

# Career Opportunities

## Creating New Sources Of Family Income

(NAPSA)—A growing number of consumers are finding that developing an extra source of income can be one way to reduce the stress that often accompanies an uncertain economy.

For example, when the economy weakens and the future seems uncertain, many Americans begin to look to direct selling, or sales made on a one-on-one basis away from a fixed retail establishment (think Mary Kay and Creative Memories), as a way to work part time and add to the family income.

According to Amy Robinson with the Direct Selling Association (DSA), interest in the business tends to rise during difficult economic times.

“In 2007, 15 million Americans worked as direct selling representatives and they sold more than \$30 billion worth of products and services,” Robinson said. For instance, a woman named Cheryl Rickard took a job as an art consultant for Ethnic Expressions, a direct selling company that specializes in African-American art and decorative accessories. “I started to earn money to pay off credit cards, and now I’m doing it full-time,” Rickard said.

For anyone interested in



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becoming a direct selling representative, DSA offers these helpful hints:

- Check to see if the company is a DSA member, which means it must follow the association’s rigorous Code of Ethics.
- Make sure the company sells an actual product or service and doesn’t focus only on recruiting.
- Start-up costs should be minimal, usually just the cost of a sales kit.

For more information on direct selling, visit the Web site at [www.directselling411.com](http://www.directselling411.com).