

# BE Insight

MARCH / 2022

SEIZE THE OPPORTUNITY  
TO REALISE YOUR



**ENTREPRENEURIAL  
DREAM!**





# The BEST TIME to become an ENTREPRENEUR is now!

**Have you been dreaming of being an entrepreneur?**

**Are you in a dying industry?**

**Have you seen and experienced the struggles of the working class?**

**If you've been plagued by these questions, it's your inner voice telling you that this is the best time to step out and start a business!**

The Covid-19 pandemic has severely hit the world and global economy, creating waves of bankruptcies and unemployment. Amidst the gloomy economy, some people are swimming against the tide by starting and expanding their business. Many entrepreneurs believe that now is the best time to start a business because opportunities strike during crisis. Like the author of best-seller *The Lean Startup*, Eric Ries, said, recessions are actually the best time to start a business.

The transition from salaryman to entrepreneur may sound daunting, but with determination and a positive attitude, the rewards will be bountiful. All you need is to take the first step and you'll be on your way to a satisfying and rewarding career. Here are some tips to help you launch out.



# Transitioning smoothly from Employee to Entrepreneur

1

## Think, Study and Take Action

Before starting a business, you need to have a clear idea of what to sell. A good idea can give birth to a new business while meeting market demand. Extensive research and studies is vital before you take action.

2

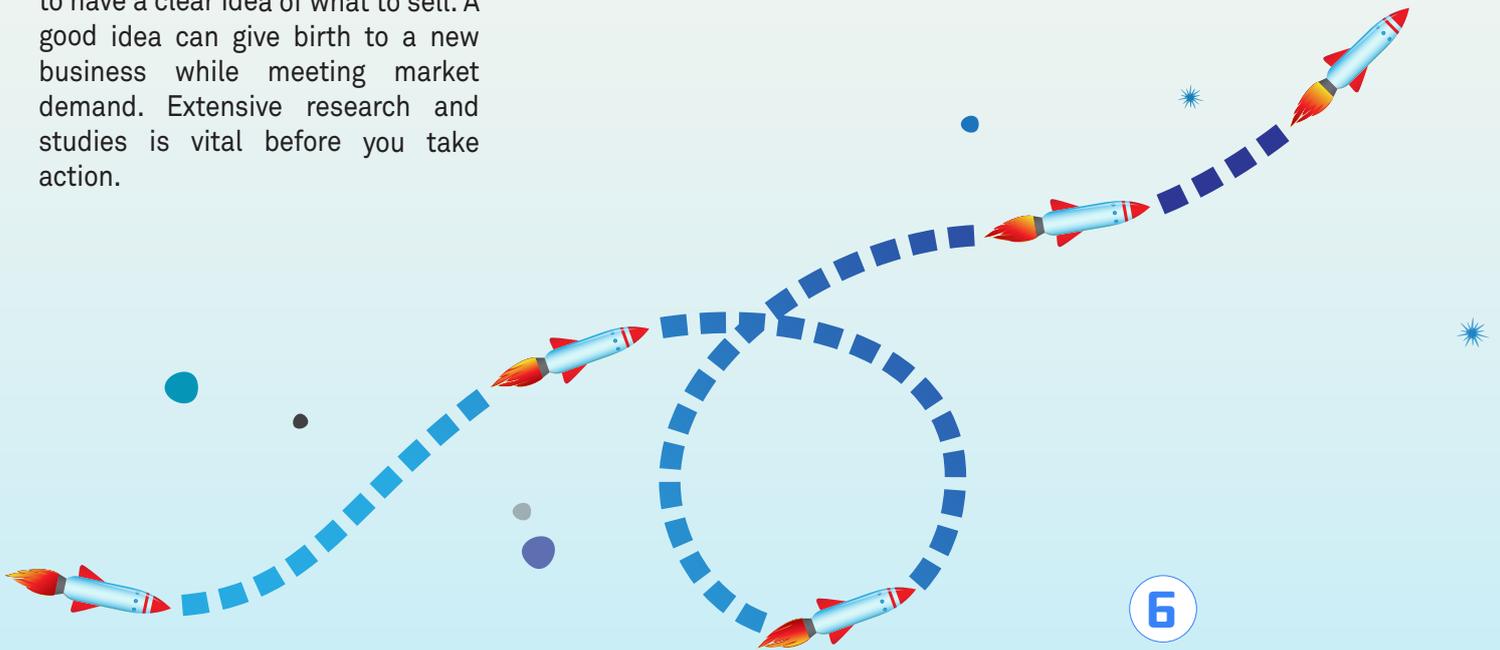
## Set goals

Identify your goals and focus on growing your business – regionally, then globally.

3

## Practical business planning

No matter what your entrepreneurial dream is, you need to prepare a suitable business plan for yourself; otherwise, you'll end up running around like a headless chicken. A clear plan is crucial for business success.



4

## Find a think tank

No matter how brilliant your idea is, the truth is, no man is an island. This is especially true if you are getting into industries or fields you are not familiar with. Seek out mentors and experienced peers to assist you and learn new skills from.

