

## **Direct Sales Business Alliance, Deb Bixler Aligns With Direct Selling Women's Alliance (DSWA)**

*Deb Bixler has joined the team of the Direct Selling Women's Alliance on the invitation of founder of the DSWA, Nicki Keohohou. Deb's direct sales expertise as it relates to the internet prompted the invitation and Deb will assist with the search engine optimization of the DSWA's many websites as well as oversee the social media presence.*

January 26, 2010 (FPRC) -- York, PA/Kailua, HI - Deb Bixler has joined the team of the Direct Selling Women's Alliance bringing together some of the most influential women in the direct sales industry.

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As a direct sales professional and motivational speaker Deb brings to the alliance an exceptional knowledge of the direct sales industry. She retired from the corporate world in 2000 to start her own direct selling business and quickly became a top seller in her organization. Training other sales teams soon followed and recently Deb was recognized as one of the most powerful women in direct selling in the Direct Selling Women of Power awards as well as the industry's Power 50. These two awards honor the most powerful professionals in direct sales worldwide.

### **Business Entrepreneurs-Women's Alliance**

The Direct Selling Women's Alliance based in Kailua, HI is the second largest direct sales association in the world. Dedicated to improving and supporting families through education for direct sellers, the DSWA is an alliance of business women and entrepreneurs. Providing support and training for sales professionals in all home businesses, the organization is made up of entrepreneurs with a variety of expertise who collaborate for the good of the organization. The mission is to serve the direct sales industry, both on the company and corporate level as well as the consultant level.

The alliance of Deb with the DSWA is a perfect fit. Deb's mission is to improve the quality of family life through good food choices and education in increasing cash flow in home businesses. In addition to home business seminars, as a trained chef Deb provides healthy living programs and nutritional education in a wide variety of venues including schools, corporations and organizations. In her hometown of York, PA she is most widely known for her local healthy cooking show.

### **Direct Sales Marketing**

Deb is a direct sales marketing expert. Taking the skills that created her success in the corporate arena, Deb teaches home business consultants and network marketing representatives the best-business practices that all successful businesses are founded on yet frequently are not applied

to the home business or direct sales business. Success strategies such as operating and creating marketing tools such as a business plan or a mission statement are frequently overlooked by the home business consultant and are just a few of the simple yet effective tools that provide success in any business.

#### Direct Sales Search Engine Optimization

Just as her corporate career of 30 years gave Deb the ability to transfer her successes into direct sales, her direct sales career generated a skill in search engine optimization. Her vast understanding and knowledge of direct selling gives her the ability to be especially effective in creating search engine optimization techniques specific to direct sales at a rate that is affordable to the average home business owner or direct seller. Deb will review each webpage on the DSWA site and take steps to maximize search engine visibility.

For Information: <http://SEO.DebBixler.com>

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#### **Keywords**

[Direct Sales Marketing](#)

[Direct Sales SEO](#)

[Direct Selling](#)

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