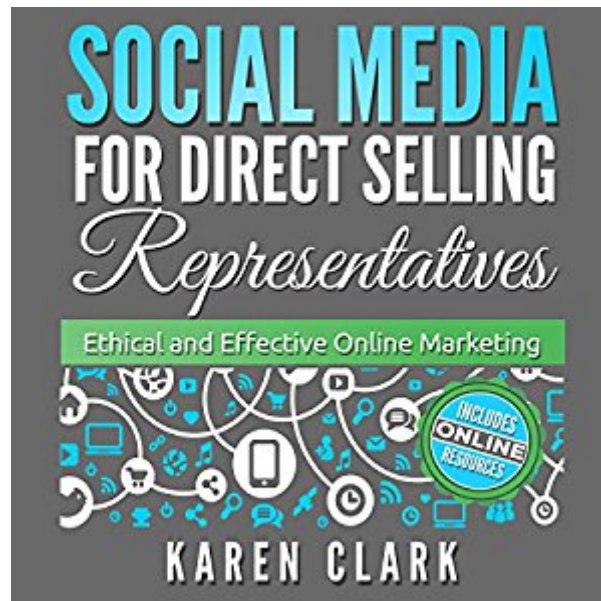


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# Social Media For Direct Selling Representatives: Ethical And Effective Online Marketing, Volume 1



## Synopsis

With over \$150 in additional online resources, this is the book you've been waiting for. Tailored specifically to those in "party plan" direct selling businesses, *Social Media for Direct Selling Representatives* is the first volume in a series of books to help you accelerate your business using social media marketing as a vibrant part of your overall marketing plan. Based on 18 years' experience in the field and working with companies, this book is the only comprehensive resource written by someone with the technical expertise to know what works and the industry knowledge to explain it in a way that makes sense. In this volume, you will: Learn the best ways to use Facebook, Instagram, Pinterest, LinkedIn, Twitter, and other social networks for business. See how best to focus your marketing efforts on serving the needs of your customers and building relationships that last. Explore the options for conducting online parties for sales and sponsoring. Find out how to best find and convert leads to build your business. Get step-by-step how-to instructions for conducting online sales parties through Facebook, Instagram, and Pinterest. Learn how to avoid the common pitfalls of using social media for your direct selling business. Be clear about the do's and don'ts of staying compliant within the direct sales industry, your specific company, and marketing laws. And more!

## Book Information

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## Customer Reviews

This book is absolutely fabulous. Anyone in direct sales who uses social media for business should read this book. It will help you immensely with building your business, as well as keeping your

friends from unfollowing you. It helps you avoid some major social or legal blunders. The book is easy to read and right off the bat, after just a paragraph you'll learn useful things to help you in your business.

Some of you may not know that in addition to blogging, I have a small addiction to direct sales. I find them fun and they are a great way for me to come out of my bubble and meet new people. When I find one that "clicks" with me, I find I can make a small income on the side that helps pay down our debt and goes towards bills. With that being said, I am experienced in social media and in direct selling. I learned a lot from this book. I have found that when it comes to anything in life, there is always more to learn. I don't think anyone ever masters everything. There is always more to learn. That's how I feel about social media and direct selling. This book provides great information for all of social media and how to effectively share on them so as not to "sell" all the time (a very important thing to remember.) There are amazing tips in this book that I have made note of and marked so that I can put them to use and start making a practice of it, not only for my direct sales business, but also for my blog social media. If you are a direct seller or someone who uses social media for any type of business, I really think this is a great book to have on hand. The tips inside are priceless and I look forward to putting them to use.

Whether you're in direct sales or are another form of entrepreneur, the tips and guidelines discussed in this book are valuable. They can apply to anyone on social media, whether business owners, bloggers, affiliate marketers, or anyone else sharing something to drive a conversion. Social Media for Direct Selling Representatives takes on each type of social media platform and discusses the ins and outs of everything you can do. If you're brand new to social media, the details are very helpful to get started. If you already know your way around Social Media pretty well, you'll still likely learn something new. I did. I also really loved how Karen Clark compares each social media platform to something in real life - a networking meeting for LinkedIn for example. I enjoyed how the social media platforms were described and how the author explained that the style and general feel for each is very different. The guidelines and processes that are suggested in the book are great, and when applied, will keep the platforms from seeming too sales-y and instead be more friendly and conversational. Social Media is that - social. Everyone needs to remember that we log in to share, connect, and enjoy our time. Whether we are business owners or consumers, we want the social space to be friendly and not a giant advertisement. That's why the tips shared in this book are wonderful - Karen Clark reminds us to bring value and post things that engage and interest

people and only sparingly post specific product sales info.

I love this book. Karen writes where it's not only easily understandable, but makes total sense. I highly recommend getting this book if you are in a direct sales business and need help with your marketing on any social media.

Great read packed with advice about what to do or not do on Social Media. I was not a Social Media fan years ago, but by today I realized, ignoring SM is impossible. And on the contrary! Everyone is on SM, so with staying off of it I am taking myself away from a huge opportunity to easily network and meet with people, and eventually conduct business with them. Not being active on SM before, I felt totally lost in the hows, whys, FB rules, FB jail, etc happenings....Karen's book, and her kind and thorough answer to my question via her FB business page blew me away! She and her book is a great resource when it comes to SM, and she is a wonderful and generous person!

Amazing book, I've learned a great deal to skyrocket my business. If you are looking to build your business the right way, and with the ease of connecting with your prospects where you aren't going to terrify them into crickets, take the time to read this book.

Karen goes into a lot of depth about Facebook. She spends some time on other websites like Instagram, Pinterest, Twitter, and LinkedIn. I would highly recommend this book for someone who promotes their business on social media.

This book wonderfully covers every aspect of all the social media platforms out there. Karen explains what to say and how to conduct a business through social media well, with lots of focus on honesty and integrity. If you are in any direct sales, this book is one you will want to have!

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