

IS DIRECT SELLING RIGHT FOR YOU? YOU JUST MIGHT BE SURPRISED!



By Kelly L. Fraga

To quote Mary Christensen, a best-selling author on

direct selling, “The magic of a direct selling business is that it allows women to control their income. When you control your income, you control your life. Building a direct selling business has allowed many to achieve a lifestyle most people only dream about. A big bonus is that they did it by helping others achieve the income and lifestyle they dream about.”

Today’s direct selling industry is far from the days of Avon calling. I admit, living in a rural area growing up, we looked forward to the Avon Lady coming with eager anticipation! Today, we have

a world that is all about social media, influencers, and #hashtags. It is fast-paced, exciting, and at times a bit overwhelming! The big question is: Is it right for you? You might be surprised to learn that YES is probably the answer to that question! According to Incfile.com, almost 93% of Americans have some sort of side gig, and 39% say that is their new normal moving forward.¹

How do you build a business that funds and fuels the life of your dreams? You start. That’s it, you just get started! Here are some great reasons to consider direct selling:

1. Rather than selling, you are sharing something that you love and believe in.
2. You get to educate and inspire others, while building life-changing relationships that you need more than you know.
3. You get to lift others up and also teach, coach, and train others while growing personally and professionally. (Yes, you can do it, I promise).
4. You will enjoy the significant tax breaks that are available to any business entrepreneur.
5. You decide when, where, and with whom you work. No more working unpaid

overtime or pleading for a raise or a day off. You get to surround yourself with like-minded people who will inspire you to be the best you can be!

If you’re thinking about starting a side business, now’s the perfect time to act. Public consensus is on your side. There’s never been a better time to chase your dreams. The best part of all is that you will control your destiny. If you are willing to work and willing to learn, you can live a lifestyle most people only dream about!

1. <https://www.incfile.com/blog/side-hustle-statistics>



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