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**Finding Rest For The Direct Sales Company Mom**

**By Annette Yen**

When you're a hard working mom with a Direct Sales business it's very easy to find one day that life is completely out of balance with the scales tipped deep toward the business and everything else hanging on to the other end for dear life. Because I have seen many a mom burn out of direct sales as a result of this chaotic unbalance, I want to encourage you, Direct Sales Mom, to find a Sabbath rest for yourself and your business.

A while back our family decided, rather radically, to take the truth of a Sabbath rest seriously, mostly because we believe the 10 commandments are still that - commandments. And since the fourth commandment of "remember the Sabbath Day to keep it Holy" falls between the third and fifth commandments it's just as valid as "Thou shalt not commit adultery".

This wasn't as easy as it sounds. It was, however, one of the most freeing things I've ever done personally and direct sales-wise. Before it's time to hit the pillow on Saturday night, I make a deliberate effort to make sure all "work" is done and shut down the computer until Monday. My voice mail message, my email and my instant message programs all are automatically set to respond with something like, "Sorry I missed you. I'll get back to you on Monday."

Imagine, a whole day, spent in rest and enjoyment. No thinking about my direct sales business. No "to do" lists. No endless emails, checking inventory, filing paperwork, making up hostess packets. Nothing at all having to do with work.

Even if you're not one who believes in the bible, that just makes a whole bunch of sense. Your family needs you take a rest from the work. Your customers need you to refresh for 24 hours so you can serve them with gusto starting again on Monday morning. YOU need the break to renew your mind, however that looks for you, and to take time to smell the flowers... or even plant them if that's relaxing for you.

The focus of the biblical command is that of holiness...focusing your mind for that whole period on God and His glory. I have to admit, that is still a struggle for me. I fight to keep my mind at rest and I still spend much of my Sunday thinking about what I'm going to do on Monday. But I can't even describe

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how wonderful it is to not even have the option to act on it. Instead of running up to my computer "just one more time", I can take a nap. Instead of mulling over a design for a flyer, planning my next party or answering downline emails, I can read the bible or another great book... one that has nothing to do with Direct Sales, downline management, business building ideas or sales tactics!

And you know what else? On Monday morning I get up ready to hit it hard. Yes, my inbox is full of emails, but it's a delight to look through them, actually read them instead of skimming, and answer with a refreshed mind. My family is happy, my customers are happy, I am happy... and I like to think that God is pleased at my efforts as well.

Annette Yen is the rested Direct Sales mom who loves helping other moms find their niche in the Direct Sales field and make it work for their families. Visit Annette's blog for more tips on making the most of

your Direct Sales business and sign up for her email newsletter at

<http://www.sailingtosuccess.com>

### **Article Writing: Can It Help My Direct Sales Business?**

**By Nicole Dean**

Question: How can I get long-term advertising for my Direct Sales website without spending a fortune?

Signed, Direct Sales Mom

Dear Direct Sales Mom, Very often, people in Direct Sales don't realize they can benefit from the same methods of internet marketing that other online businesses use. Writing and submitting articles is one of those methods of marketing that is extremely effective for Direct Sales businesses.

If you're unfamiliar with the way article marketing works, basically, you write and give away helpful, informative articles. Why would you work so hard and give away your information? Look at the bottom of this article. There you'll see my name and a brief bit of information about what I do. I didn't pay for that advertising. It's free.

So, how does it work? You write an article about a topic that you are interested in - usually one that relates in some way to your business. If you sell makeup, there's no point in writing about forest fires. So, show your expertise and share your love of what you do in a brief article. Then you'll want to find article directories that will accept your article. You'll submit your articles to the directories, including your author bio and a link to your website.

Website publishers, blog owners, and ezine publishers will search the directories and find interesting articles to share with their readers. When they use one of your articles, they'll include your author bio at

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the end with a clickable link to your website. Voila. You just scored some free traffic.

As long as your company allows you to link to your website, (and I realize that some don't) - you can use article writing to grow your customer list and your team.

If your company does not allow links to your website, you may be able to set up a lead generation page to get people's information. Or you can send them to a newsletter sign up page where you can get them on a list where you may talk more freely about your products in your newsletter. Just be sure to check with your company policies and procedures before investing too much time and energy into writing articles.

Now get writing!

Nicole Dean doesn't pay for advertising - ever. She uses Article Marketing to get free advertising on websites and in newsletters worldwide. You can use articles to get free traffic, too. Visit

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