

## Direct Selling Women's Alliance Launches Direct Selling Radio

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Kailua, HI - The Direct Selling Women's Alliance (DSWA) is pleased to announce the launch of Direct Selling Radio featuring "Build it Big" a weekly program to air on Women's Radio. [Build it Big](#) will air weekly on Women's Radio at [www.womensradio.org](http://www.womensradio.org) beginning the first week of April ---and feature leaders in the network and direct marketing industries. The DSWA's Direct

Selling Radio enterprise is part of a new revolution of internet online radio targeting niche markets with high quality speakers and programs.

[Build it Big](#) will be hosted by Kim Rhodes, Internet Marketer, MLM Coach, Author, Speaker and Trainer. "I'm so excited about being a part of the Direct Selling Radio's "[Build it Big](#)" radio show. It is a wonderful opportunity for listeners to learn from top industry leaders in the direct selling industry. The beauty of the [Build it Big Radio Show](#) is in inspiring individuals to dream big and realize their professional and personal goals."

[Build it Big's](#) inaugural program will feature Pat Lynch, CEO of Women's Radio interviewing Build it Big host, Kimberly Rhodes. The second program will feature Nicki Keohohou, CEO and one of the co-founders and of the Direct Selling Women's Alliance. Other future guests include; Jack Canfield, of the popular Chicken Soup for the Soul series and Success Principles and Marcia Weider, America's Success Coach.

The [DSWA's](#) mission is to unite all direct sellers around a shared vision of personal and financial success by serving as a fun and welcoming place where members find the latest information, resources, networking and support that empower them to achieve personal and financial success through their direct selling business.

The Direct Selling Women's Alliance ([DSWA](#)) is a global organization dedicated to uniting direct sellers throughout the world who share a common desire of achieving personal and financial success. A fun and welcoming environment, the DSWA is the direct sellers' source for the latest information, resources, networking and support. The [DSWA](#) empowers women and men in the direct selling industry, helping them achieve maximum results.

The [DSWA](#) is the only association that serves the more than 43 million direct selling distributors around the world. Its members are affiliated with one of the more than 400 direct selling companies, which generate combined annual

revenues exceeding \$26 billion. Direct selling includes party plan, network marketing and person-to-person sales companies. The foremost provider of industry-specific information, resources, networking opportunities, products, training, and services, the [DSWA](#) is dedicated to supporting individual direct sellers as they build their home-based, independent direct selling businesses.

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