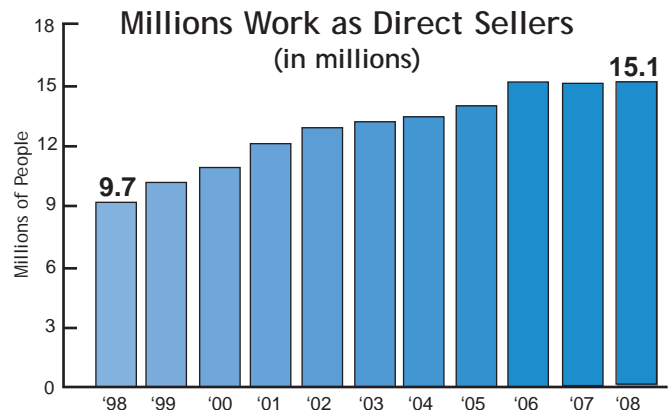


The Benefits of Working as a Direct Seller

The number of Americans who work as direct sellers has increased steadily for many years, to more than 15.1 million in 2008. Experienced and novice direct sellers cite many reasons for engaging in this increasingly popular activity:

The Chance to Be Your Own Boss

- Direct sellers are independent contractors who own their businesses. They make all the important decisions, set their own hours and schedules, and success is ultimately up to them.
- Direct selling businesses are very portable. Many representatives who are military spouses are able to relocate their businesses anywhere in the country as their husbands or wives are assigned to new locations every few years. Consultants who were displaced by hurricanes Katrina, Rita and Wilma quickly re-established their businesses in their new communities.



The Opportunity to Earn Extra Money

- Most direct selling representatives work part time to earn extra money – either as part of the family income or for a special purchase.
- Direct selling can be a full-time job. Many representatives use direct selling to support themselves and their families.

Anyone Can Be Successful in Direct Sales

- One key to success is to believe in the product or service. With the incredible array of items available through direct selling, everyone can find something they really want to sell.
- Successful direct sellers are a diverse group, and succeed with a variety of approaches to sales.
- Because the number of people who shop through direct selling is growing quickly – about 74% of Americans have shopped this way – representatives will find a large and willing customer base.

Support from Companies and DSA

- Direct selling companies provide training and support to their representatives and often provide substantial incentives to succeed.
- DSA members must abide by clear guidelines for professional and ethical standards established by their own companies and by the industry as a whole. DSA's Code Administrator investigates and seeks to resolve all complaints.
- As the industry's trade association, DSA works to educate the public in the U.S. and around the world about the benefits of direct selling.

Find out more about the benefits of becoming a direct seller on the DSA Web site at www.dsa.org.

