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Small Investment Big Return

If you need additional income but have limited capital to invest, MAKING MONEY'S Opportunity Finder will point you in the right direction

Many would-be entrepreneurs are deterred from starting their own businesses by a lack of capital but the Direct Sales industry offers an attractive package of low start-up costs and ongoing training designed to kick-start your new business and generate additional income at an early stage of development.

Making Money's Opportunity Finder is a user-friendly guide to the diverse range of opportunities in the Direct Sales industry and provides up-to-date contact information as well as sound advice from the Direct Selling Association.

Through these pages you will be able to find a product range you feel comfortable with and a company that offers you the opportunity you are looking for. It could change your life for ever.

HOW TO USE OPPORTUNITY FINDER

Details of companies operating in the UK are listed by product group – Health, Beauty, Household, Communications and Miscellaneous. Some companies will appear more than once in the listings as they offer opportunities across several products ranges.

You can obtain further information on any of these companies by either:

- Visiting the company's listed website.
- Visiting www.startupbusiness.net and searching the directory by industry sector.

NETWORK MARKETING

Network Marketing adheres to Paul Getty's famous philosophy that it is better to earn a small amount of money from a large number of people than to earn a lot of money from a small number of people. Network Marketing has grown in the UK by over 40 per cent in the last 5 years.

Offering low investment and ongoing training, network marketing is a people business where networkers build teams of like-minded entrepreneurs – who in turn

build their own teams. Income is earned from every member of each individual's team and that income usually remains in place while the team is active.

As most of the products and services are consumable by nature, there is an opportunity to build a strong and loyal customer base, thereby creating rapidly increasing earnings and, as most opportunities can be started part time – in tandem with a full time job – it offers a realistic and low-risk entry into the world of business.

DIRECT SELLING

Whilst many companies use both network marketing and direct sales to promote their goods and services, some rely solely on the direct sales approach. Organisations such as Avon Cosmetics and Eastern Energy prefer the direct sales approach where their products are uniquely sold on a person-to-person basis.

A further element of direct sales – referral marketing – relies on individuals recommending products to their friends as a means of sales promotion.

PARTY PLAN

With its UK origins somewhere back in the early 1960s, party plan continues to provide an effective sales platform for many companies. Party plan succeeds through a 'hostess' inviting a group of friends and acquaintances into her home for an informal evening where a party plan representative presents a range of products that can be purchased or ordered during the evening. The incentive for the 'hostess' is usually a free gift from the product range and the party plan representative will use the occasion to motivate guests to host further parties themselves, thereby maintaining the party plan momentum.

Party plan selling is ideal for products where a lot of information needs to be communicated to potential customers.

For more information on any of the companies listed in this section visit www.startupbusinessuk.net and click on 'Looking for a business opportunity'. Then select the category(ies) you are interested in and find the companies you wish to know more about.

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