



She's a Direct Selling Diva®

By Jane Deuber, President of the DSWA

Rumor has it that there's a new breed of woman popping up in unsuspecting cities and villages throughout the world. She can be spotted by the swing in her step, the warmth of her smile and the gleam in her eye that hints at the fact she is up to something bigger than the average woman.

This woman is often in disguise - posing as a mom, wife, teacher, banker, community volunteer or businesswoman - just to name a few. No matter what she's up to she brings along a positive attitude, a caring spirit and a willingness to do what it takes to get the job done. Perhaps the most telling sign that you are in her presence is that she somehow sees the best in you and makes you feel good about yourself.

**Who is she you ask?
She's the *Direct Selling Diva... of course!***

Are you a Direct Selling Diva?

While a Diva comes in all shapes and sizes, there are a few ways to tell when you are in her presence.

Profile of a direct selling Diva...

- ❖ When everyone else is making EXCUSES why they can't – the Diva is already out the door doing whatever it takes AGAIN.
- ❖ The Diva is undaunted in the face of "NOs" and simply adds their names to her list of WHY she will SUCCEED.
- ❖ The Diva knows that making the business FUN is the same as making it SUCCESSFUL.
- ❖ The Diva has a favorite outfit she wears when she wants to look like a million bucks... and of course, she does.
- ❖ The Diva gets a kick out of the fact that she can build her EMPIRE from home... in her BUNNY SLIPPERS.
- ❖ While BUNNY SLIPPERS are an option, the Diva dresses for success, even on the days her cat is the sole witness to her BEAUTY.
- ❖ The Diva is just as comfortable sharing her products at the local PLAYGROUND as she is in a fancy BOARDROOM.
- ❖ The Diva's favorite mantras are "Failure is NOT AN OPTION," and "I succeed through CONTRIBUTION."

We all have a "Diva" inside of us and the direct selling woman embraces it fully. She makes every day count by helping others, making a difference and taking good care of herself. Embrace the Diva in you and live this day, and the next, with the heart of a Direct Selling Diva!