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Compere: HOWARD SATTTLER
Item: SONIA WILLIAMS, AUTHOR, TALKS ABOUT GERMAINE GREER'S FEMINIST
REVOLUTION AND MODERN TRENDS OVER THE ISSUE.
INTERVIEWEES: SONIA WILLIAMS, AUTHOR

HOWARD SATTTLER: If you were watching 60 Minutes on Channel 9 last week, you will have noticed a story about a new sort of female revolution where they're going back into the home and doing the homely duties.

And also many of them are starting businesses from home. So making money out of it in their spare time. Sounds like something that could take off, I think it has taken off.

And also a number of them have suggested that Germaine Greer's inspired feminist revolution was a crock. That women can't have it both ways - go to work, come home and do all that they're required to do anyway.

Joining me is Sonia Williams. Now Sonia is a best selling author and industry expert and she actually described, she was the one who described the feminist revolution of Germaine Greer as a crock. Which Germaine didn't respond to very kindly.

Hello, Sonia.

SONIA WILLIAMS: Hi, Howard, how are you?

HOWARD SATTTLER: You want to watch out, Germaine's coming to get you. Are you worried?

SONIA WILLIAMS: I know, look out. God forbid I speak the truth.

HOWARD SATTTLER: Are you worried about that?

SONIA WILLIAMS: No, not at all. To be honest, Howard, there's enough reports out there and I have enough statistics from actually the older generation of feminists who are now all saying they got it wrong. And there's women out there who are exhausted from trying to manage both and that's essentially what I meant from my comment is that, you know, there are other ways of actually being able to manage motherhood plus bring some money into the family.

HOWARD SATTTLER: So what you're saying is you can't have it both ways. You can't go actually out of the home, into the workplace, work you eight to ten hour day and then come home and do all the womanly duties as well.

SONIA WILLIAMS: Well, I'm not exactly saying that you can't do it, because there's certainly women out there who are doing it. But what I'm saying is there's perhaps a section of society who are not managing as well as other women are. And these are the women I'm reaching out to. It's the women who are struggling to manage the balance. Who find that having a full-time career plus motherhood is exhausting because you come back home, Howard, and you've still got another job to do. And that's the unpaid work.

HOWARD SATTTLER: Yeah, a lot of those women in the program last week seemed to be rather subservient to their men, or at least they were serving their men with the dinner and all that sort of thing. Is that what the modern woman should be doing?

SONIA WILLIAMS: No, no. And that's another thing where I meant that the feminists had it wrong. Is what we should be doing is empowering the women, the next generation of women, to consider their careers as a platform, a platform that you can use to start a career in whatever it be, whether it be in direct selling or whether it be in any other trade. It's basically use your career as a platform to start a business from home so you can actually marry the two.

So instead of trying to compete with the boss, you are the boss. And that's essentially what I think we should be targeting.

HOWARD SATTTLER: But who's going to get the dinner if the woman at home doesn't?

SONIA WILLIAMS: Well, this is the beauty and I can speak from experience. When you're actually working from home, you can actually manage it all. You can put the washing on while you're taking orders, you can prepare dinner and everything is done in your time. And - because the problem we have is, whilst some employers are very flexible, it is difficult to get an employer to, I think, accommodate mums. And rightly so because they need their pound of flesh too, they're paying wages. So it's very hard to find this balance in-between work and family life.

HOWARD SATTTLER: Are you saying that housework, exclusive housework, you know the washing-up, the washing the dishes, the ironing, looking after the kids, doesn't necessarily have to be a full-time job that takes up all the hours in your day?

SONIA WILLIAMS: No, definitely not. It certainly doesn't take up all my time that's for sure. No, and I don't think it does. I think you can certainly, if you're organised, you can get it done and you can have a business from home and you can bring money in on the table. It's just a matter of do you really want that or not.

HOWARD SATTTLER: Okay, so have a business from home that you've got to set up an office and all that sort of thing, don't you.

SONIA WILLIAMS: Yeah, and that's why I felt compelled to write this third book which is about direct selling. Because when I wrote my first book, which is all about how you could start a business from home, a number of mums are coming back to me saying, well that's great, but where do we find the capital? And it was like, oh yeah. And it was just through mere coincidence that I ended up with my second book interviewing someone from the direct selling company, who actually had a direct selling company.

And the light switch went on and it was like, good God, there's this opportunity out there for people to start businesses with less than \$300 effectively...

HOWARD SATTTLER: No, \$300.

SONIA WILLIAMS: Well, the thing is, that would be the cost of the start up kit. So you buy your start up kit, you go to your training sessions and you can then start and sell quality products that benefit people in everyday life. So what I'm suggesting, in the book, is that if you're struggling to find the capital to start your own business, this is an ideal opportunity because the marketing, which is stressful for any small business owner, all those sorts of stresses are taken care of by the direct selling company ...

HOWARD SATTTLER: Well, give me some anecdotal evidence. Give me an example of some woman who's working at home, not you, working at home, raising kids, doing the housework, having the meal ready for the hubby when he gets home from his workplace and is running a business? Have you got any examples?

