

Thinking Of Selling At Home Parties?

How To Find The Right Choice For You

(NAPSA)—Many women look for ways to earn extra income for themselves and their families. One popular choice is selling at home parties. Called “direct selling,” it especially appeals to women because they can control their own schedules.

“Women often try it to earn some extra holiday cash and wind up running their own business,” said Laurie Lawrence, a vice president at one of the world’s largest manufacturers of candles and home-ambiance products, which have been sold at home parties for nearly 40 years. “Being your own boss and setting your own hours is appealing to women who work and for stay-at-home moms.”

According to the Direct Selling Association, over 14 million people work in direct selling in the U.S., and 87.3 percent do it part-time, meaning 30 hours per week or less. “If you’re thinking of trying direct selling, there are some good questions to ask first,” said Lawrence, who provides training, motivation and support for nearly 30,000 PartyLite sellers in the U.S.

- **Ask if there are any out-of-pocket costs** to get started or any inventory to purchase. For example, you earn your starter kit at PartyLite by holding your first show, investing your time, not your cash.

- **Ask if the company handles your orders** and ships the merchandise directly.

- **Interview consultants** who work with the company you’re considering and find out how much



Many people discover they can have fun and make money with a career in home party selling.

support is available. You want to feel you’re your own boss but not alone when it comes to support and training.

- **Are the products you sell consumable?** If people really like them, they’ll reorder.

- **Do you like the products?** Home parties should be fun and your enthusiasm is key to your success.

- **Are you selling quality products** that are easy to demonstrate, feature a range of styles and choices and don’t require complex technical information to use?

- **Do people at the company make money** at all levels and are those earnings published?

- **Is the firm well established** in direct selling, financially solid and committed to helping you build your business?

Learn More

For more information, see www.PartyLite.com.