

Overview

Unlock the power of DSEF's latest research with our exclusive toolkit! Packed with essential resources and ready-to-use assets, this toolkit makes it easy for you to share key insights with your salesforce, media, policymakers, and partners. Use these tools to showcase the value and impact of direct selling, amplify its benefits, and strengthen advocacy efforts—all with minimal effort and maximum impact.

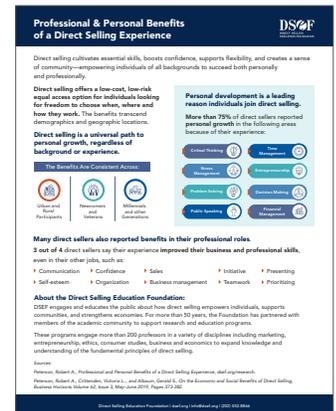
Here are the resources available to you in this toolkit:

One-Pager

Purpose: Use this concise summary to provide a quick overview of the research findings.

How to Use:

- Share with your Government Relations team for their use with elected officials and regulators.
- Distribute digitally in email communications or print copies to share with your stakeholders at events and meetings.



Infographics

Purpose: Transform key data points from DSEF research into clear, visual stories, making it easier for your audience to digest and understand.

How to Use:

- Share these infographics on social media, in email newsletters, or in presentations (for example, new employee orientation and employee meetings) to visually engage your audience.
- You can also embed them on your website or include in salesforce training materials.

Note: Please do not make changes to the DSEF logo or branding on infographics.



E-Newsletter Content

Purpose: Ready-to-use content for your company’s newsletter, making it easy to share key DSEF research findings with your audience.

How to Use:

- Copy and paste the content section into your next e-newsletter.
- Customize it with any company-specific information or calls to action relevant to your audience.
- Pair it with a corresponding infographic if you need a visual.

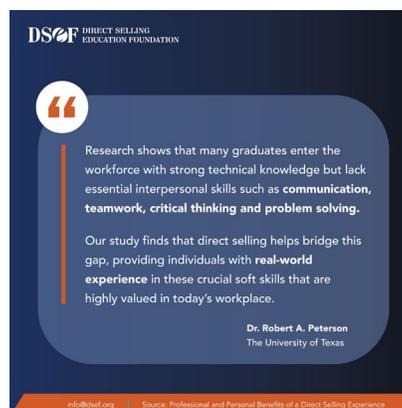
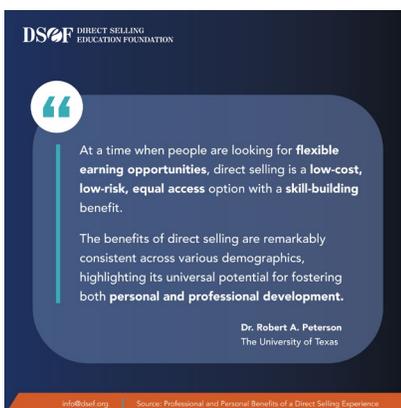


Quotes from Academic Fellows

Purpose: Impactful statements by the DSEF Fellow who conducted the research add credibility and authority to your messaging.

How to Use: Use these quotes in media materials, like press releases, blog posts, e-newsletters, or social media to provide expert insight into the research findings.

Note: These quotes are approved by the authors for verbatim use only and should not be edited.



Social Media Posts (Graphics and Text)

Purpose: A set of graphics with accompanying text for easy social media engagement. These DSEF-branded posts are designed to spark conversations and encourage sharing among your followers.

How to Use:

Post these on your company's social media platforms to highlight the benefits of direct selling. Encourage your employees, salesforce, and stakeholders to share the posts to expand reach

- Be sure to tag DSEF in your posts:
 - LinkedIn: @DirectSellingEducationFoundation
 - Facebook: @TheDSEF
 - Instagram: @The.DSEF
 - X: @TheDSEF
 - YouTube: @TheDSEF
- Please retain DSEF logo and branding on graphics.

