



Dana Phillips  
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Dana is an entertaining, yet provocative speaker. With over 30 years of direct selling experience she is fun, informative and real.

Dana Phillips has been involved in direct sales for over 30 years. By the time she retired as a direct seller, her organization was number 4 in the nation and number 16 worldwide in a large global direct selling company.

Dana first started in direct sales to "earn a little money." She fell in love with her new avocation, and stepped away from her work as a school teacher. Often described as "someone who can both kick you in the fanny and hug you at the same time," Dana speaks from her heart, and is known as a speaker/trainer who will bring out the best of the people she addresses.

Prior to joining the DSWA team in 2007, she served as Director of Training in a large network marketing company, which broadened her understanding of the similarities and differences in party plan and network marketing. As a lifelong learner, Dana is a certified Franklin Covey Coach, credential with the Worldwide and trainer of DiSC.

Raising five children, three of whom are adopted, gave her great insight into making a home based business work around the family. As a teacher, mentor, and coach she has excelled in helping others unlock their potential. Known for her wit and humor, she is a fun and inspiring speaker.

Dana has encouraged and challenged thousands of women, speaking to groups from ten to ten thousand. Internationally featured, she adapts time honored principles to your company's vision.