

**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.

info@dsef.org | 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

info@dsef.org | 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?]

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### 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

info@dsef.org | 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!

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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

info@dsef.org | Source: Professional and Personal Benefits of a Direct Selling Experience