

Career Opportunities

Cooking Up A New Opportunity

(NAPSA)—Do you ever dream of being your own boss? Can you imagine having enough time for both home and family, while still making ends meet?

One way to achieve those goals may be working for a direct selling company. Whether you are a new parent trying to save for future tuition, or a retiree trying to meet new people, direct selling can offer a unique opportunity for independence and success.

By contacting the Direct Selling Association (DSA), a trade association headquartered in Washington, D.C., you can find out more about successful companies with proven business plans already in place. You work for yourself, but you have the support of a corporation to help build your business.

According to the DSA, fifty-five percent of Americans have purchased goods or services through direct sales. Sales have doubled in the last decade to nearly \$25 billion and are now more than \$86 billion worldwide.

Many people choose direct sales so they can have a flexible work schedule, earn extra income, spend more time with family and meet and socialize with people.

There are no required levels of education, experience, financial resources or physical condition. People of all ages and from all backgrounds have succeeded in direct selling.

"People from literally all walks of life, and of all ages, are successful in direct sales," says Neil Offen, president of the DSA. "Many people start part-time, and later leave their other careers when direct selling becomes more lucrative."



For Doris Christopher, Chairman and Founder of The Pampered Chef, Ltd., direct selling is a recipe for success.

Take Doris Christopher, founder of The Pampered Chef, Ltd., as an example. A former home economics teacher who chose to stay home with her two young daughters, she is now chairman of a \$700 million direct sales company. She started with an idea, determination and a small loan from an insurance policy.

You don't have to be a cook to benefit from the great opportunity The Pampered Chef offers. Pampered Chef distributors, called Kitchen Consultants, use Kitchen Shows to demonstrate to hosts and guests everything they need to chop, slice, bake and serve up mealtime traditions in minutes.

Consultants pair multipurpose kitchen tools with exclusive recipes that combine easy-to-find, economical ingredients with quick, current cooking techniques. The consultants even offer samples of the recipes prepared at the Kitchen Show.

A Starter Kit requires a \$100 investment. It combines merchandise and printed business materials worth over \$300. The kit contains a selection of the most popular products and the paperwork needed to present a Kitchen Show. Participants receive training materials and are assigned a "coach," called a Director, for guidance and support.

Kitchen Consultants have the opportunity to earn a full- or part-time income, free products and vacations in and outside the United States.

Will working at home make your happy? How do you decide which direct selling company is right for you? Research. Find a product or service you might be interested in working with. Talk to someone who is currently active as a company distributor—ask about earnings, the company and the products—anything that you are concerned about. Request literature from the company and read it thoroughly. Contact the DSA, consumer protection offices or Better Business Bureau to make sure the company is in good standing.

Tips to identify legitimate direct selling opportunities:

- Start up costs should be minimal.
- Verify you are able to return unsold inventory.
- Ensure the money you will earn will be based on the sale of products and services.

For more information about The Pampered Chef, call (800) 266-5562 or visit www.pampered-chef.com. For more information about the Direct Selling Association, call (202) 347-8866 or visit www.dsa.org.