

## Marketing to "Women Not in the Workplace" ... and Why Now?

Monday October 11, 2021

- TNL: October 12th at 7:30 Pm CT [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- This week's "Product Focus:" – Firm
- No Social Media this Saturday with Lindsay...Rainmaker Weekend
- For a limited time, Associates and Customers will **receive FREE Ground/Standard shipping for One Time Orders placed at \$199.00 or over.**

Direct Selling News Article "*Women (Not) in the Workplace*", September 30, 2021:  
<https://www.directsellingnews.com/women-not-in-the-workplace/>

1. HOT NEWS to share: "Women (Not) in the Workplace"
  - a. Historic opportunity for Direct Selling: How we can improve its appeal to Women.
    - 1) Significant number of women who left the workforce in 2020 due to Covid ...stayed at home to enjoy extended time with kids at home.
    - 2) Some who can't imagine going back now.Stats:
    - a) National Women's Law Center, female workforce participation has dropped to 57% the lowest level since 1988.
    - b) Estimated range of the number of women who left the workforce since Feb 2020: 1.8 - 2.5 million.
    - c) Who are they? According to study by McKinsey, black women, senior women and mothers were affected the most.

Many had no choice but to leave, but many are choosing not to go back.
  - b. McKinsey "There is a real danger that female labor force participation could face its steepest sustained decline since World War II."
  - c. Studies show that companies with diverse workforce outperform those that lack diversity.

"Gender equity is one piece of a comprehensive approach to diversity, equity and inclusion." companies who want to remain competitive must speak to the values of today's emerging leaders.
  - d. "This could be a validating time and a turning point for direct selling."  
"Women account for 75% of our distributor base."
2. Freedom, Flexibility and Family: Building our Distributor Base
  - a. The pandemic has brought upheaval and uncertainty and has accelerated innovation.
  - b. It has also given women a chance to clarify their priorities and claim more power over how their lives and work are structured.
  - c. Entrepreneurship will be a first choice for many...in fact statistics of female entrepreneurs has consistently been growing for some time.

US Census Bureau in 2018: 1.1 million women-owned companies that employed people, and 10.6 million women were self-employed. These numbers have been on constant uptick...in the past 2 decades the number of women entrepreneurs has increased by 114%.  
d. New priorities: freedom and self-determination.

***"I would much rather take a calculated personal risk and do something bigger for myself than build something for someone else who will never share it with me. This is how I knew I was an entrepreneur."*** Maya Rodriguez

e. We invest in personal development and professional business growth. "We've also become significantly more transparent over the last several years. For example, the vast majority of our companies make it a priority to report legitimate retail customer numbers and to clamp down on misleading statements about income and results potential."

### 3. Bringing More Women to the C Suite

a. Huge opportunity for the Networking Companies to attract quality women in the "C-Suite."

b. *"I firmly believe that if you give women flexibility, they will outperform for you."*

### 4. Direct selling has a Great Opportunity here

a. Many who would stay out of workforce for a while may readily choose the direct selling opportunity as it does not make them choose between work and family. *"We can be the preferred option for women who want to take the entrepreneurial plunge..."*