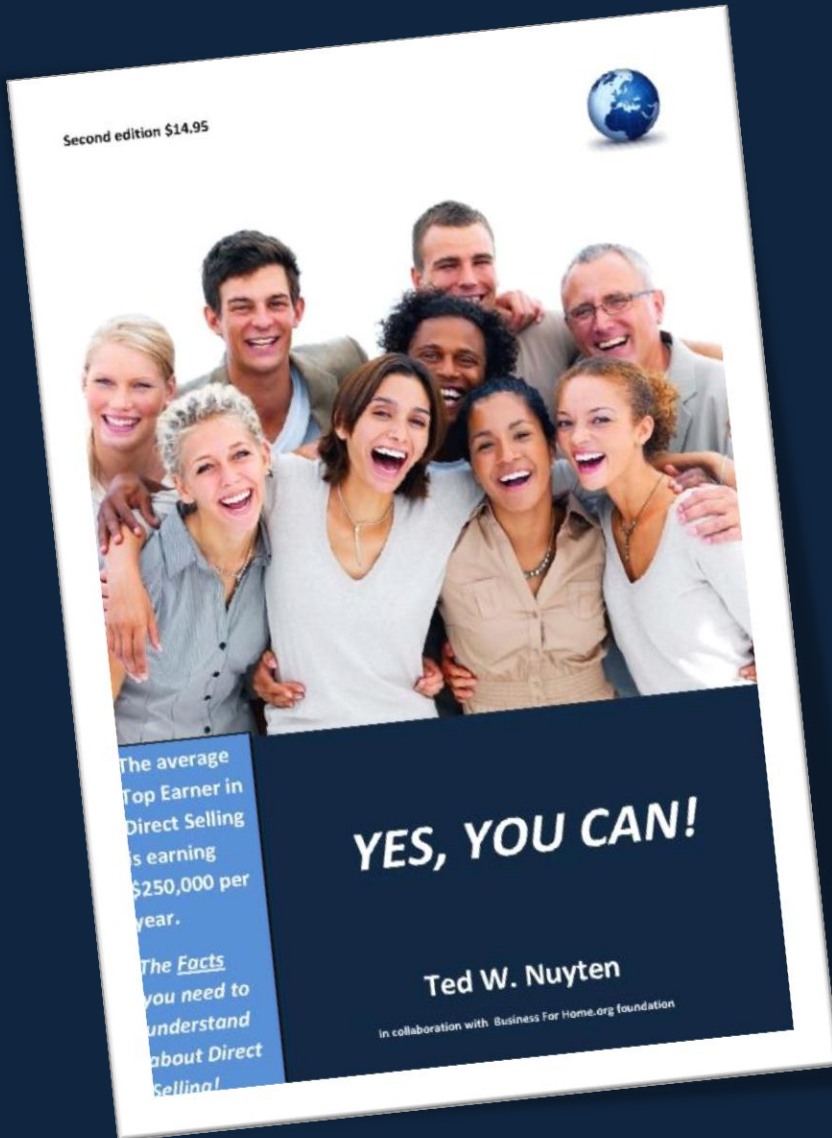


How to explain Direct Selling in 15 minutes!



Source: **YES, YOU CAN!**
Author: Ted Nuyten

www.businessforhome.org foundation
Worldwide Independent Facts and Figures

Question: Do you have an open mind?

- Direct Selling is unknown area for 99% of all people.
- **Lack of information is the main reason why people unnecessary fail in business.**
- About **20,000** people worldwide are earning more than **\$5,000+** a month.
- About **3 million** people earn **\$50 - \$5,000** a month through Direct Selling....



