



DIRECT SELLING ASSOCIATION

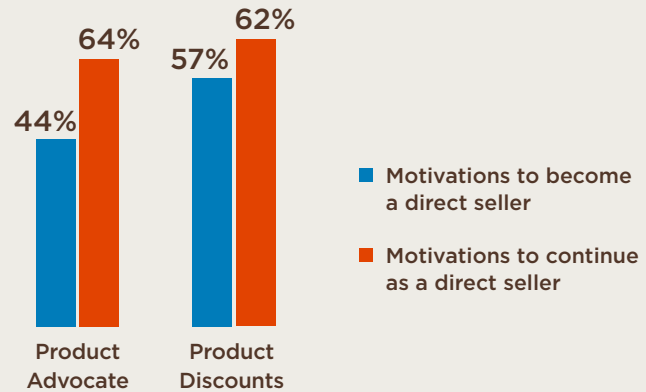
# In Direct Selling, Success is Different for Different People

People become involved in direct selling and continue in the business for different reasons, so it's not surprising there are many definitions of success. The amount of effort put into selling and the amount of income realized may vary greatly, depending upon an individual's motivations for becoming and staying involved in direct selling.

## Product Motivations



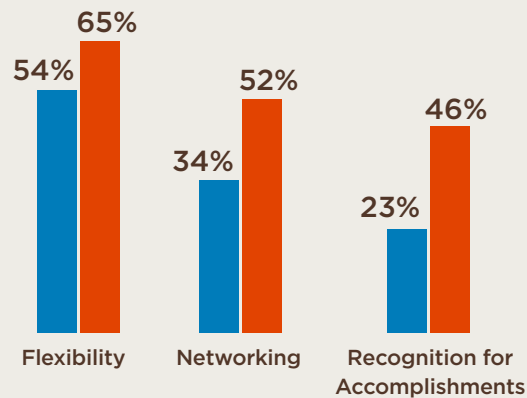
Some individuals simply enjoy a company's products or services and want to purchase them at a discount.



## Lifestyle Motivations



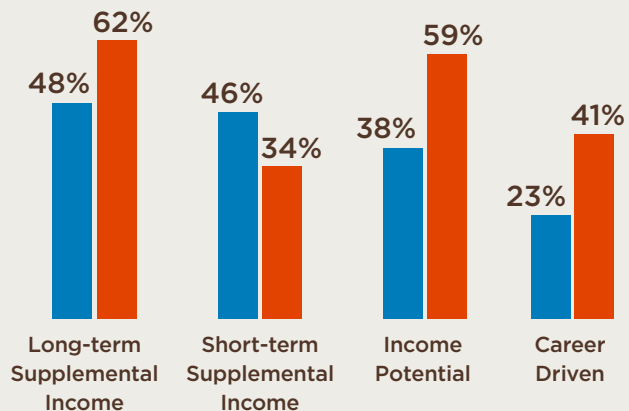
Other individuals are motivated by the flexibility, or work-life balance, associated with direct selling, or its social aspects, such as meeting people and gaining recognition for accomplishments or meeting personal goals.



## Entrepreneurial Motivations



Some people choose to become and stay involved for the opportunity to earn supplemental income or to build a more substantial, full-time business with greater income potential.



Source: DSA 2014 National Salesforce Study