SONIA WILLIAMS: Yeah, in the direct selling association ...

HOWARD SATTTLER: Yeah, from home.

SONIA WILLIAMS: Cool, well that book that you've received, that was based on research of women who are actually doing that. That is fundamentally all the information that I received over the course of a year and I interviewed hundreds of people. They were generally mothers all doing it, all making a go of it.

HOWARD SATTTLER: Well, what are they selling?

SONIA WILLIAMS: Well, they're selling, for example, some are selling nutritional supplements, some are selling linen, others are selling cosmetics, homewares, basically products that are used in everyday life. And that's the beauty too, Howard, is there's a range to choose from.

HOWARD SATTTLER: So people, who are - you're selling products, that they are the kind that they use being a housewife?

SONIA WILLIAMS: Yes, that's right, that's right. Well, not necessarily being a housewife. You don't have to be a housewife to use the product. There's men's skin care and things like that and nutritional supplements are also used by ...

HOWARD SATTTLER: But isn't the market flooded with that stuff anyway?

SONIA WILLIAMS: What do you mean? It's only the product.

HOWARD SATTTLER: You said skincare products. I mean, there's how many hundreds and hundreds of companies doing that anyway. Why would you be able to make a success of it from home?

SONIA WILLIAMS: Well, that's another thing, is another key advantage that the direct selling assoc... the direct sellers out there have over retailers, is the fact that they come to your house. And in a world

of time poor consumers, people are loving the fact that they can - it's like on the internet - you can just get it, order it and it comes to you straight away. You don't even have to leave your house.

And so, direct selling is a similar thing. People come, they host a party like party plan or network marketing where it's one on one discussion. And they get to touch and feel the product, just like they would in a retail store. But the beauty is it's at home.

HOWARD SATTTLER: Is it like a Tupperware party at your place everyday?

SONIA WILLIAMS: Yeah, yeah, exactly. And the thing is, for people who are struggling to re-enter the workforce, that party plan aspect, it gives that social balance. Especially for mums who might be stuck at home being able to get out in the evenings and host those sort of parties, or have those sort of relationships, it allows them that social aspect, Howard, in their life that - and that's a significant thing that happens in motherhood that you don't realise, the isolation.

HOWARD SATTTLER: How much money can you make out of this?

SONIA WILLIAMS: Well, that's up to you. And another good thing about the industry it's all dependent on...

HOWARD SATTTLER: Well, you'd need to know for - is it 10,000, 20, 30, 100?

SONIA WILLIAMS: Look, some people are making \$500 a month to a 1,000, other people have actually replaced a full-time salary. So it all depends on your effort too, Howard. It depends on how much effort you put in. If you're willing to - you know your goal, you're willing to put in some effort, you'll make whatever it is that you desire to make, but it all comes down to effort, and that would be the key thing like, I'd really want to get across to your listeners, is that you've really got to be committed, because a lot of people go into the industry, it doesn't work for them. They walk away and they go, that was pathetic, that didn't work. But really what it is, it all comes down to attitude. It's the most important part.

HOWARD SATTTLER: Okay, all right. And you've done all right. But you're writing books, not everybody can write books.

SONIA WILLIAMS: [Laughs] Yeah, that's right.

HOWARD SATTTLER: And your latest book is Give it agGo, is that it?

SONIA WILLIAMS: Yep. Give it a go: What have you got to lose?

HOWARD SATTTLER: All right, who publishes that?

SONIA WILLIAMS: I do. So I also publish...

HOWARD SATTTLER: Oh, Sonia Williams...

SONIA WILLIAMS: Yeah.

HOWARD SATTTLER: ...and it's in book stores, is it?

SONIA WILLIAMS: No, no. It's only sold on the website.

HOWARD SATTTLER: What's the website?

SONIA WILLIAMS: It's showmummythemoney.

HOWARD SATTTLER: Show mummy the money.

SONIA WILLIAMS: Yeah, .com.au, because that would have to be the mantra I live by, I think, is show mummy the money. Or the other website is giveitagowhathaveyouttolose.

HOWARD SATTTLER: And you're making a few dollars, are you?

SONIA WILLIAMS: Yeah, yeah. Doing all right. Well, I'm at home, Howard, so, yeah, I'm doing all right.

HOWARD SATTTLER: Have you got any kids to look after this afternoon?

SONIA WILLIAMS: Yeah, I do. I've got a five year old and a six year old.

HOWARD SATTTLER: Well, you better go and look after them.

SONIA WILLIAMS: I will.

HOWARD SATTTLER: See you.

SONIA WILLIAMS: Okay, thanks.

HOWARD SATTTLER: Sonia Williams, she's a vibrant person, and she reckons you can make money from home and still do all the housework and have the dinner ready on the table and everything. She thinks that what Germaine Greer, grisly Germaine had to say was a load of crock. Is she right or wrong? Give us a call.