



Don't downgrade  
your dreams just  
to fit your reality!

**RCCA Cyndy Gooi**  
(Event/Marketing Executive)

**RCCA Kelvin Yeap**  
(Businessman)



RCCA Cyndy Gooi once dreamed of being a businesswoman, perhaps running a fashion boutique or pet shop. Her dream never materialized due to lack of capital. Her husband, though, had a logistics and construction business, and through him, Cyndy learned that being a traditional businessman was not as glamorous as she had thought.

“Yeah, since university, I’d dreamed of driving a luxury car and living a comfortable life, and I thought running a business would be the way to achieve that,” RCCA Kelvin Yeap chipped in. “But after running my business for over 12 years, my life was the opposite of my dream. I was always busy, stressed out and worried about my business being affected by factors beyond my control, like economic crises.”



## Starting with MLM

A homemaker, Cyndy decided to give BE business a try after learning about the potential of MLM. “It was a great opportunity for a housewife like me because this was a low risk business that required low capital and it came with a full package: system, guidelines, and most importantly, mentors.”

As a businessman, Kelvin welcomed the BE opportunity. “The basic business model is still the same. Only difference is that the traditional business is a B2B model while direct selling is a B2C (business to consumer) model,” Kelvin explained.

“In the past few years, I’ve discovered that the MLM industry has a huge potential and I’ve been awed by the scalability of network and income, something that is difficult to achieve in conventional business.”

## Mindset change

Initially, Cyndy struggled to sell BE products and close deals. After personally experiencing and benefitting from BE products, her confidence grew and that was when she finally realised that the key in this business is to love and care. “Sharing is caring. I soon received a lot of positive feedback from my sharing. People appreciated me for helping them. Now, I just enjoy the simple joy of sharing – sharing with people about how my family and I have benefitted from BE products. Pay it forward,” she urged.

Unlike Cyndy, Kelvin didn’t face any initial challenges in the BE business. “Any business will have problems. But the problems encountered in BE are minor compared with conventional business. In my former business, a small mistake could cost huge loss. But at BE, we have uplines and the company’s customer support to help us solve our issues.”



## A platform for success

Kelvin and Cyndy agreed that choosing the right platform is essential for success. “Choosing the right platform is like choosing the right life partner for a ‘happily ever after’ life, where there’s a lot of understanding and few relationship problems and both focus on building a happy family and being great role models to our children,” Kelvin described.

Cyndy quipped, “We are grateful that in life, we have each other, and in our career, we have BE and the BE family!”