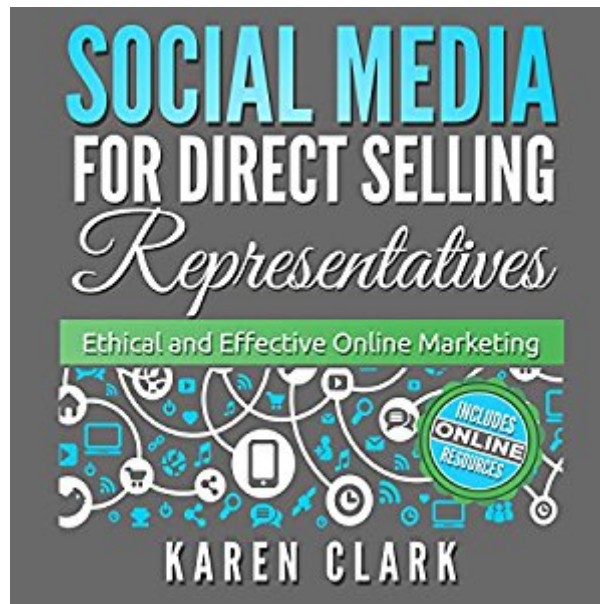


The book was found

# 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

Audible Audio Edition

Listening Length: 5 hours and 51 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Connections Press

Audible.com Release Date: January 29, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01B5BMZKU

Best Sellers Rank: #119 in Books > Business & Money > Marketing & Sales > Marketing >

Multilevel #126 in Books > Business & Money > Marketing & Sales > Marketing > Direct #216

in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

## 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!

[Download to continue reading...](#)

Social Media for Direct Selling Representatives: Ethical and Effective Online Marketing, Volume 1  
Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Social Media: Master,

Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn: \*FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) The Effective Online Business: Two Online Business Ideas for Beginners... Garage Sale Online Selling & Information Product Marketing (Bundle) Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing For Facebook: Proven Social Media Techniques For Direct Sales And MLM Success

[Dmca](#)