



Recognition Night



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Thinking about the problem won't solve it. Taking action will.

### RCCA Chris Bong & Frederick Ho

Pet Shop Owner & Former General Manager

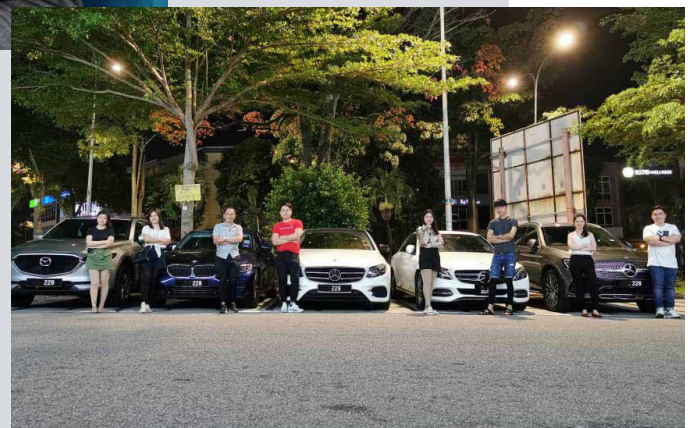
RCCA Chris and Frederick were already successful in their respective career before BE. Frederick had over 40 years' experience in the corporate world. Chris had a more colourful portfolio – from working as an admin clerk to doing sales, running a homestay and owning a pet shop.

But when they discovered BE, they found a platform that added meaning and significance to their lives.

#### SUCCESS AT THE COST OF HEALTH

Before BE, Chris had a successful pet shop business. She is a passionate pet groomer and is actively engaged in the TNR (trap-neuter-return) programme. It had always been her dream to own a pet shop so initially, she was happy despite the hectic schedule. “My job required me to stand for long hours and this eventually affected my health.

One day, I came across my customer's FB posts on Aulora Pants. She was a regular customer and I also noticed her improved complexion and overall health. Although she never told me about Aulora Pants before, when I saw her posts, I decided to buy one,



Bought our dream car

hoping it would help to ease my health problems.”

Within 3 weeks, her health issues eased. Naturally, she shared with people when they asked about her improved health and complexion. And that's how she got involved in the business and the rest is history.

#### 3H – THE KEY TO SUCCESS

Initially, Frederick was skeptical about Chris' involvement in BE as he thought direct selling meant buying stocks and hard selling. When he found out how the BE business was run, he was amazed. “The



business is based on 3H (Hardworking, Honest, Humble) and I must admit that the change in my wife's character (for the better) and the founders' humility and responsibility towards all IBOs inspired me to adopt the same attributes."

Frederick had wanted to become a doctor when he was young but his parents couldn't afford to send him overseas for further studies. "I get very excited when I see the improvement in my customers' health or when their pain reduces. This is the most enriching part of our BE journey. Next is seeing my team members earn extra income and moving towards financial freedom," Frederick beamed.



BE Lifestyle Travel to Melbourne



Dinner with upline



BE Lifestyle Travel to Dubai

### WHY NOT DIRECT SELLING?

Most people may not like direct selling initially. Chris said, "Before you reject, ask yourself 'why'? Is it because of all the negative things you've heard about direct selling? I used to be like that. But honestly, when you open your mind to the business, you'll find that the business is the exact opposite of what you think." Frederick continued, "BE is very different from what you think about direct selling. This platform requires no huge capital and it has allowed me to be successful within a short time compared to all my previous jobs. So, why should I dislike direct selling?"



The couple concluded, "The only thing constant in life is **CHANGE**. So, change to make your life more meaningful. **Don't overthink. Just do it and your doubts will disappear.**"



Chris now strives at BE with her two sisters and eldest brother-in-law