Celebrity endorsements

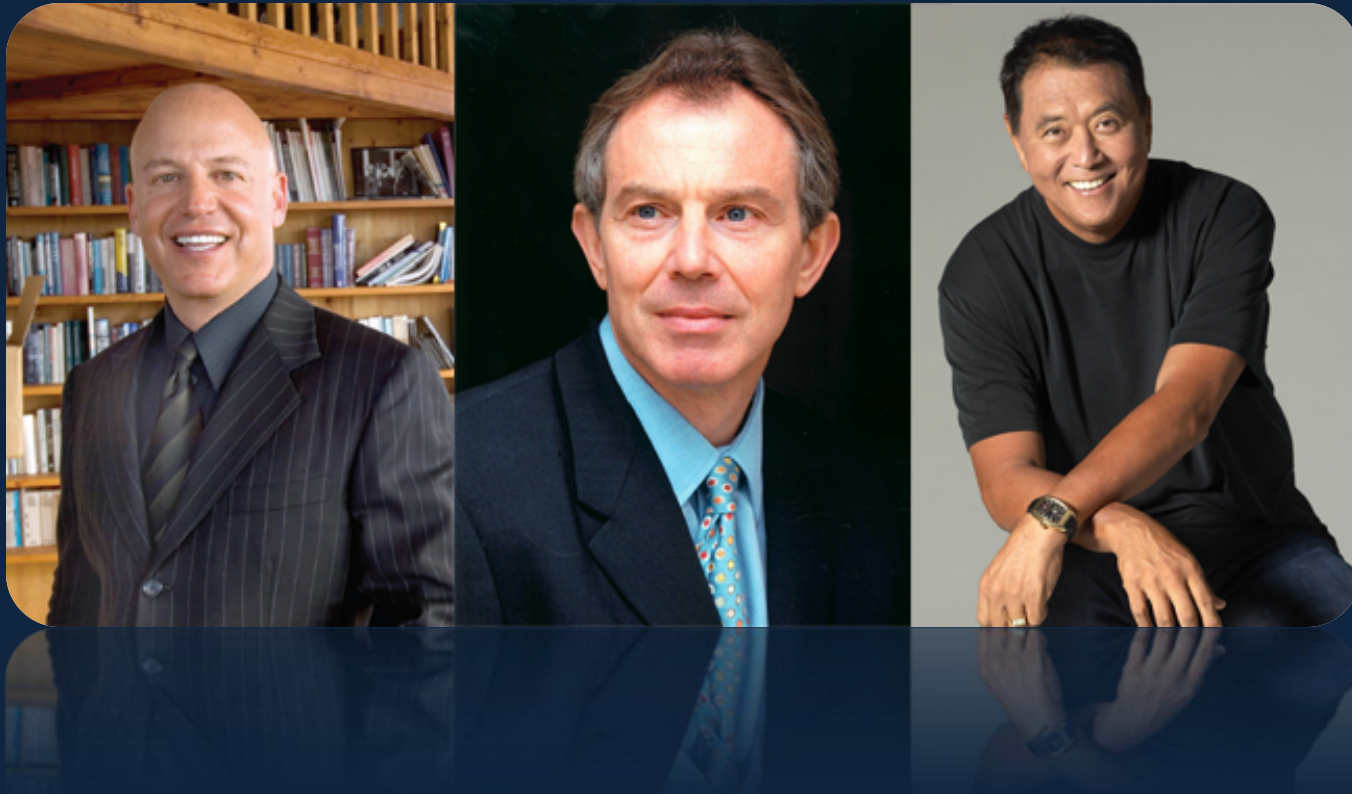


Warren Buffet, owns Pampered Chef.

Sir Richard Branson, former owner Vie At Home.

Bill Clinton, former USA President, endorse Direct Selling.

Celebrity endorsements



Paul Zane Pilzer, world-renowned economist.

Tony Blair, former UK Prime Min. endorse Direct Selling.

Robert Kiyosaki, motivational trainer.

