

POST 1:

[YOUR COMPANY] is proud to be part of the \$111.4 billion direct selling channel, a powerful force in the U.S. economy. From retail sales to household spending, direct selling drives growth and creates opportunities for people nationwide.

DIRECT SELLING DOLLARS HAVE GREATER IMPACT THAN OTHER RETAIL CHANNELS

\$1 in direct selling (retail) sales generates a total economic impact of \$2.75.



POST 2:

Did you know direct selling contributes more than \$15 billion in taxes annually, according to @[TAG DSEF]? This incredible impact wouldn't be possible without the hard work and dedication of our [SALESFORCE TITLE]. Every sale helps strengthen our local, state and national economies!

U.S. TAX REVENUES FROM DIRECT SELLING

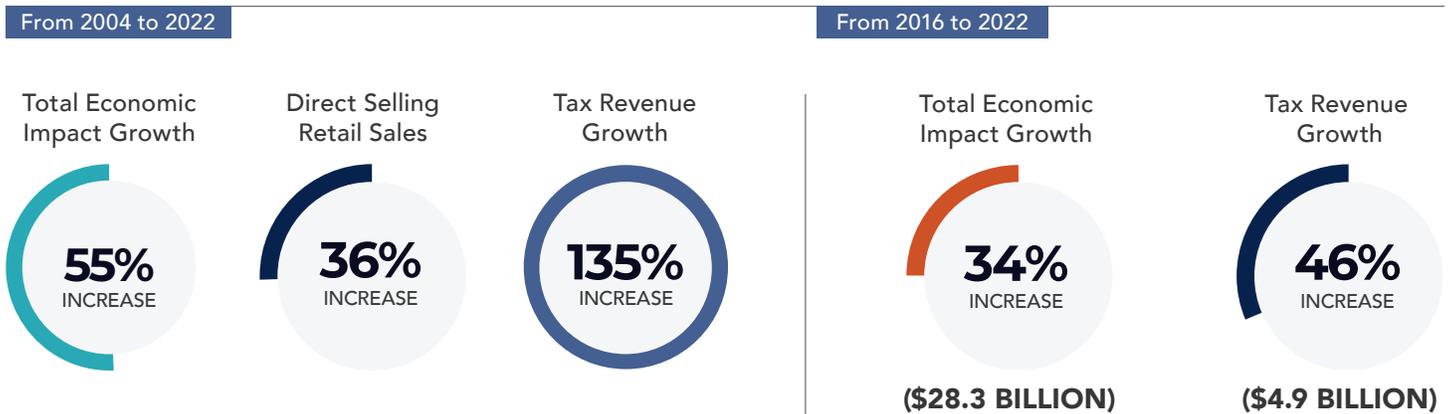


POST 3:

Over the past two decades, direct selling has grown significantly. [COMPANY NAME] is excited to be part of this incredible growth, empowering individuals and communities along the way. See more from @[TAG DSEF] on how the industry continues to thrive:

<https://dsef.org/wp-content/uploads/2024/06/Economic-Impact-Report-2024.pdf>

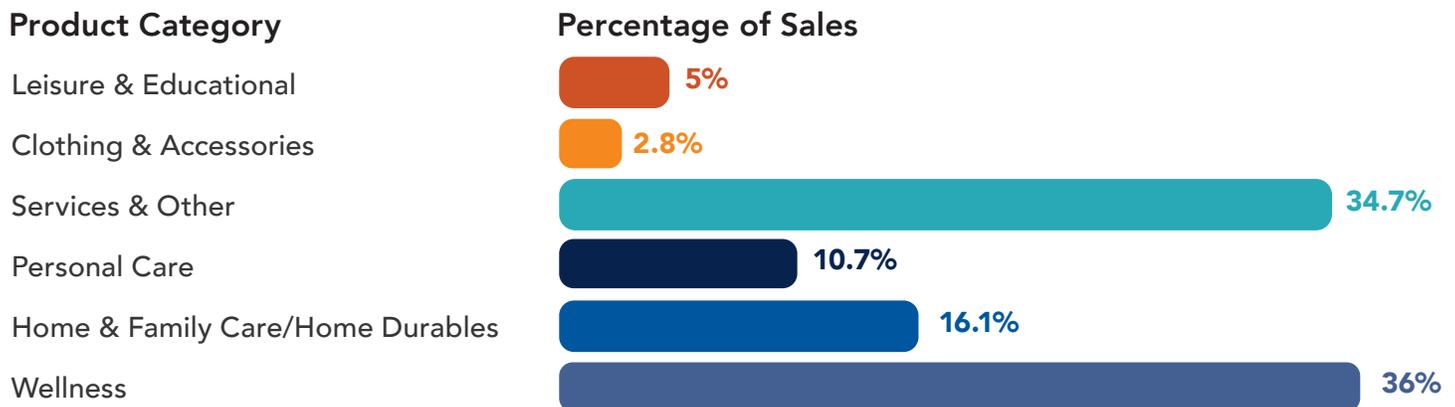
GROWTH OF DIRECT SELLING IN U.S.



POST 4:

One of our favorite things about being part of the direct selling channel is that it offers something for everyone with products and services that meet a wide range of consumer needs. Drop your favorite [YOUR COMPANY] product in the comments below to show it some love!

KEY PRODUCT CATEGORIES IN DIRECT SELLING



POST 5:

The multiplier effect. Did you know that nationally, \$1.00 in direct selling retail sales produced an economic impact of \$2.75?

DIRECT SELLING DOLLARS HAVE GREATER IMPACT THAN OTHER RETAIL CHANNELS

\$1 in direct selling (retail) sales generates a total economic impact of \$2.75.

