Teaching Part: Accepting the Value of What You're Doing

Let's zoom out for a second.

Did you know the door-to-door selling industry generates an estimated **$36 billion** annually in the U.S.?

That's not a typo. That's billion with a **B**.

Southwestern Advantage represents about **$50 million** of that total—That means **only 0.14%**—less than two-tenths of 1%—of the door-to-door revenue in the U.S. comes from us. So what you're doing may *feel* small or "out there," but it's actually part of a massive, thriving business model that fuels a big part of our economy.

And yet, many of us—especially student managers—get caught up thinking this is some niche, old-school hustle we're just "surviving" until we can move on to something more normal. But here's the truth:

> **Most real-world business** involves rejection, self-discipline, relationship-building, learning to own your schedule, and putting yourself out there.

Sound familiar?

The sooner you can accept and *own* the value of what you're doing, the sooner your mindset shifts. You stop resisting the process and start embracing the fact that you're gaining real-world sales, people, and leadership skills that will give you an edge anywhere you go.

So if you've been secretly thinking, "This is hard… it must be easier out there," just know:
Out there isn't easier. It's just different.
And you're ahead of the game by choosing to develop yourself through this experience.

Teaching Part: What You're Doing Matters—Big Time

Let's take a step back for a minute.

The **door-to-door sales industry** in the U.S. generates an estimated **$36 billion** in revenue every year.

Let that sink in.

That means door-to-door isn't some random, outdated idea—it's a massive part of how real business gets done in this country.

Southwestern Advantage represents about **$50 million** of that total, That means **only 0.14%**—less than two-tenths of 1% —of the door-to-door revenue in the U.S. comes from us. You might *feel* like you're doing something unique and wild—and you are—but you're also participating in something much bigger.

Sometimes, especially in your first few weeks, you might find yourself wondering:

> *"Is it just me, or is this job way harder than whatever people are doing in the 'real world'?"*

Here's the reality:
Most real-world jobs and business experiences involve a lot of what you're learning to do here:

- Facing rejection
- Talking to people who don't know you
- Building trust fast
- Managing your attitude and schedule
- And sticking with something when it's uncomfortable

So instead of thinking, *"Once I get a real job, it'll be easier,"* consider this:

> You're already doing one of the **hardest** and most **growth-packed** things a college student can do.

And that's not just hype—it's fact.

You’re not falling behind by doing this—you’re getting a **head start**. Every day you stick with it, you’re building grit, confidence, communication skills, and work ethic that’ll pay off for years to come.

Own that. Lean into it. You’re learning how to succeed anywhere.