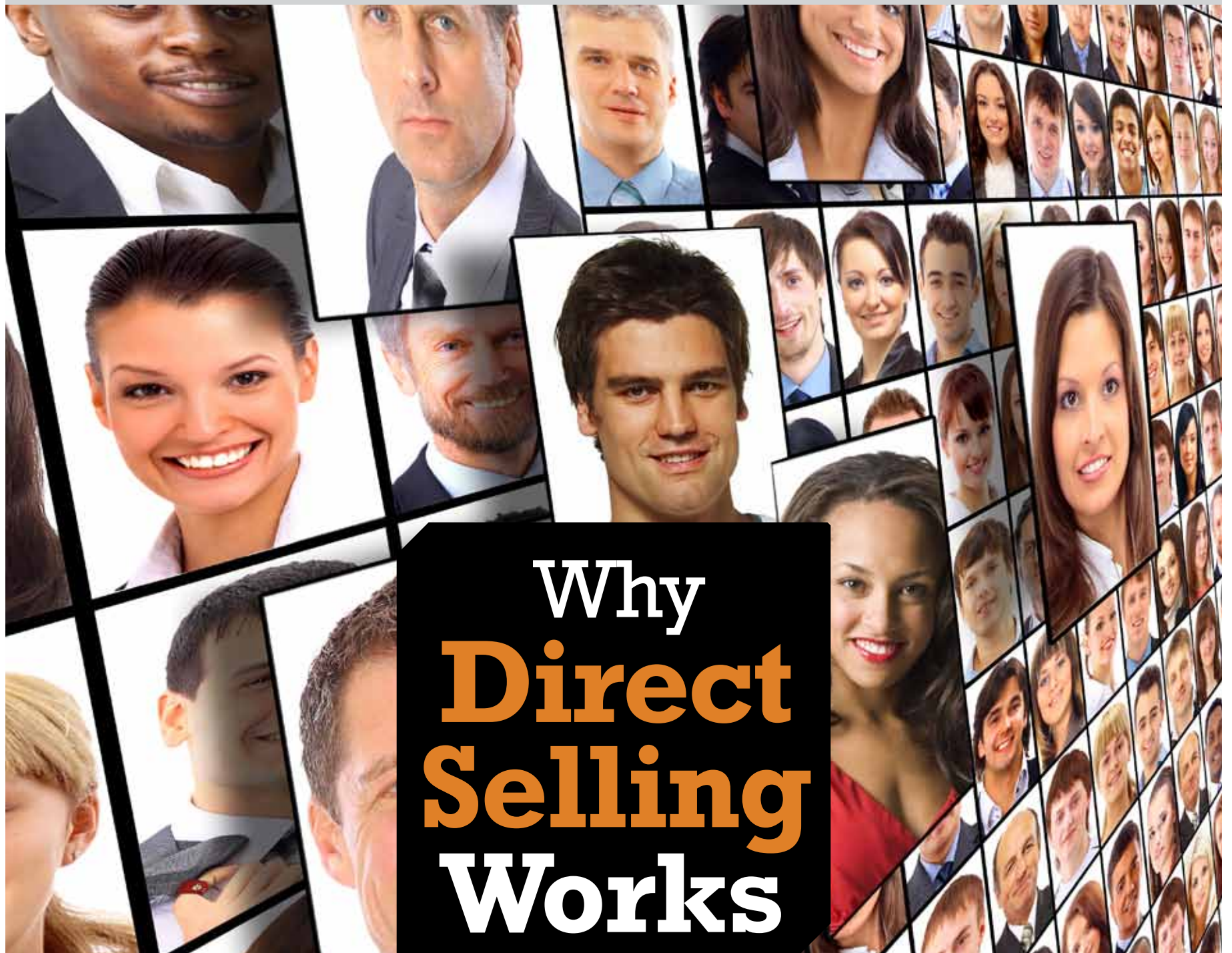


A Special Supplement to *USA Today* by *Direct Selling News*

THE ORIGINAL SOCIAL BUSINESS MODEL



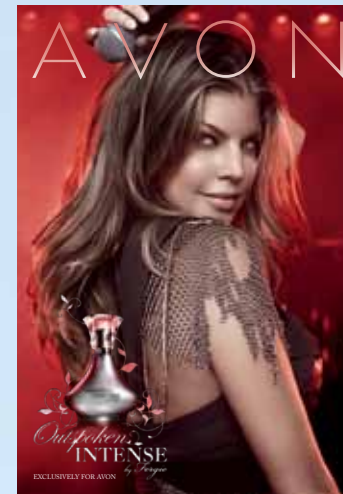
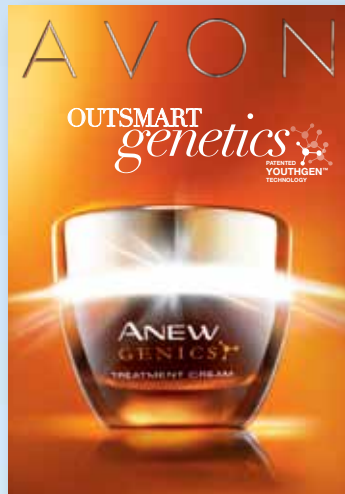
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Direct Selling News

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Meet Shelley Hess. Wife. Mother. Direct Selling Representative.

