

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.



Consumer Attitudes Study | E-newsletter Content

Consumer interest in buying from direct sellers is on the rise

The Direct Selling Education Foundation's 2024 Consumer Attitudes Study highlights the top reasons consumers buy from direct sellers: supporting small business owners like you in their community, access to unique products like ours, knowledgeable sellers and personal customer service.

The study found that since 2019, positive perceptions of direct selling have jumped 21%. Even better, consumers are 27% more likely to buy from a direct seller today than they were just a few years ago. 4 out of 5 have a neutral to favorable opinion of our method of shopping.

77% of survey respondents are looking for flexible work options: one in three expressed specific interest in direct selling. The top motivators for most? Earning extra income, flexible schedules, low start-up costs and partnering with a trustworthy brand. These are the very heart of the opportunity we offer.

Quotes

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.



7 in 10 consumers say that with direct selling they feel good about **supporting** someone in their community who has a **small business**.

Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

info@dsef.org | Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study



Top reasons people say they're interested in a direct selling opportunity:

- **Sounds like fun**
- **Trustworthy company**
- **Seems easy to get started**

Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

info@dsef.org | Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

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: WHY THEY BUY

Direct Selling Delivers

Did you know? The top reason consumers buy from direct sellers is supporting small business owners in their community – just like you!

Learn more about why interest in buying from direct sellers is on the rise in the full report from @Tag DSEF
<https://bit.ly/DSEFConsumerAttitudesStudy>

Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

POST 3: WHAT THEY WANT

Direct selling delivers.

The top attributes important to potential entrepreneurs are the very heart of the opportunity we offer: earning extra income, flexible schedules, low start-up costs and partnering with a trustworthy brand.

Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

POST 2: WHAT THEY THINK

What do consumers think about buying from direct sellers?

Positive perceptions of direct selling have jumped 21% since 2019. Even better, consumers are 27% more likely to buy from a direct seller like you than they were just a few years ago.

The full Consumer Attitudes report can be ordered from @Tag DSEF
<https://bit.ly/DSEFConsumerAttitudesStudy>

Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

POST 4:

Proud to be a part of our company. Direct selling delivers a flexible entrepreneurial opportunity.

Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

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://bit.ly/DSEFConsumerAttitudesStudy>, 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!

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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.