

# **Direct Selling:** An Accessible Path to Entrepreneurship

More than 18 million Americans are involved in direct selling to make a few extra dollars, to build a business, or to buy products at a discount. That's because direct selling offers a low-risk way to participate in a fast-growing part of the economy.

Direct selling remains a relationship business. Some of those relationships still happen face-to-face; however, direct selling has changed along



with the rest of the economy. Individuals are building relationships through social media, using e-commerce sites to complete transactions, and sometimes functioning as mobile "show rooms" for emerging product lines. The appeal of direct selling is often the ability to experience the product first hand and build a relationship with a sales person who uses the product themselves. Direct selling fills in an important gap in the emerging online economy.

For most Americans involved in direct selling, the revenue they earn is not their primary income but the way to a family vacation, or presents for the holidays, or just a little extra spending money. In fact, most direct sellers only work part time in direct selling, and many have other jobs.

Direct sellers are your neighbors, your friends, and your family—and whether they work a few hours a week or full-time, they are American entrepreneurs in the truest sense of the word.

The information contained herein gives you a visual snapshot of direct selling in America. We hope you'll take a couple minutes to better understand what direct selling is all about.

## **Direct Selling Is Part of the Fabric of America**

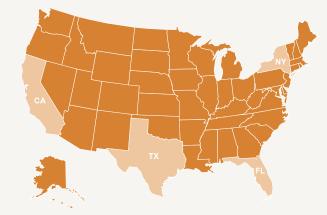
Direct Selling Touches Every Neighborhood in America

About 1 in 7 U.S. Households Are Involved in Direct Selling



U.S. Census and 2018 Growth & Outlook Survey - Direct Selling in 2017.

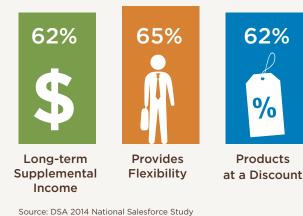
The number of people involved in direct selling in the U.S. exceeds the population of each state in the U.S. with the exception of the four largest.



Source: 2018 Growth & Outlook Survey – Direct Selling in 2017. U.S. Census (https://www.census.gov/data/tables/2016/demo/popest/state-total.html)

#### **Direct Sellers Value Opportunity**

Americans Turn to Direct Selling Because It Meets Their Needs



**Direct Selling Is Popular** by Any Measure



Source: DSA 2014 National Salesforce Study

# **Direct Selling Is the Most Accessible Path to American Entrepreneurship**



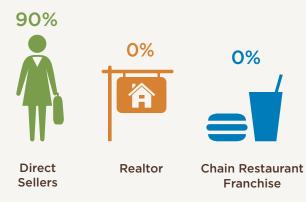
\*2013 DSA Sales Strategy Survey

\*\*Source: Conservative estimate based on cost of courses needed to obtain real estate license, pay for initial materials, MLS system costs, REALTOR membership. Costs vary by state.

\*\*\*Conservative estimate. Many large chain restaurants have start up costs in excess of \$1 million-though some are less.

Direct Selling Is Low Risk

**Refund Percentage If** You Decide to Stop



Source: DSA Code of Ethics

## **Direct Sellers are Empowered**

Direct Sellers Are More Affluent Than the Average American

Percentage of Household Incomes Greater than \$50K



Source U.S. Census 2014 DSA National Salesforce Study **Direct Sellers Are Better Educated** Than the Average American

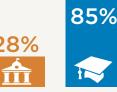
**Direct Sellers** 

**U.S.** Average





College **High School** Graduates Graduates



**High School** 

College Graduates Graduates

Source: DSA 2014 National Salesforce Study National Center for Education Statistics