my husband, for our family. For almost the entire first year I found myself continually giving free services, time, and even product to people. I felt bad and even guilty every time I would hear of someone who didn't have enough money or didn't have the proper skills/software to do what they wanted in order to help their business grow.

What ended up happening is that I felt I couldn't say "no", and because of this, I put my family's finances at risk. This was unfair to myself, my family and my business. I have had to learn to say "no", and have had to learn to draw that line between business and friendship. It is a struggle, and something that is still not fully resolved. Am I saying that you should never help others by offering discounts and free services? No, definitely not. What I am saying is that you need to be careful and not fall into the trap of attempting to make everyone happy and of taking care of everyone else's problems. If you run your business this way, you will run it right into the ground. Pick and choose what you can do for others. Help others when you can - when you and your business can afford to. You will find both you and your business will run more smoothly when putting limits on your generosity.

Doing business with friends can work wonderfully and be beneficial if done properly. By setting up some guidelines and having candid conversations up front, you can have a business relationship with respect and understanding.

GUIDELINES TO FOLLOW:

1. When becoming a customer or client of a friend, don't expect any special discounts or treatment. This is unfair to the business owner and directly affects their livelihood. If you each want to extend a discount or other perks to each other, be open and up front about whether it is feasible. Remember, if your friend gave a discount to every friend/associate they had, they wouldn't be able to make the income they need. You are not the one to judge what another person needs to earn or should be earning.
2. Pay your bills on time. Do not treat your friend's business any different than other companies you deal with. Put yourself in their position. What if all of your customers/clients did not pay you when their bills are due? Paying on time not only shows respect but is the right thing to do.
3. Don't take "no" personally. If your friend cannot offer you a free or discounted service, respect that. She/he is attempting to run a business and not only has their business expenses to pay, but an income to earn. It has nothing to do with the type of person they are. Do not judge someone by what you can receive for free from them. You do not know what their situation is or all the free services/products that they already provide to others.
4. Do not over-extend yourself. Many times people allow themselves to be taken advantage of out of

guilt. They feel they need to help and offer their services for free or at a discount to everyone. Unfortunately, some friends, family members or acquaintances will try to make an individual feel guilty. You know what you can and cannot do in the area of helping others. Do not put yourself in a bind so that your business or family suffers - financially or time wise. This is unfair to your family. You cannot be everything to everybody. Be true to yourself, your values and your needs. This does not mean you are being selfish. It means you are being realistic and will help where and when you can.

Basic Rules For Your Business

1. Your business finances NEED to be separate from your personal/home finances. You need to set up a separate checking account for your business and have the money coming in and going out for your business filtered through that account.

2. Whether you joined your company as a hobby or to have as a full fledged business where you NEED to make some good money, you MUST be professional in how you run it. This means providing the merchandise people have ordered, returning phone calls and emails and acting like a mature business owner. Realize that there HAVE been many direct sales reps before you who have NOT conducted themselves in this manner, and have contributed to the problem of some not taking a direct sales rep seriously.

3. Make decisions with your head, not with your emotions. Always remember to step back, and weigh things out, THINK about your decision, whether it be as simple as sending an email or in making a phone call.

Many times you WON'T be able to take back that decision and damage MAY be done by it.

4. Ask for help when you need it. Don't be too proud and think you HAVE to or CAN do it all when you know that it is virtually impossible. This is a great time to seek out your upline for support and to enlist your family with basic "work" duties.

5. Be "coachable". Don't think that you know everything there is to know. Be gracious when others offer advice and try to help, they may know more than you think.

A wise person is one who realizes that they do NOT have all the answers and that they should be looking for new information and ideas. Realize that the only constant in business is change. Although that may sound like a catch 22, it is very true. Be a lifelong learner and keep an open mind to new policies, business practices and people that may come in your direction.

6. Competition or the involvement of others in your area working with the same company is almost a given. Remember to always conduct yourself in a positive manner when referring to other representatives of the same company regardless of what you hear or would like to say. There's enough customers for everyone no matter what area you live in.

