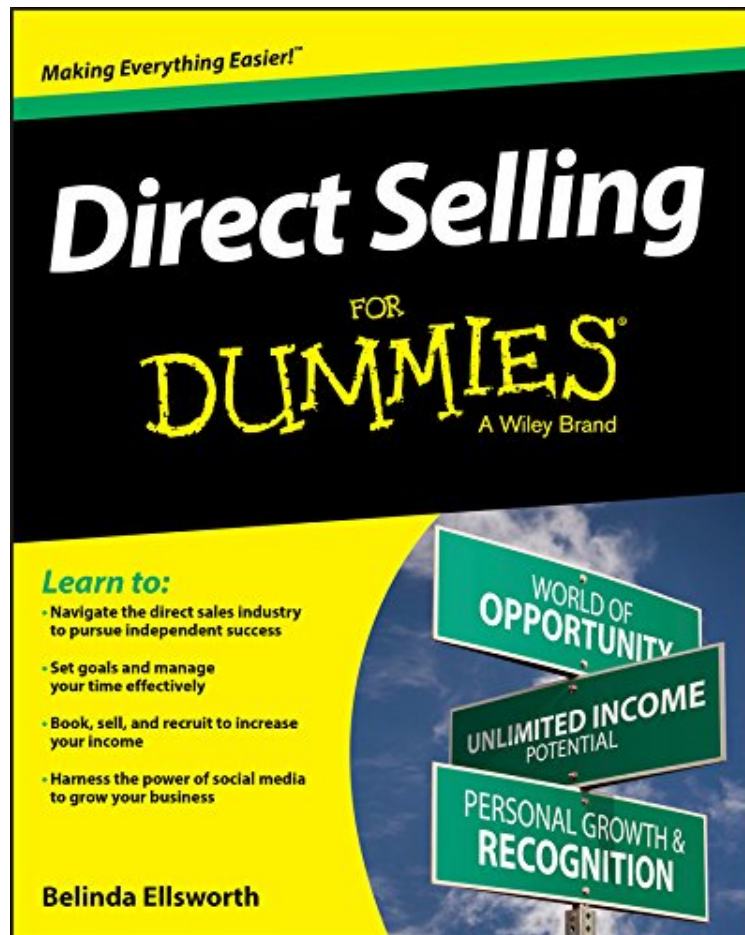


# Direct Selling For Dummies

Belinda Ellsworth

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3 of 3 people found the following review helpful. Must have for all direct sellers  
By Terry V. Broadbent  
So much amazing information for anyone in the Direct Sales industry. Love that it is up to the minute including a section on Social Media. Great reference-style book for easy look up on topics as needed. Great for ideas for team training. Belinda hit a home run with this one!  
1 of 1 people found the following review helpful. Great Book! Read 1st Before starting your direct business!  
By Bridgett  
This book has some awesome and simple ideas for getting your business up and running strong. I only wish I had known about it before I went into direct selling. I would of planned out my goals and strategies better. I am no longer in the direct selling business however I strongly recommend this book and believe it can make a difference in whether you succeed or not in the business.  
1 of 1 people found the following review helpful. A must have!  
By Kathy Nicholls  
Belinda Ellsworth is one of my favorite trainers in the direct sales industry. I am so glad she wrote this one! It is packed with practical, actionable things you can do to grow and run your business. This is one book that should be on every shelf of those in the direct sales industry.

Become a direct sales success story with this insider guide to making it big. *Direct Selling For Dummies* is the perfect resource for anyone involved or interested in direct sales. Written by a 35-year veteran of this booming industry, this useful guide teaches you everything you need to know to achieve and maintain lasting success. You'll learn the insider tips that only the pros know, and how to structure your business, your time, and your customer relationships to optimize sales and achieve your goals. Compare party plans, multi-level marketing, and hybrid models to see where your talents fit best, and discover the most effective ways to promote your products and get people interested. You'll leverage social media as one of the most powerful tools in modern sales, and gain new ideas for recruiting, booking, and time management. With clear guidance and a fun, friendly style, this book gives you the strategies you need to be a direct sales success. The direct sales industry is going strong, with more participants now than any time in the past, yet with less face-to-face engagement. Businesses are operating online, people are shopping online, and more people are recruiting through platforms like social media. If you hope to be a direct sales success, now is the time to get up to speed on what that means today. This book shows you everything you need to know, and gives you the tools you need to put your ideas into action. Choose the right direct sales model. Secure bookings and manage your time. Recruit and drive interest in the product and company. Harness the power of social media to make sales. Direct sales can be your ticket to independence. Stop punching the clock and become your own boss; and watch your income grow. With *Direct Selling For Dummies*, you'll have the skills and information you need to be a success.

From the Back Cover: Learn to: Navigate the direct sales industry to pursue independent success. Set goals and manage your time effectively. Book, sell, and recruit to increase your income. Harness the power of social media to grow your business. Ready to start your direct sales business? Learn from a pro! So you've been bitten by the entrepreneurial bug? Terrific! This book will give you an edge in direct sales. It explains the different direct selling models, the skills you need to succeed, how to implement your sales strategies, ways to maximize social media power, and how to keep your business going and growing. Find your passion; explore how direct sales works, the compensation plans, and the pros and cons of a start-up to choose your ideal company. What works for you; compare the Network Marketing, Party Plan, and Hybrid models and discover what best fits your goals and skills. Be a self-starter; find out what you need to get started and the key skills that lead to success. Get it done; learn how to get appointments and bookings, plan a great launch, generate a buzz, keep your hosts excited, and hold successful parties. Make it social; choose the best social media for your business, use photos wisely, gain attention for your blog, host a Facebook party, and build your Twitter audience. Keep growing; master the art of recruiting and networking, and make follow-up a priority. Open the book and find: Why direct selling works. Ways to bolster your confidence. Time management tips. How to hone your presentation skills. The 2+2+2 follow-up method. How to maximize an event. Communication aids. Ten great online resources. Tricks for handling your income and dealing with taxes. About the Author: Belinda Ellsworth is a veteran motivational speaker, sales trainer, and expert for the direct sales industry. With more than 30 years of experience, she has trained thousands of independent sales representatives, managers, and executives and has worked with more than 100 direct sales companies.