5

## Join the network marketing business

The network marketing business opportunity allows you to sponsor and recruit other distributors to build a strong network while selling your products. This will help you to make a high income from a fair system.

6

## Build a network

Expand your network by meeting different people in different venues and social activities, like conferences, social media, community and business events.



Times are changing. The numerous entrepreneurial methods and trending business ideas have led to the rise of countless entrepreneurs. However, not every business opportunity can bring you bountiful rewards for the smallest investment. So, consider carefully which business to invest in. All the above tips can be found at BE International. At BE International, we strive to help you overcome all obstacles to make the smooth transition from ordinary employee to successful business leader. What are you waiting for? Seize the moment and join us now!

# Restart the Exercise Habit and Keep it Going

With the end of the Lunar New Year, it's time to restart your exercise schedule. Create a fun and effective exercise routine that is feasible and sustainable to help you stay fit and achieve your weight loss goal.

## 1 Make your workout enjoyable

Interest is the precursor of habits. Find a few sports that you really like and are interested in, and then customise a personalised exercise routine with practical goals.



## 2 Follow and stay motivated

Nothing is free in this world, no work, no gain! Many celebrities and influencers will share their exercise methods, diets and results on social media. Follow your favourite celebrities and let them inspire and help you to stay motivated and keep exercising.

## 3 Take up a one-month challenge

Take up a one-month challenge to start your exercise routine and gradually get yourself back into fitness. With the Befit4U weight loss guide and app, not only can you easily set new weight loss goals, but you can also work with a partner, track each other's progress and fitness achievements, and cheer each other on.

## 4 Exercise is a way of life

Turn exercise into something you love and are willing to do in order to stay healthy. When you are health-conscious, you will make exercise a regular part of your life. Find an exercise buddy to work out together, not only to add more fun to your workout routine but help you to maintain your exercise habit and encourage you to persevere.

# Sun protection from the inside out!

The culprit to dull skin and dark spots is melanin. When the skin is exposed to UV rays, it will go into a state of “self-defence” and release melanin. Dark spots and patches appear as melanin transfers to the epidermis. Hence, you need a sunscreen solution that protects the skin from the inside out to help you achieve bright, glowing and radiant skin!

## 1 From the outside

It is a well-known fact that UV rays can damage cell structure and accelerate skin ageing, which is why it is very important to apply a protective layer on your skin before going out. The market is flooded with sunscreen products, so, how do you choose from this wide variety?

Choose a broad-spectrum sunscreen that protects against harmful UVA and UVB rays, and is water-resistant and hydrating. BEYUL Sunscreen SPF50 PA+++ has all these criteria. Go for it.



## 2 From the inside

Sun protection from the inside is vital too. For this, we have MAQNIFIQ, the quick-to-prepare collagen drink. Enriched with 3 natural antioxidants and active ingredients, it helps to improve skin tone and texture, nourish the skin from the inside out for enhanced firmness and plumpness, thus making skin fairer, firmer and more radiant.



MS 1500:2009  
1 037-01/2018

Click here for more info:

<https://www.beintl.com/belixz/magnifiq/>

<https://www.beintl.com/beyul/sunscreen-spf50-pa/>



## Nutrient For Overall Wellness

BElizx SPIRULINA is an organic certified supplement rich in vitamins and minerals which are suitable for adult's consumption to maintain overall wellness. It is readily digestible and absorbed by the body.



### Features:

- ✓ Certified organic without harmful contaminants
- ✓ 100% natural
- ✓ Made in Japan
- ✓ Rich in vitamins, mineral and chlorophyll

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KKLIU : 0301/2022

Expiry Date: 31 Disember 2024

\*This is a traditional product advertisement.

BE International ran its second-biggest Awards Presentation on 20 November 2021. It was the 4th Virtual Star Awards Night.

More than 630 achievers around the world, including Malaysia, Singapore, Hong Kong, Brunei, Indonesia, Australia, Canada, Norway, Philippines, Taiwan, the UK and others, received their recognition on the virtual stage.

Our VSAN Keynote Speaker RCCA Farehah shared her inspiring and passionate success story to the audience live on air. 4 sharers from the ranks of RCA, ECA and DCA shared their inspirational stories.

At BE International, Nothing is Impossible!

# VIRTUAL STAR AWARDS NIGHT



Opening Ceremony Speech by Ir Lee Suet Sen



Awards Presentation



Top Sponsor Achievers Q3 & Q4



CCA Assemble Achievers Q3 & Q4



BE Lifestyle Traveller Shanghai Awards



Keynote Speaker, RCCA Farehah



More than 630 achievers

VSAN Event video: <https://www.facebook.com/belegendsbeintl/videos/1344029442725547>

VSAN Highlight: <https://www.facebook.com/watch/?v=429261465506160>



Photo with Founders



“

## An evergreen sunrise career worth your fight

**RCCA Agnes Hiew & Hendry Ho**

Former bridal shop owners

RCCA Agnes and husband Hendry are very experienced business people who have gone through the ups and downs of conventional business for 15 years. The rise of the online businesses that has overtaken the brick-and-mortar business further assured them to tell the world that the BE career will always top the trends as it combines the strength of both online and offline businesses.