The average Top Earner in Direct Selling is earning
\$21,655 per month

Over 250 distributors are making \$1 million a year

Rank	Country	Est. Month	Est. Year
1	USA	\$950,000	\$11,400,000
2	Taiwan	\$850,000	\$10,200,000
3	USA	\$592,000	\$7,104,000
4	USA	\$475,000	\$5,700,000
5	Malaysia	\$450,000	\$5,400,000
6	USA	\$425,000	\$5,100,000
7	USA	\$400,000	\$4,800,000
8	Taiwan	\$400,000	\$4,800,000
9	Germany	\$375,000	\$4,500,000
10	USA	\$350,000	\$4,200,000

Top Earners \$1 Million+ per year



Don't sell but Share your experience!

According to the World Federation of Direct Selling Associations (WFDSA), consumers benefit from Direct Selling because of the **convenience and service it provides.**

Sharing the experience is a great benefit for Direct Sellers. It has and will build large organizations, which benefits the people involved.



Why Direct Selling?

- ✓ Own a business of your own.
- ✓ A part-time or full-time income stream.
- ✓ Personal development and low operation costs.
- ✓ Offers flexible schedules and meet new friends.
- ✓ No employees to hire.
- ✓ Very little or no capital investment.
- ✓ The residual income component.
- ✓ Work with positive people.
- ✓ Set your own goals.



Direct Selling ask for:

- ✓ A certain level of communication skills.
- ✓ A couple of hours per week to start.
- ✓ The will to learn and teach others.



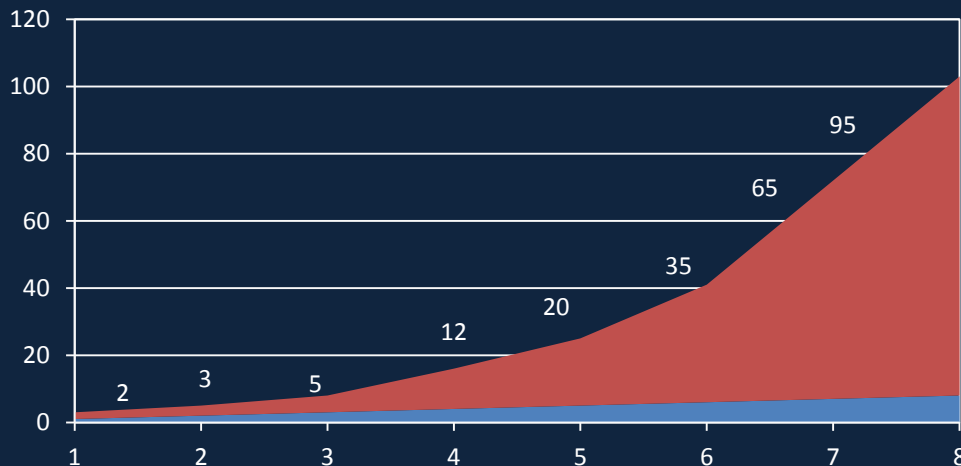
The Direct Selling Market

- There are thousands of companies with a Direct Selling model.
- 95% is using a Multi Level Marketing plan.
- The **10 largest companies** have had a combined revenue of **\$35 billion** in 2009.
- The 2008-2009 financial crises has had little impact on the industry.

Company	Year Establish	Revenue 2007	Revenue 2008	Revenue 2009
Avon	1886	\$9,938	\$10,690	\$10,400
Amway	1959	\$7,100	\$8,200	\$8,400
FLP	1978	\$2,000	\$2,500	\$3,000
Mary Kay	1971	\$2,400	\$2,450	\$2,500
Herbalife	1980	\$2,145	\$2,359	\$2,324
Primerica	1977	\$2,200	\$2,200	\$2,200
Tupperware Brands	1938	\$1,980	\$2,160	\$2,128
Natura Cos. SA	1969	\$1,900	\$1,900	\$1,900
Nu Skin	1984	\$1,157	\$1,247	\$1,331
Oriflame	1967	\$1,109	\$1,319	\$1,318
Total		\$31,929	\$35,025	\$35,501

Building Residual Income

One of the advantages of Direct Selling is the possibility to earn residual income



A down line growth scenario.