7. Being involved in a direct sales company definitely helps when it comes to the 4 P's of success with

any company. Why? They provide two of the four upfront. Product and price are taken care of for you. Maintain a consistent schedule for yourself that is feasible yet goal-oriented that remains working on the other two which are promotion and place. When all four work together, you have instant success! The right product, in the right place, at the right time and definitely at the right price.

8. Focus on the positive but DO pay attention to any mistakes/negative and see how you can change them so they don't happen again. Focus on your "to do" list, but don't forget to make note and admire your "have done" list. Although you are constantly working your business and setting goals for yourself, don't forget to take time out (at least once a month) to reflect on the things you HAVE accomplished. This will make you feel better about yourself and the path you are taking to get toward your end goals.

Quotable Quotes

We all have little post it notes in our office filled with inspirational thoughts and phrases. Sometimes these little blurbs are what help us through a rough day or give us that extra little push we need. We have found some wonderful quotes that are PERFECT for the direct sales rep. Claim your quotable quote, get it framed and have it where you can see it everyday to keep you on track.

"The future belongs to those who believe in the beauty of their dreams." Eleanor Roosevelt

"It is God to whom and with we travel, and while He is the End of our journey, He is also at every stopping place." Elisabeth Elliot

"No pessimist ever discovered the secrets of the stars, or sailed to an uncharted land, or opened a new heaven to the human spirit." Helen Keller

"To love what you do and feel that it matters - how could anything be more fun?" Katharine Graham

"Be content with who you are, and don't put on airs. God's strong hand is on you; he'll promote you at the right time. live carefree before God; he is most careful with you." I Peter 5: 6,7

"It's never too late - in fiction or in life - to revise." Nancy Thayer

"The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it." Pearl S. Buck

"No tool, in and of itself, has great importance. but placed in the proper hands it can create a masterpiece." Joni Eareckson Tada

"Give! Give the love you have received to those around you. You must love with your time, your hands, and your hearts. You need to share all that you have." Mother Teresa

:"Happiness is not a station you arrive at, but a manner of traveling." Margaret Lee Runbeck

"One can never consent to creep when one feels an impulse to soar." Helen Keller

Quotable Quotes

"I am not afraid of storms, for I am learning how to sail my ship." Louisa May Alcott

"I think the one lesson I have learned is that there is no substitute for paying attention." Diane Sawyer

"Keep your face to the sunshine and you cannot see the shadows." Helen Keller

"Never mistake knowledge for wisdom. One helps you make a living; the other helps you make a life." Sandra Carey

"Getting things accomplished isn't nearly as important as taking time for love." Janette Oke

"What constitutes success? She has achieved success who has lived well; laughed often and loved much; who has gained the respect of intelligent people and the love of little children; who has filled her niche and accomplished her task; who has left the world better than she found it; who has always looked for the best in others and given the best she had." Bessie Anderson Stanley

"We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee." Marian Wright Edelman

"I have learned from experience that the greater part of our happiness or misery depends on our dispositions and not on our circumstances." Marth Washington

"Some people believe holding on and hanging in there are signs of great strength. However, there are times when it takes much more strength to know when to let go and then do it." Ann Landers

"No one can arrive from being talented alone. God gives talent, work transforms talent into genius." Anna Pavlova

"The way I see it, if you want the rainbow, you gotta put up with the rain." Dolly Parton

"Your example is much more powerful than anything you can every say." Elisabeth Elliot

"Worry does not empty tomorrow of its sorrow; it empties today of its strength." Corrie Ten Boom

"Courage....is when you know you're licked before you begin, but you begin anyway and you see it through no matter what." Harper Lee

In Conclusion:

We hope you have found this book to be informative and helpful in helping you to create a successful Direct Sales business. Now the key to your success is to begin putting the information found in these pages to work. As we said in the beginning if you read this and think that will create change in your business, you are wrong, you need to stretch and actually do the things suggested. Then and only then will you begin to reap the rewards of success.

Remember, YOU alone are responsible for YOUR success. Your upline is there to HELP and SUPPORT you but NOT to grow your business for you. Go forward with honesty, integrity, action, tenacity and faith, and watch what a difference it can make in your business.

Much Success to YOU – YOU can do it!!!!