



## DSWA Achieves #1 Position on Amazon.com

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Kailua, HI - The [DSWA](#) is pleased to announce the achievement of returning to the #1 position during July on Amazon.com for their best selling book "[Build it Big](#)" featuring top direct-selling experts in the industry.

The screenshot shows the Amazon.com homepage for the Multilevel category. The top navigation bar includes the Amazon logo, user account information, and search options. Below the navigation bar, there are links for 'Shop All Department', 'Books', 'Advanced Search', 'Browse Subjects', 'Hot New Releases', 'Bestsellers', 'The New York Times® Best Sellers', 'Libros En Español', 'Bargain Books', and 'Textbooks'. The main content area is titled 'Bestsellers in Books' and lists the top item as 'Build It Big: 101 Insider Secrets from Top Direct Selling Experts' by Direct Selling Womens Alliance (DSWA) (Author). The book is shown with its cover, a star rating of 4.5 stars from 23 customer reviews, and a price of \$12.21, which is a 32% discount from the list price of \$17.95. The book is currently in stock and has 81 used and new copies available for \$4.00.

[Build it Big](#), launched in 2004 and has continued to hold top ratings among booksellers such as Amazon. As a follow up to the successful Build it Big, the DSWA released "More Build it Big" in 2006 to further provide direct-sellers and industry professionals with the most up-to-date information. Both books along with the Build it Big Workbook have become staples to every professional seller's library.

The success of the Build it Big Book series has provided a springboard for new and innovative programs such as the DSWA's Build it Big Radio Show. The [Build it Big Radio Show](#) airs weekly and features leaders and experts in the direct selling profession.

Following the successful launch of the Build it Big Radio Show, the Direct Selling Women's Alliance instituted "[Build it Big University.](#)" Direct sellers are invited to join the international best selling authors of **Build it Big** and **More Build it Big** as they share their insights and success stories at [Build it Big University!](#) This program is an added benefit provided by the DSWA to meet the needs of the ever-expanding direct selling industry. "We are so excited to be able to offer our members and all direct sellers nationally and internationally, this complimentary program in order for them to Build their Businesses BIG!" noted Grace Keohohou, DSWA President.

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 profession to achieve maximum results.