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Direct sales, or selling products directly to consumers outside of a retail environment, can be a viable way to start a home-based business. The larger category of direct sales includes network marketing, multi-level marketing (MLM), one-on-one sales, and the party model, and many businesses use a combination of them.

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Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer.

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Direct marketing is attractive to many marketers because its results, positive or otherwise, can be measured directly. For example, if a marketer sends out 1,000 solicitations by mail and 100 respond to the promotion, the marketer can say with confidence that the campaign led directly to a 10% conversion.

Direct marketing - Wikipedia

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