

THE CAN-DO QUARTERLY

News & Tips Curated for Direct Sellers



WHAT'S ON YOUR MIND?

We want to hear from you! Share your interesting stories, tips and advice from your direct sales experience. Email us at admin@nfica.org to have your voice heard in our next newsletter. Keep it positive and encouraging!

LET'S CELEBRATE A NEW BEGINNING

By Amanda Benedetto, Director

Welcome to the Can-Do Quarterly, a newsletter for members of the National Federation of Independent Contractors Association. I want to thank you for trusting us to be your valued resource during your direct sales journey.

My hope is that this newsletter will help inspire your "can-do" spirit along the way. In addition to original content we'll also search through the latest blogs, news articles and podcasts to share valuable content with direct sellers like you.

With the arrival of Spring, we thought "New Beginnings" would be a timely theme for this issue. Whether you're new to the world of multi-level marketing or you're a veteran in the field and want to stay in the know on current trends, we've got you covered. And remember, we're here when you need us.

Here's to new beginnings!

BACK TO THE BEGINNING

By Charlie Moss



In this publicity photo, Brownie Wise leads a Tupperware party. Courtesy of Brownie Wise Papers, 1938-1968, Archives Center, National Museum of American History. AC0509-0000003.

In the spirit of new beginnings, it's good to know where we've been before we move forward. The history of direct sales is an interesting one. It's been part of the economic landscape since the founding of America. But it really began to prosper in the 18th and 19th centuries with the advent of door-to-door salesmen who traveled the countryside from town to town, peddling everything from pots and pans to homemade medical remedies. By the 20th century, the direct sales industry became more organized as it became more popular.

The Rise of the Fuller Brush Company

Though it was mostly men who did the selling, it was women who bought the products, which usually catered to the needs of the homemaker. One of those quickly-expanding companies, the Fuller Brush Company, sold cleaners, brushes and mops. It had such success in going national that a Fuller Brush product was in most American households.

Party On!

One of the company's most successful salesman, Frank Stanley Beveridge, started his own competing company, Stanley Home Products. Inspired by a fellow salesman's idea, Beveridge steered his company away from individual door-to-door sales and by the 1940s, Stanley Home Products utilized the home party method of selling. The company encouraged women to host parties, demonstrating how Stanley products worked, in exchange for a free hostess gift. As these parties became more popular, it paved the way for women to enter direct sales as well.

The Power of Women

One of the top saleswomen for the Stanley Home Products company was a woman named Brownie Wise. Taking what she learned at Stanley, she joined Tupperware Home Parties as vice president and general manager.

By the 1960s, Tupperware was the leader in direct sales home parties. It went international and other companies began copying the Tupperware model.

The Future's Bright

Tupperware's popularity spawned other direct sales companies. And now with more than 60 billion sales consultants worldwide contributing to over \$114 billion in revenue, the direct sales industry has a very bright future.



RESOURCES

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Email Marketing Statistics
and Trends for 2019

EMAIL: THE SELLER'S WORKHORSE

According to McKinsey, you are 40x more likely to acquire a new customer from an email than from Facebook or Twitter. Meanwhile, you are 6x more likely to get a click from an email than from a tweet. And you're twice as likely to get email subscribers than Facebook interactions, according to Forrester. With that in mind, we've provided you with some handy email marketing tips to help grow your business.

1. Make your email simple, accessible and playful. They should be personal so always send your emails from an actual person and not a Do-Not-Reply.
2. Use a branded email template to give a coherent feel to your messages. You can create your own template or use one from your service provider.
3. Set up an email schedule. People complain most about inbox overload, says The Relevancy Group. Consider one message every other week with one to three useful tidbits of information. A good rule of thumb is to send out three value added emails for every one self promotional email.
4. Make sure you offer an easy way to unsubscribe. Not doing so will get you flagged as spam.
5. According to Litmus, 46% of email is opened on mobile devices. Make sure your email is optimized for both mobile and desktop devices.
6. A whopping 85% of email recipients look for discounts. But about half of them also want useful information about your products and services. Try to give them one or the other, or both.