You introduce new distributors, and so will they do.

Month	Distributors	Month	Distributors
1	2	5	20
2	3	6	35
3	5	7	65
4	12	8	95

The larger your down line, the higher your down line revenue.

Facts

- The youngest Top Earner is **18** years.
- The oldest Top Earner is **82+** years.

- **77 %** of sales is done Face to Face.
- **11 %** of sales is through Internet.
- **9 %** of sales is by Phone.

- **70% of direct sellers are woman.**
- **30% of direct sellers are men.**

- **90%** percent of all Direct Sellers operate their businesses part-time

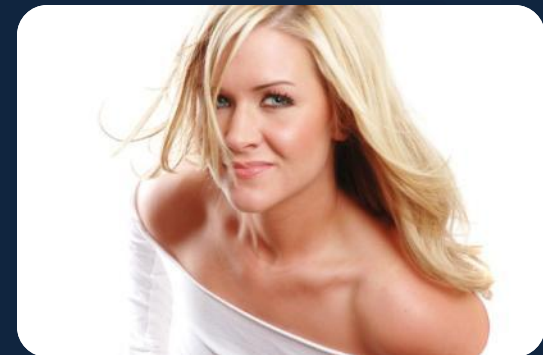
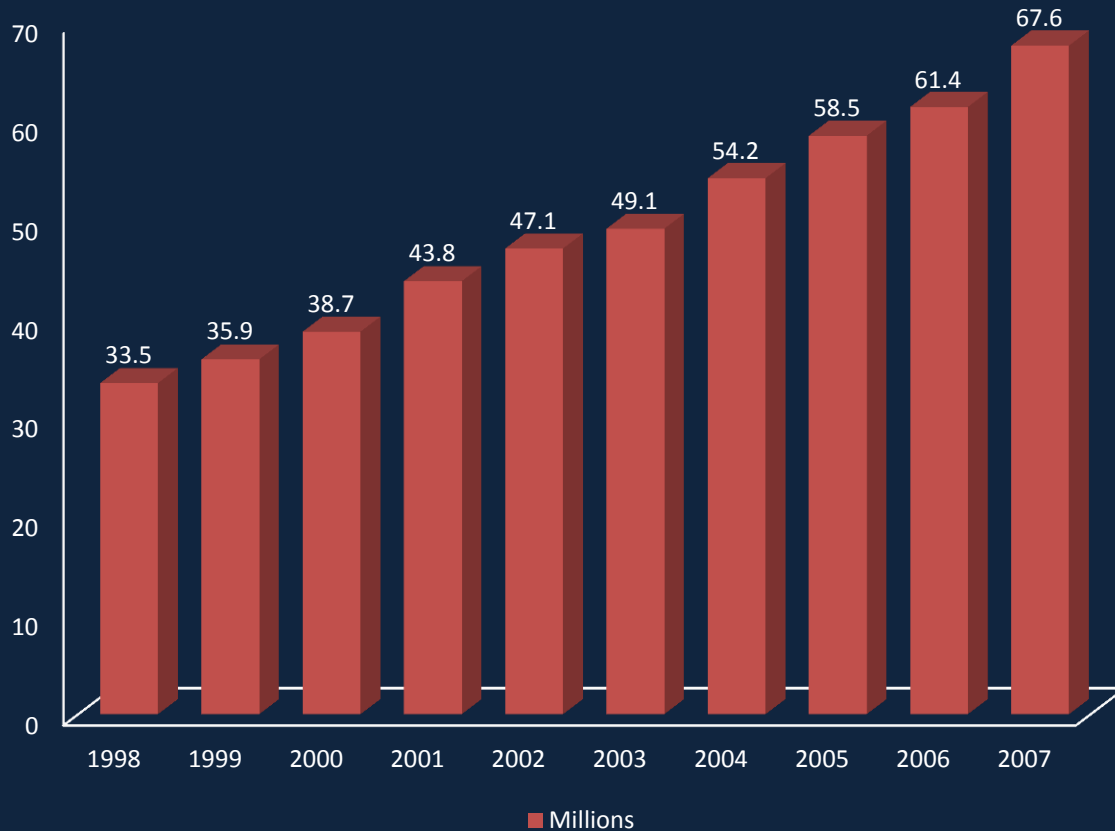