After staying home for 10 years to raise her two boys, Shelley decided to go back to work. But she wanted more flexibility than her old job could offer.

She fell in love with the products sold by a direct selling company and decided to sign up as one of the company's independent representatives. Now she works when she wants and has made enough money to take her family on two vacations. Millions of people like Shelley enjoy the flexibility and extra income that direct selling can offer.

For the 200+ member companies of the Direct Selling Association, membership means a commitment to the highest standards in business when interacting with independent sellers like Shelley and the millions of satisfied direct selling customers. Find out more about direct selling and these exceptional companies at www.directselling411.com.

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REASONS

Why You Should Be an Entrepreneur

Every new parent asks himself or herself why children don't come with a manual. The same holds true for entrepreneurship. If someone penned all the challenges you'd face in this brave new world—the sleepless nights, the messes cleaned up, the tears shed—few would think the benefits outweigh the labor.

That's right; no one ever said *entrepreneurship* was easy.

But with entrepreneurship comes effort. Effort flourishes with passion. Passion makes work feel like pleasure. Pleasure is the gratification that you've worked hard to create something real, important and lasting. And that cycle is one of the many reasons why entrepreneurship remains an enduring ideal in this country.

“The direct selling business model can level the playing field and close the gap between the haves and have-nots,” says Ray Chambers, world-renowned entrepreneur, philanthropist and one of *Time* magazine's 100 Most Influential People. When the economy is uncertain, there's no better

by K. Shelby Skrhak

time to create a job *for yourself* by starting your own business. Not sure it's for you? Consider this.

You were born to be an entrepreneur, not an employee, says motivational speaker **Stedman Graham**, author of the *New York Times* best seller *You Can Make It Happen*. "At no other time in history has there been a better opportunity for people to create or retain ownership of their lives," he says. "Our nation and its communities need more entrepreneurs. Entrepreneurialism is not only a pathway to autonomy and financial independence, but also has a macro-level impact on community development and economic growth, providing sources of employment and higher living standards." Perhaps there is no easier way to embrace entrepreneurship than direct selling.



1. Job Security

Only a generation or two ago, going into business for yourself was considered risky, and the safest route was to get a good job in a large firm. "That's what my 'poor dad' taught me," says *Rich Dad Poor Dad* author Robert Kiyosaki. "Now, working for a traditional corporation has become the risky option."

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2. Make More Money

A U.S. Federal Reserve survey shows the average household net worth for entrepreneurs is five-times more than that of the traditionally employed. What that means in this economy is business owners are five-times more likely to come out of the recession in the black because they created income in their own businesses.

3. Freedom

When you are your own boss, you get to choose when you work, how you work and with whom you work. Best-selling author, radio host and wealth expert Dave Ramsey puts it this way: “There’s been a lot of doom and gloom in the

media this year. The truth is, many people were laid off from jobs they hated anyway. Many people, instead of sitting home and sulking, have used the freedom to think about what they really want to do when they grow up. You have ideas—go do it!”

4. Discover Your Hidden Potential

“Entrepreneurship is business’s beating heart,” says Virgin mogul Richard Branson.

“Entrepreneurship isn’t about capital; it’s about ideas. Entrepreneurship is also about excellence. Not excellence measured in awards or other people’s approval, but the sort that one achieves for oneself by exploring what the world has to offer.”

5. A Second Career

The nation’s 78 million baby boomers are just starting to reach retirement age, yet they’re realizing that they can’t afford to retire. What’s more, they don’t want to. Dr. Mary Furlong, author of *Turning Silver into Gold*, says, “Boomers are

looking for ways to give back. They are taking the reins of their own futures and redefining their lives. They want work that reflects their values and identity; they want to make a difference.” A landmark study by MetLife Foundation and Civic Ventures found that 50 percent of Americans in their 50s and 60s want to do work “that matters.”

6. You’re Sharing, Not Selling

“It turns out [direct selling] may be the best way to sell goods in the developing world where people listen to testimonials—not advertisements and retail sales people,” Jim Cramer told his audience.

7. A Life of Greater Impact

“When you’re in business for yourself, you write your own history, you write your own success story, you write your own legacy and most important, you write your own paycheck,” says Jeffrey Gitomer, best-selling author of *Little Red Book of Selling*. “Being in business for yourself gives you the opportunity to work your heart out for something you love.” ■

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