



So the best thing I would suggest is to get the book and then also look at the Direct Selling Association here in Australia, their website, to - they've got a list of their members - to sort of work out sort of company, what sort of products would you feel comfortable representing.

DAVID DOWSETT: Is it really possible though to do that, I mean, while you're maybe changing nappies and doing the ironing and shopping at the same time?

SONIA WILLIAMS: Oh gosh, absolutely David and the fact is there are tens of thousands of women out there already testament to the fact that they've done this, they've had success, and I interviewed these women in the book as well as interviewing some who were less successful, to work out what it is that went wrong.

But the fact is when you've actually got, you know, tens of thousands of women out there making money and moderate money, not, not like tens of thousands. Some have replaced their full-time careers with direct selling. Others are just making enough to make ends meet, which makes life comfortable. Others are making enough to put their kids through private education.

So, when you've got people out there, you know, generally making money, they're testament to the fact it works.

DAVID DOWSETT: Can you just give us some examples of what sort of businesses these mumpreneurs are taking on?

SONIA WILLIAMS: Well, for example, with some mumpreneurs are deciding to sell nutritional supplements. Others are hosting linen parties. You know, others are hosting lingerie parties. So there's a whole host of products, from homeware products right the way through to, you know, dietary supplement management products and things like that.

There really is no end of products out there. So any person who's interested in starting their business, they're spoilt for choice in terms of what products could they represent.

DAVID DOWSETT: Of course there is though a fair bit of economic gloom out there to say the least. Is there enough spare money out there right now to make money out of direct selling?

SONIA WILLIAMS: Well, here's the catch. Yes there is, because what direct selling companies actually do is they sell everyday products that people use in their home on everyday basis.

And here is the real clinch-pin with the Direct Selling Association. They provide the convenience - or the direct sellers out there - they provide the convenience of shopping at home. Which is better than shopping online and waiting for the product to come. They can come straight to your place. You can touch and feel it. You can see it. You can see what you are actually buying.

DAVID DOWSETT: Yep.

SONIA WILLIAMS: But best of all, it comes to your house.

DAVID DOWSETT: Okay, if we've got some mums and dads interested in this right now - I mean, of course, I know you want people to buy your book - but what would be your top three tips for getting this rolling?

SONIA WILLIAMS: Well, top three tips would be to make sure it's something that you really, really want to do.

One of the - in the interviews that I did, one of the domineering factors for people not succeeding in the industry was they weren't committed. They didn't understand why they wanted to join. Like, why? What did they want to do? What did they want to achieve out of it?

So, my best suggestion would be, if you're going to enter set yourself a goal. Is it the family holiday? Is it to pay off the Visa card? Is it to put your kids through your private education? Work out what the goal is first.

Secondly, be in love with the product. Don't just choose a company because you think you are going to make a lot of money. You really must enjoy the product. Because when you genuinely believe in something, that's what sells is your passion and commitment. That's what really sells.

So, yep, you need to find a company that you are very happy to represent, proud to represent. Because then you're proud to talk about what you do.

And the other thing I would say is time management. You have to dedicate time to your business. If you think you're going to make money doing nothing, well that - nothing in life, ever, can you make money doing nothing. Even Lotto you've got to go expend the energy to buy a Lotto ticket.

So anything you do, you've got to commit yourself and commit time and dedicate yourself to.

DAVID DOWSETT: And any tips - any pitfalls that you would point out to watch out for?

SONIA WILLIAMS: Not really. In terms of you've really got to understand the remuneration plan. I think get an understanding of how you - that's not actually a pitfall, it's more just advice as to understand how you're actually are going to receive money. How the commissions work.

That would be my best advice. Because a lot of people think that they're going receive X Y Z and when they actually look deeper in they discover, no, it's actually worked this way.

So I - you know, really get a handle for what you're getting into.

DAVID DOWSETT: You mentioned a website before, maybe for some ideas about this. What was that website?

SONIA WILLIAMS: That would be the Direct Selling Association.

DAVID DOWSETT: Right.

SONIA WILLIAMS: And it's dsaa.asn.au. So Direct Selling Association, even if you Googled that term, that would come up with the website, and that lists all the members that are affiliated with the Direct Selling Association, which is the organisation that governs the members of direct sellers out there.

DAVID DOWSETT: Right, well I'm sure you've inspired a lot of people to become mumpreneurs.

SONIA WILLIAMS: I hope so. It's the best lifestyle [laughter].

DAVID DOWSETT: Sonia, nice talking to you. Thanks very much.

SONIA WILLIAMS: Nice talking to you David.

DAVID DOWSETT: Thanks now. Sonia Williams self-made mumprenuer and author of Give it a Go: What Have You Got to Lose?