

Direct Selling... Business of the 21st century



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Direct Selling (Network Marketing) –Business of the 21st century

Right now in the world of direct selling, business is booming. Direct selling (network marketing) enjoys annual sales of nearly \$30 billion in the U.S and \$114 billion worldwide.

In 2009 more than 16 million people took advantage of direct selling. Yet despite its explosive growth less than 1% of the world's population is currently involved in direct selling, meaning the industry has only tapped a tiny fraction of its limitless possibilities.

How is it possible that an industry is thriving when we're supposedly stuck in the middle of an economic recession? Well that's simply a matter of perspective.

The glass is half full camp believes this is a time of massive economic change. And discerning entrepreneurs who recognize these shifting trends and stake their claim in these new emerging industries will be the ones who gain enormously. As Fortune magazine recently stated, "Forget the paycheck; your W-2 days are over. It's a 1099 world now." And one of the fastest growing industries is direct sales. Distinguished Economist and bestselling author Paul Zane Pilzer predicts 10 million new millionaires will be created in the United States within a decade. That's more than double the previous 10 years. What's more many of these new millionaires will be from the direct selling industry.

What's causing this monumental cultural shift toward working for oneself? There are three factors that are changing the landscape of how people make a living in the 21st century.

1. No Job Security
2. Technology- Internet
3. A desire to take control of one's future

Incomes can become enormous in this industry if people treat their opportunity serious like a big business owner. \$20,000 to \$50,000 a month are very achievable, that's right a month!

Recently many key figures have surrounded Network Marketing or direct sales and have supported the industry and where it's going. Robert Kiyosaki , Donald Trump , T Harv Eker and many other respected business leaders view Network Marketing as a solid business with tremendous upside.

For many though direct selling remains an Enigma, and despite its resurgence, it's still dogged by misconceptions. "It's a pyramid scheme". "Only a select few make any money". You can end up with a bunch of products you can't sell." Such antiquated views and general misunderstanding of how the business actually works often rest at the core of the industries relatively low profile. In truth direct selling is a decades old business model that's really quite simple to master.

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