



Direct Selling Success

Lesson Four Clarifying Your Expectations

All materials in these training programs, including videos, assessment tools and workbooks, are the property of **etrainingtools**. Copyright and other intellectual property laws protect these materials. Reproduction or retransmission of the materials, in whole or in part, in any manner, without the prior written consent of the copyright holder, is a violation of copyright law.

Understanding the Direct Selling Industry

The direct selling industry provides an excellent opportunity for you to build your own successful business. In this industry you make money by selling products and services you believe in, and by recruiting other people to also sell those products and services. Your income is based on the total sales that you and your partners produce. Starting a business in direct selling has the following advantages over other types of companies you might start:

- **It requires very little money to get started**
- **You can work out of your own home**
- **You get to be your own boss**
- **You can choose your own business partners**
- **You receive great support from other people**
- **You find and serve your own customers**
- **You don't carry large amounts of inventory**
- **You create your own work schedule**
- **You can balance work and family responsibilities**
- **There is no limit to your earning potential**

While these advantages are very attractive, building a successful direct selling business is similar to building any other type of business. It takes a great deal of time, tenacity, passion, planning, commitment, and hard work. And the harder you work, the greater your chance for success.

During your first year it's all about creating realistic expectations. If you think it will be fast and easy, you will probably become discouraged and give up way too early. If you expect it to take time and hard work, you may be pleasantly surprised at how fast you achieve your objectives.

The two exercises that follow will help you create a healthy and productive perspective for your new business. The first activity lists some of the myths and unrealistic expectations that exist in the industry, and asks you to create your own list of more reasonable expectations. The second exercise helps you create a plan to run your business like any other successful company. These two activities will put you on the starting line of the road to success.

Dispelling Industry Myths

Many myths and unrealistic expectations exist in the direct selling industry. Below is a list of twelve we call "The Dirty Dozen." Think about each myth, and then write an expectation that is more reasonable for your first year in business. Having realistic expectations and then achieving those expectations puts you on a positive trajectory toward long-term success.

The Dirty Dozen Industry Myths

1. I am going to make a lot of money fast in this business.

Your expectation:

2. I am going to make a million dollars or more my first year.

Your expectation:

3. I can sign up distributors by simply calling people on the phone.

Your expectation:

4. If I talk to 10 people most of them will sign up as distributors.

Your expectation:

5. A few key distributors will make me a great deal of money.

Your expectation:

6. I can be very successful working a few hours per week on this business.

Your expectation:

7. I can easily produce full-time results with a part-time effort.

Your expectation:

8. If I work hard for a few months I can sit back and collect checks.

Your expectation:

9. My “up line” will help my find distributors and do a lot of the work for me.

Your expectation:

10. I only need to sell products to be successful, not sign up new distributors.

Your expectation:

11. I only need to sign up new distributors to be successful, not sell any products.

Your expectation:

12. I will be able to retire after a few years of hard work.

Your expectation:

Run Your Business Like a Business

Every successful business builder has an office, resources, supplies, a weekly schedule, hours of operation, performance measures, someone to account to, and so on. The activity below will help you create a plan to run your business like any other business. Preparing a place to work, creating a regular schedule, and keeping your weekly schedule will be critical to your success during your first year of operation.

Running Your Business Like a Business	
1. Where will you establish your office space for this business?	
2. What do you need to do to prepare your office for productive work?	
3. What office resources and supplies do you need in your workspace?	
4. How many hours per week will you work in this business?	
5. What will your typical weekly work schedule be?	
6. How will you record your weekly activities and performance?	
7. To whom will you report your productivity each week?	