

You
CAN
Have It
All in
This
Amazing
Profession

When you choose this profession, you are given a gift that can make a significant difference in the lives of your children and every person you touch—your customers, your team members, and your family.

Women are tired of the rat race... trying to do it all and stay sane. Today, they are leaving the corporate world and coming to network marketing and party plan companies in larger numbers than ever before.

Seventy-nine point nine percent of all participants in this business are women, and there's a reason why.

They have found a place where there is no glass ceiling—where they can have a career, raise their families, and make a significant income from the comfort of their homes.

Women are natural networkers and natural nurturers. This profession allows you to meet new people and connect with and support other like-minded and like-hearted individuals.

Women love doing business in the course of simply living their lives—waiting in line at the grocery store, at their clubs and civic activities, or sitting in the stands at their children's sporting events. My sister, who is a very successful direct seller, shared with me that at my nephew's last baseball game of his high school career, the mother of every player on his team was either a customer, one of her consultants, or a hostess. She hadn't wasted a minute in those bleachers.

This form of free enterprise is a great training ground for children to be mentored by their parents.

A direct selling business can provide women with the opportunity to teach their children money skills, people skills, business management, and most importantly, the life skills of relationships and partnering.

I am proud to say I raised two entrepreneurial children, each with a tremendous work ethic as a result of being brought up in a direct selling home. They saw me work, earn income, lead others, set goals, win, and sometimes they saw me lose (I call those "learning experiences"). It was during the "learning experiences" that my grown children say they gained the most. They saw me "keep on keepin' on."

When you choose this profession, you are given a gift that can make a significant difference in the lives of your children and every person you touch—your customers, your team members and your family. What a wonderful place to lead by example!

The flexibility of direct selling is also a big plus for married or single women with families. This business can be worked around the schedule of others. You may not get to every

activity your children have, but you can make the majority.

You can be there after school to hear about their day, and you can enjoy the morning drive taking them to school without the pressure of fighting a commute.

You can stay home with your kids when they are ill, without questions from your “superiors” or fear of losing your job.

You can be your own boss, and you will undoubtedly be a great boss to yourself.

Many women start their direct selling careers on a part-time basis, either in conjunction with a full-time job or while raising small children. You have the opportunity to become full-time when it is right for you and your family. There are no timelines or bosses pushing you to make career choices that are not in your best interest.

Women love winning prizes—and with this career, there are wonderful awards and incentives. From diamond rings and spa retreats to cruises and all expense paid family vacations, if you are willing to meet the challenges, the awards and recognition are waiting to be earned.

The direct selling community offers great opportunities for personal growth and education. Training and support is readily available from the companies, from books, from audio programs and from a wide variety of personal and professional development organizations.

Everyone has the same opportunity to be successful in this profession. Whether you are a college graduate or didn't finish

high school, everyone here has the same chance to succeed.

It is not education, job titles, or past experience that are the deciding factors in how successful people will be. It has more to do with your coachability, desire, persistence, and willingness to take action. Every person in this business determines their own destiny and their own paycheck.

This is not a get rich quick business. It takes dedication and work to build a solid residual income. And no one is forced to choose between family and career.

You CAN have it all in this amazing profession.

Nicki Keohohou, began her career as a direct seller more than thirty years ago. Today she teaches and motivates direct sellers around the world through her workshops, seminars, and tapes.

Nicki has been a successful distributor, corporate executive and consultant for hundreds of corporations including many of the industry's leading companies.

Through conference trainings and keynote addresses, Nicki is known for inspiring attendees to greater achievement with her enthusiasm, passion and industry insights. Her innovative workshops are filled with content and exercises that teach direct sellers how to perfect the skills that yield lasting success.

As a result of years of experience in direct sales, and now serving as CEO of the Direct Selling Women's Alliance, Nicki has acquired a broad base of knowledge that can make a significant difference for distributors, leaders and corporate executives.

To learn more about Nicki and the DSWA, visit the website at: <http://dswa.org> or contact us at info@mysdwa.org.