Worldwide Country Revenue

Nr.	Country	Year	Revenue in Milion	Distributors
1	United States	2007	\$30,800	15,100,000
2	Japan	2006	\$20,390	2,700,000
3	Brazil	2008	\$10,100	2,200,000
4	South Korea	2007	\$9,000	3,187,933
5	Germany	2007	\$8,865	778,000
6	Mexico	2007	\$3,986	1,900,000
7	United Kingdom	2007	\$3,564	419,500
8	Italy	2008	\$3,368	365,000
9	Russia	2008	\$2,866	4,413,918
10	France	2007	\$2,393	223,000

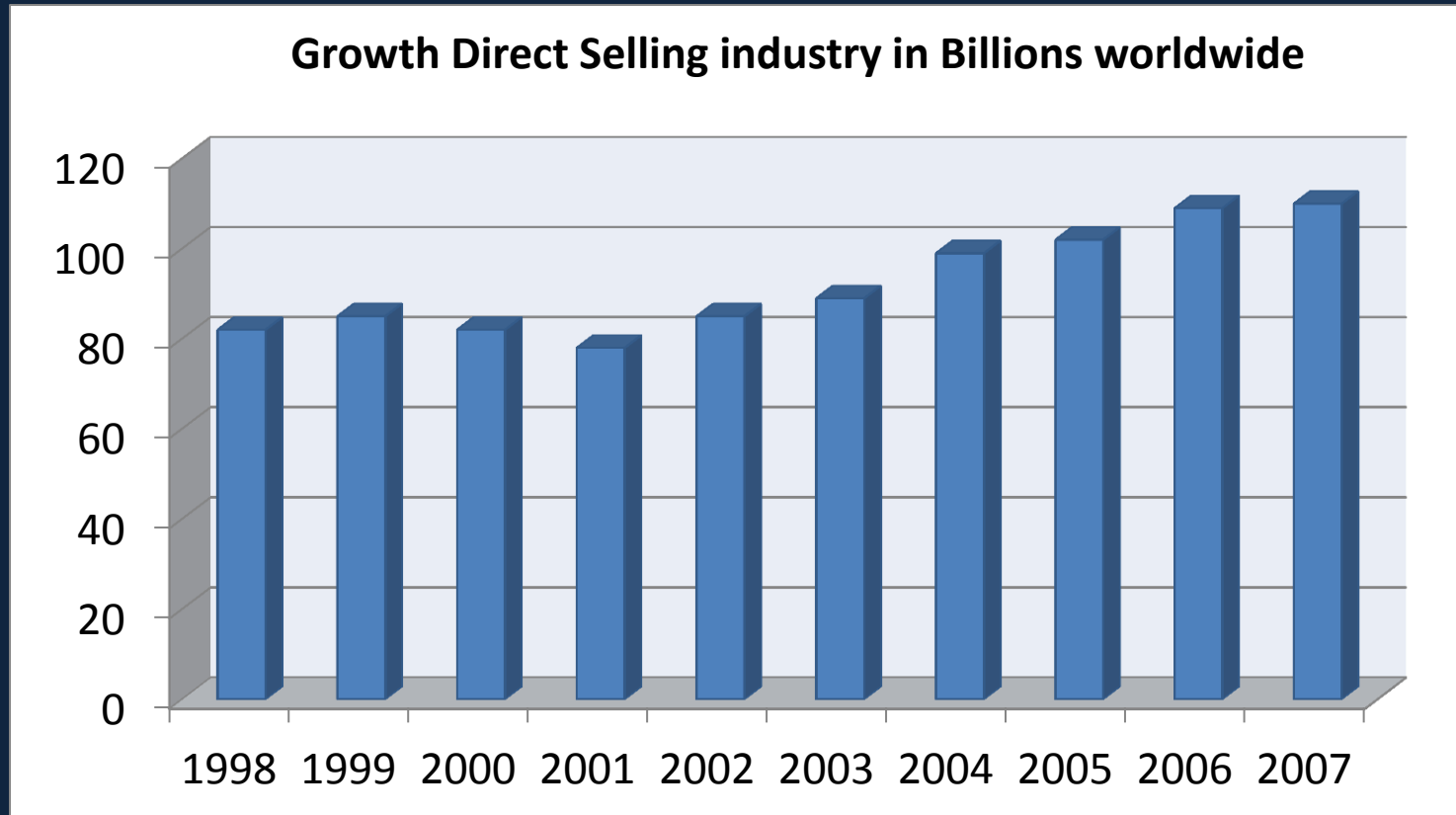


Worldwide Distributor Growth



67 million people are involved in Direct Selling

Worldwide Growth Revenue



In 10 years from \$82 billion to \$110+ billion!

Myths & Misconceptions

“You have to recruit your friends and family”

Recruitment is done by the army. You are looking for a business partner. You decide who to work with. It can be anybody. **Warm Market or Cold Market**

