

# THE ULTIMATE SOCIAL BUSINESS MODEL

## Why Now Is Prime Time for Direct Selling

From March 2009 to May 2011, the top 7 publicly traded direct selling companies averaged a 268 percent increase in stock price.

In 2010, direct selling companies generated over \$125 billion in revenue in 150 countries through more than 75 million men and women who are changing lives serving others. **This is the story of direct selling.**

**INSIDE: DSN Global 100 Listing of the Top Direct Selling Companies in the World**

"Direct selling is the original social networking business...and now is prime time for direct sellers."

Katherine Ponder  
*The Ultimate Social Business Model*

"The business model thrives when those who participate build businesses and share with others how they, too, can do the same thing, creating a positive social and economic impact on families and communities."

Teresa Day  
*Of the People, by the People, for the People*

"The direct selling business model is one that can level the playing field and close the gap between the haves and the have-nots."

Ray Chambers,  
**Entrepreneur, Philanthropist and Humanitarian**

"One reason I have such strong respect for network marketing is that it is a genuine equal opportunity business. Network marketing casts a very wide net. When you look closely at the more than 60 million people worldwide who are engaged in the business, you'll find people of every color and creed, every age group, and every level of background, experience and skill."

Robert Kiyosaki, author  
*"Rich Dad, Poor Dad"*

"Network marketing has come of age. It's undeniable that it has become a way to entrepreneurship and independence for millions of people."

Stephen Covey, author  
*"The 7 Habits of Highly Effective People"*

"This country was founded on entrepreneurialism and we are returning to it. The future of employment is self-employment. Direct selling is one of the few business opportunities that offers average people, with above average ambition to achieve an above average lifestyle, peace of mind and financial security."

Darren Hardy,  
**Publisher of SUCCESS Magazine**

"The biggest need in every sector of the economy is intellectual distribution-the dissemination of information about products and services. Direct selling is the most efficient method for the distribution of intellectual information that will improve your life. It is the ideal model that allows anyone to reach out."

Paul Zane Pilzer, author  
*"The Wellness Revolution"*