

**PATTY BRISBEN**, an American, is chief executive of Pure Romance, direct seller of relationship and intimacy aids, which launched its products in SA in October. She explains how it all began

A MEDICAL assistant at the time, Brisben was inspired 29 years ago by a talk show which showcased a company that recruited women as direct sales consultants selling intimacy products.

She resolved to get involved. As a single mother of four children, she needed extra income to improve their lives. It was a struggle to feed them.

Every night she kept herself busy in the kitchen



so that her children wouldn't see there was no plate for her.

She was successful in her new venture and regained her confidence and started

booking six parties a week.

Within a year her income had doubled. She quit her job and became a full-time consultant.

However, the company folded, leaving her with no product supplier. She bought intimacy products worth \$5 000 (R38 000) to jumpstart her business.

She landed a contract with a manufacturer and recruited upbeat sales consultants who, like her, loved the idea of earning money by boosting women's self-esteem.

"What helped me decide to focus on intimacy products was hearing women share their curiosities and hopes. I felt proud to have given them a free space to talk and laugh, free of judgment.

"The parties became less about spicing this up in the bedroom, and more about helping women feel confident," she says.

Pure Romance was born in the basement of her home.

Today, there are 75 000 consultants around the world, "and they're the reason I am so passionate about this business".

"This business fed my family at a time when I had lost all confidence in myself and life seemed so bleak. It gave me faith and confidence and today is giving so many other women that same confidence and financial freedom.

"The best business advice I ever got came from my brother-in-law. He told

me that I could never try to know everything. Instead, I should surround myself with people who want to help me reach my goal; who can be passionate about it with me.

"I've been lucky to be surrounded by incredibly supportive and hardworking people, and I think the most important job for any entrepreneur is to build a team like that.

"I've been scared to death at every step of creating and growing Pure Romance, but I did it anyway. I've always tried to listen to my inner voice and trust my gut and most of all, to never turn back, to keep running forward towards my goal.

"None of this has been easy and it has not been a joy ride. Along the way I

often did not take pay cheques. I had to support four kids on my own and faced many hardships. But I was chasing something I cared so much about and my strength came from that. The biggest lesson, though, is that I know that I could have never done it alone.

"The Pure Romance business is suited to women who wear many hats in their lives – because of the flexibility as well as the potential for immediate income. Our launch in SA is timely, given the entrepreneurial spirit among the women, many of whom are responsible for most, if not all, their families' income."

● Visit [www.pureromance.co.za](http://www.pureromance.co.za) or call 0800.