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.

- **Product Advocate**
  - To become a direct seller: 53%
  - To continue as a direct seller: 61%
- **Product Discounts**
  - To become a direct seller: 64%
  - To continue as a direct seller: 64%

**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.

- **Flexibility**
  - To become a direct seller: 59%
  - To continue as a direct seller: 61%
- **Networking**
  - To become a direct seller: 39%
  - To continue as a direct seller: 47%
- **Recognition for Accomplishments**
  - To become a direct seller: 25%
  - To continue as a direct seller: 36%

**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.

- **Long-term Supplemental Income**
  - To become a direct seller: 48%
  - To continue as a direct seller: 54%
- **Short-term Supplemental Income**
  - To become a direct seller: 35%
  - To continue as a direct seller: 29%
- **Income Potential**
  - To become a direct seller: 41%
  - To continue as a direct seller: 50%
- **Career Driven**
  - To become a direct seller: 19%
  - To continue as a direct seller: 29%

Source: DSA 2019 National Salesforce Study