

# **PRESS RELEASE**

## **FOR IMMEDIATE RELEASE**

Direct Selling Women's Alliance  
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**The just-released book *Direct Selling Power* can open the door to direct selling success. In its pages, 20 experts share the proven strategies and tools that send the focused to the top of their companies. Learn the secrets of the pros to become a direct selling super star.**

**[March 15, 2010 – Kailua, HI]**—Today's challenging business environment requires you to work smarter and be sharper than ever before. You need tools and ideas you can use immediately to accelerate how you book, sell, recruit and lead your team. You need expert advice and mentoring. You need *Direct Selling Power*.

*Direct Selling Power* is your manual for achieving success and the must-have book for every direct seller and every member of your team. In it, twenty experts in all aspects of direct selling and network marketing share the strategies and techniques you need to build and grow you business. The co-authors, who have hundreds of years of business experience and have trained more than 200,000 business owners, share their secrets to help you grow and develop a successful direct selling business.

According to Nicki Keohohou, co-author of *Direct Selling Power* and co-founder of the Direct Selling Women's Alliance, "Today, more than ever, direct selling is leading the way for those of you who want to take control of your destiny. I am proud of our profession and hope to instill a clear understanding of why direct selling is the greatest career you can pursue."

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*Direct Selling Power* shows you how to take your business to the next level and achieve the success you desire. In addition to expert advice from [Nicki Keohohou](#), you will quickly learn what 19 other top experts do to get the best results. Learn how to:

- Build an online presence for your direct sales business.
- Listen for leads and build solid business relationships.
- Recruit high-net-worth influential people.
- Motivate and communicate effectively with your team.
- Turn recruits into leaders.

*Direct Selling Power* is available for the introductory price of \$19.95 from [www.dswa.org](http://www.dswa.org) or at the [DSWA Annual Celebration](#) conference to be held in Los Angeles, CA April 23-25.

Most of the contributing authors will be presenting excerpts from their chapters at Celebration 2010. For more information on *Direct Selling Power*, please visit

[http://www.dswa.org/dswa\\_store.asp](http://www.dswa.org/dswa_store.asp)

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