POST 1:
Did you know?
Personal development is the leading reason individuals join direct selling according to @[TAG DSEF].
What motivated you to join [YOUR COMPANY]?
We'd love to hear in the comments!

WHY INDIVIDUALS CHOOSE DIRECT SELLING

- PERSONAL DEVELOPMENT**
This is a leading reason individuals join direct selling.
- PURCHASING PRODUCTS AT A DISCOUNT**
4 out of 5 women direct sellers agree on this.
- FLEXIBILITY AND INDEPENDENCE**
Direct selling offers individuals the freedom to choose when, where and how they work.

Source: Professional and Personal Benefits of a Direct Selling Experience

POST 3:
At [YOUR COMPANY], our salesforce is made up of individuals from all backgrounds, experiences, and locations—but we all share a common goal and benefit: personal and professional growth.
What skill do you feel you've developed the most since joining [YOUR COMPANY]?

DIRECT SELLING:
A UNIVERSAL PATH TO PROFESSIONAL SKILLS GROWTH

3 OUT OF 4
direct sellers say their experience improved their business and professional skills—even in their other jobs.

The Benefits Are Consistent Across:

- Urban and Rural Participants
- Newcomers and Veterans
- Millennials and other Generations

Source: Professional and Personal Benefits of a Direct Selling Experience

POST 2:
Being part of [YOUR COMPANY] is about more than building your business and sharing the products you love—it's about personal and professional growth.
Learn more about how direct selling can empower you in the full report from @[TAG DSEF]:
<https://bit.ly/DSEF>

PERSONAL GROWTH THROUGH DIRECT SELLING

OVER 75% OF SURVEY PARTICIPANTS REPORTED GROWTH IN THEIR:

- Critical Thinking
- Stress Management
- Problem Solving
- Public Speaking
- Time Management
- Entrepreneurship
- Decision Making
- Financial Management

Source: Professional and Personal Benefits of a Direct Selling Experience

POST 4:
Grateful to be part of a channel that not only builds businesses but also develops essential life skills!

Research shows that many graduates enter the workforce with strong technical knowledge but lack essential interpersonal skills such as communication, teamwork, critical thinking and problem solving.

Our study finds that direct selling helps bridge this gap, providing individuals with real-world experience in these crucial soft skills that are highly valued in today's workplace.

Dr. Robert A. Peterson
The University of Texas

Source: Professional and Personal Benefits of a Direct Selling Experience

Best Practices for Using the Toolkit

Be Consistent:

- Use the same messaging and visuals across different channels to create a cohesive narrative and ensure clarity.

Personalize When Possible:

- Customize the resources (e.g., the e-newsletter blurb, social media text) to make them relevant to your specific audience.
 - As mentioned, quotes from the DSEF Fellows must be used verbatim, with no edits.
 - Please retain the DSEF logo and branding on visual assets.

Encourage Engagement:

- Motivate your employees, salesforce and stakeholders to share the social media posts and interact with the content. The more engagement, the wider the reach.

Link to the Full Report:

- Depending on your communication channel, always feel free to include the link to the full report at <https://dsef.org/wp-content/uploads/2018/07/Professional-Personal-Benefits-Report.pdf>, especially when communicating with media or policymakers.

Track Impact:

- Monitor how the materials are being used and how stakeholders respond to them (e.g., social media shares, email opens) to assess the effectiveness of your outreach and the materials.

Share feedback and positive impact with us!

Kimberly Harris Bliton

Senior Director, Academic Partnerships and Strategic Communications

khbliton@dsef.org

Need Something Else? Reach out!

If you have a suggestion for an additional asset that would be beneficial in your outreach, or if you have any questions on using the assets provided in this toolkit, please reach out to us at.

Thank you for supporting DSEF and advocating for our industry.

About the Direct Selling Education Foundation:

DSEF engages and educates the public about how direct selling empowers individuals, supports communities, and strengthens economies.