In Direct Selling you are independent; it is your business!



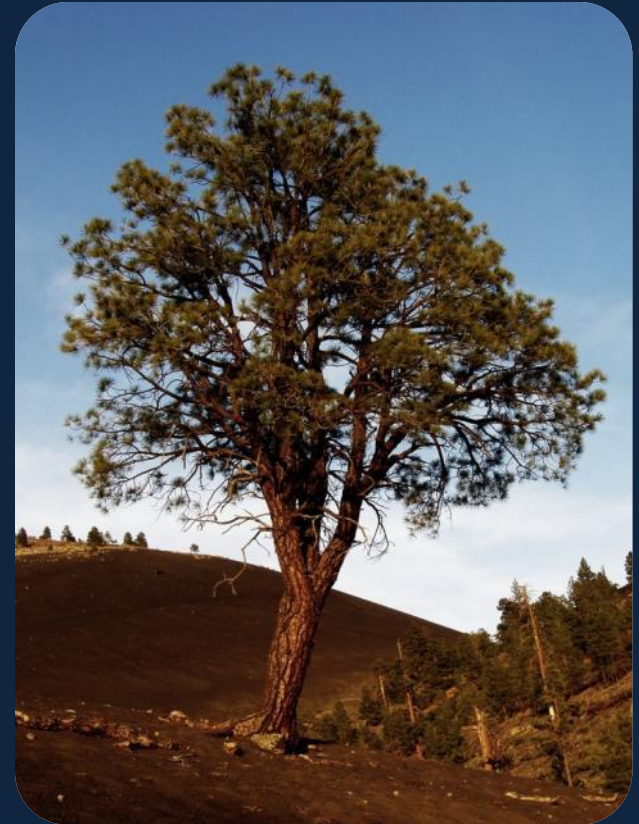
You decide with who to work with.

Myths & Misconceptions

“It looks like a pyramid”

If Direct Selling would be a pyramid scam, 65 million people would be in prison... Because of the Tree-structure Some people do think so, however in Direct Selling you are backed up by legal companies.

You can make more money then the people above you, in a Pyramid that is not the case....



Direct Selling has evolved significantly in the last ten years.

Myths & Misconceptions

“I know somebody who failed”

As with all business or in life people fail sometimes. Getting involved is not a guarantee for success.

Many people play sports, not everybody is playing professional.



This is not very effective...

