

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>



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>



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.

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WHAT THEY WANT

FLEXIBLE ENTREPRENEURIAL OPPORTUNITIES LIKE DIRECT SELLING

- 77%**
77% of survey participants are interested in flexible work options
- 1 in 3**
1 in 3 express a specific interest in the direct selling opportunity
- Interest in earning extra income**
Interest in earning extra income is a top reason people consider direct selling

info@dsef.org | 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.

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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

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