

DIRECT SALES & NETWORK MARKETING

Direct Sales

Before there were stores, mail-order catalogs, the Internet, or computerized telemarketing, people took their merchandise directly to their customers. Today, direct sales is an increasingly popular way to sell products because direct sales is just that—direct.

One big advantage of direct selling is that it provides the means for you to create a viable business of your own. Direct sales eliminates the “middleman” and puts more profit directly in your hands. Thousands of people each day choose to be in business for themselves through direct sales. However, which business they choose can determine their long-term success or failure.

A Look at the Direct Sales Industry

- Direct sales companies accounted for global retail sales of nearly \$100 billion last year.
- Nearly 40 million people are engaged in direct sales globally, doing business in 125 countries.

Who's Going into Direct Sales

In many parts of the world, the “traditional” single-income family has all but disappeared. Either both spouses are compelled to work, or a single parent is responsible for the entire household. In both cases, children may be reluctantly left in the care of others. A career in direct sales is an attractive solution to this modern dilemma. Of course, parents aren't the only ones benefiting from direct sales careers. Others entering the direct sales workforce include:

- People who are tired of working for others and want the freedom and independence of their own business
- People who need extra income to finance a college education, a down-payment on a home, remodeling, new furniture, travel, or a new car
- People who want to supplement their fixed incomes.

Let's face it, beginning a new business venture can be expensive and risky. Most new businesses don't begin to turn a profit for two to five years, if at all. Because of this, most people believe they could never afford to start a

business of their own. But with GNLD, you can. Anyone can!

GNLD's Network Marketing Advantage

There are many different kinds of direct sales businesses. You may be familiar with door-to-door sales (Avon, etc.), or even party-plan sales (Tupperware, etc.). Network marketing is simply another form of direct sales.

The great advantage of GNLD's network marketing system is that it allows you to not only reap the rewards of product sales to customers, but also to teach others to do the same—and then earn commissions on their sales! In addition, you're able to offer each person you work with a chance to be their own boss, too, as well as an unparalleled opportunity for security, tax advantages, and the prospect of a sizeable, flexible income—with only a small investment of time and money to start. As those in your growing network succeed, so do you!

With GNLD, Network Marketing is as simple as **Using the Products and Talking to People.**