Income streams

- **Over 50%** of direct sellers report that their net income from direct selling, after taxes and expenses, is **positive**.
- **89%** of direct sellers rate their personal experience in direct selling as excellent, very good, or good.



The Direct Selling business is fueled by rewarding success.

Top Earners \$1 Million+ per year



Can you do it?

People from all walks of life setup with great success
a Direct Selling business:

- Homeless people & entrepreneurs
- Teachers & students
- Doctors & unemployed
- Shop keepers & accountants
- Retired people & sportsmen
- Millionaires & broke people
- Young & old people
- Men & women



Yes, you can if you want!

Personal Development is key!

To succeed in Direct Selling, you must develop YOU. Learn the communication skills necessary to achieve **your** goals.



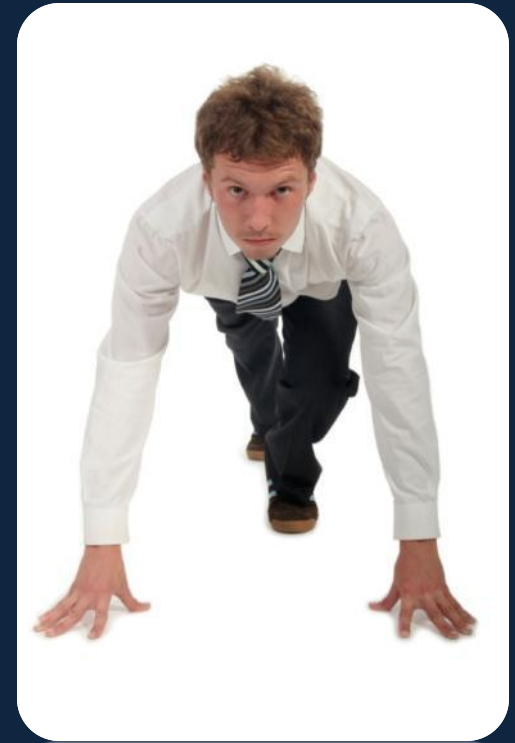
Conventions & Meetings

Conventions and meetings are fun and essential to follow as you will get the big picture!



10 Keys to Success

1. Have a positive attitude
2. Set your goal
3. Build a contact list
4. Take action
5. Work with positive people



10 Keys to Success

6. Share your product or service
7. Share the opportunity
8. Promote the events
9. Develop your skills
10. Duplicate



Go to the top!

Nr.	Name	Company	Country	Est. Month	Est. Year
1	Lita & Brig Hart	Monavie	USA	\$950,000	\$11,400,000
2	Barry Chi & Holly Chen	Amway	Taiwan	\$850,000	\$10,200,000
3	Mike Dillard	Magnetic Sp.	USA	\$592,000	\$7,104,000
4	George Zalucki & Art N.	ACN	USA	\$475,000	\$5,700,000
5	Howe Kean	Amway	Malaysia	\$450,000	\$5,400,000
6	Enrique & Gr. Varela	Herbalife	USA	\$425,000	\$5,100,000
7	Carol & Ken Porter	Monavie	USA	\$400,000	\$4,800,000
8	Sunny Su	Amway	Taiwan	\$400,000	\$4,800,000
9	Rolf Kipp	FLP	Germany	\$375,000	\$4,500,000
10	Bill & Peggy Britt	Amway	USA	\$350,000	\$4,200,000
11	Dexter Yager	Amway	USA	\$350,000	\$4,200,000
12	Gina & Steve Merritt	Monavie	USA	\$350,000	\$4,200,000
13	Jim & Nancy Dornan	Amway	USA	\$350,000	\$4,200,000
14	Max Schwarz	Amway	Germany	\$350,000	\$4,200,000
15	Peter & Eva Muller	Amway	Germany	\$350,000	\$4,200,000
16	Sharon & Steven Sharif	Xango	USA	\$350,000	\$4,200,000
17	Tsuyoshi Tomioka	Synergy	Japan	\$350,000	\$4,200,000
18	Charlie & Debbie Kalb	Monavie	USA	\$340,000	\$4,080,000
19	Debbie & Geoff Davis	ACN	USA	\$300,000	\$3,600,000
20	Jay Kubassek	CCC	USA	\$300,000	\$3,600,000
21	John Peterson	Herbalife	USA	\$300,000	\$3,600,000
22	Kaoru Nakajima	Amway	Japan	\$300,000	\$3,600,000
23	Marco & Mil. Dubon	FLP	Guatemala	\$300,000	\$3,600,000
24	Simon Abboud	ACN	USA	\$300,000	\$3,600,000
25	Susan Peterson	Herbalife	USA	\$300,000	\$3,600,000
26	Holton Buggs	Organo Gold	USA	\$254,000	\$3,048,000
27	Brian & Andrea Sax	ACN	USA	\$250,000	\$3,000,000
28	Dave Johnson	Nikken	USA	\$250,000	\$3,000,000
29	Jeff Roberti	NSA	USA	\$250,000	\$3,000,000
30	Kang Hyeon Sook	Amway	Korea	\$250,000	\$3,000,000

Go to the top!

Nr.	Name	Company	Country	Est. Month	Est. Year
31	Leonard & Esther Kim	Amway	Korea	\$250,000	\$3,000,000
32	Mark & Peggy Lei	Amway	Taiwan	\$250,000	\$3,000,000
33	Onyx Coale	Monavie	USA	\$250,000	\$3,000,000
34	Patrick Maser	ACN	USA	\$250,000	\$3,000,000
35	Roberto Ruiz	FLP	Mexico	\$250,000	\$3,000,000
36	Jennifer & Darin Dowd	ACN	USA	\$225,000	\$2,700,000
37	Leonard & Esther Kim	Amway	Korea	\$225,000	\$2,700,000
38	Shane & Dana Douglas	ACN	USA	\$225,000	\$2,700,000
39	Carol & Alan Lorrenz	Herbalife	USA	\$220,000	\$2,640,000
40	Corbin & Holly Roush	Monavie	USA	\$220,000	\$2,640,000
41	Chris Carley	Herbalife	USA	\$200,000	\$2,400,000
42	Danny Bae	ACN	USA	\$200,000	\$2,400,000
43	Ed Bestoso	Melaleuca	USA	\$200,000	\$2,400,000
44	Giselle Sexsmith	Nu Skin	Puerto Rico	\$200,000	\$2,400,000
45	Markus Lehmann	Herbalife	Germany	\$200,000	\$2,400,000
46	Natalya Yena	Amway	Russia	\$200,000	\$2,400,000
47	Rick Jordan	Unicity	USA	\$200,000	\$2,400,000
48	Sherman Unkefer	Xango	USA	\$200,000	\$2,400,000
49	Daniel Mueller	Unicity	Germany	\$180,000	\$2,160,000
50	Jordan Adler	Send Out C.	USA	\$176,000	\$2,112,000
51	Jeff Weber	ACN	USA	\$175,000	\$2,100,000
52	Keith McEachern	FreeLife	USA	\$175,000	\$2,100,000
53	Mitch & Deidre Sala	Amway	USA	\$175,000	\$2,100,000
54	Sven Goebel	Unicity	Germany	\$175,000	\$2,100,000
55	Tom & Bet. Alkazin	Vemma	USA	\$175,000	\$2,100,000
56	Dave Savula	Pre Paid L.	USA	\$166,000	\$1,992,000
57	Margie Aliprandi	Neways	USA	\$165,000	\$1,980,000
58	Dominique Cano-Flores	ACN	France	\$160,000	\$1,920,000
59	Jonathan Budd	MLM S.	USA	\$160,000	\$1,920,000
60	Rita Hui	USANA	Hong Kong	\$160,000	\$1,920,000