### 3 bridal shops in their prime

This couple was involved in the bridal industry from young. After years of effort, they finally owned their bridal shop in Johor Bahru.

“There were good times, especially when access to the internet and photography equipment was expensive and uncommon. Bridal shops became the only choice for people to get nice wedding gowns and professional photo shoots. We even expanded to 3 branches during our peak in 2000. However, it became difficult to maintain the business when we entered the digital era as people had easy access to more choices and affordable options on the internet.” No matter how hard they tried, their 15 years of hard work eventually ended when they entered the new era.



Dream car



Photo taken with uplines



Hendry then returned to a 9-to-5 sales job while Agnes juggled two jobs as a WeChat merchant and make-up artist. “Of course, you can make money as a WeChat merchant or makeup artist, but the reality is that it won’t last long. As a WeChat merchant, I had to keep stock and bear the cost of damages to my stocks during shipment. Also, the ever-changing company policy really annoyed me. I also realised that as a makeup artist, no matter how good my skill was, clients would only have confidence in younger and prettier make-up artists. Sooner or later, I would become obsolete.”

### **A business that always stays on top of trends**

Agnes was instantly attracted by the car and house funds when she was introduced to the BE business. Already a satisfied product user, she was amazed at the business model.

“It doesn’t need any capital, employees or rent. It’s basically a risk-free business opportunity. We’re living in the internet age and health awareness is increasing. All we need is to share and build our network. With the BE4U app, we can easily access the international market. The BE business is that easy.”

As they pursued the BE business, they were amazed at the mentorship advocated here. “In conventional business, industry peers are your rivals. The competition is brutal. To survive and thrive, you have to be selfish. No one’s going to share their success recipe with you. But at BE, we advocate mentorship.

Everyone’s ready to guide and support you. Here, not only are you taught how to do business, more importantly you learn how to conduct yourself and how to care for the people around you. You also learn to mentor people, hone their leadership skills and help them build their business!”

Agnes and Hendry have achieved more than they ever imagined. “We’ve always wanted to move back to KL from JB to be close to our family. After 20 years, we finally did this.”



Product sharing



BE Lifestyle Travel to Korea



**“This is the opportunity. Seize it, charge forward and don’t look back,”** concluded Agnes.



BE Lifestyle Travel to Melbourne, Australia



Attending company's event



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## From Riches to Rags to Riches

RCCA Ricky Chan & Fion Tan  
Guasa therapist & fashion boutique owner

RCCA Ricky's journey has been a roller coaster ride – until he found BE.

### From riches to rags

Ricky's father ran a successful pig farm business and Ricky grew up with everything handed to him. "We led a comfortable life until the Japanese Encephalitis (JE) outbreak in 1997 that shook the country." To curb the virus from spreading, strict measures were taken. In Negri Sembilan, pig farmers were ordered to cull all their livestock (pigs). "Many pig farmers went from riches to rags overnight. My father's pig farm business suffered badly and we ended up with huge debts. That incident changed our lifestyle entirely."

Ricky was not academically inclined and he left school as soon as he completed his secondary education. "I worked as an electrical wiring technician for a few years before taking over my father's karaoke business (the only family business left after the JE incident). I was 25 years old." Struggling to keep the business afloat, his health suffered and his marriage nearly ended. "I stubbornly made irrational business decisions despite Fion's constant advice that I should wind up the business, which was getting obsolete as time changed. In the end, I had knee-high debts."



Dream car



Photo taken with upline and IBOs



Fion shared Ricky's burden by selling clothes door to door. Eventually, she managed to save up and opened her first fashion boutique. Ricky said, "I'm fortunate to have Fion in my life. If it wasn't for her, I would be bankrupt and a pathetic loser." At that time, Ricky came across guasa therapy. He mastered the skill quickly and became a guasa therapist. Finally, life was stable and peaceful again.

In 2017, they learned about BE, Maqnifiq and Aulora Pants through their upline, RCCA Donny.

### From rags to riches

"We've known Donny for over a decade and trust him as a friend. We invested in Maqnifiq and Aulora Pants for our own use, and like they say, the rest is history."

Their personal experience with the products' efficacy compelled them to share BE products with their customers. They also leveraged social media and instant messaging to reach out to a bigger audience.

"I've never experienced such exponential growth in any of my previous business attempts. Within a year, our network expanded to Taiwan, Australia, Philippines and even Canada! Thanks to our growing business, we finally bought our dream house, a semi-D, worth RM1.5 million in August 2020. When I drove my mom back to our hometown in our new Mercedes E200, I could feel her pride that her son is now a successful self-made man."

Ricky's biggest regret is that his father passed away in 2017, the year when he and Fion started their BE career.



Getting ready for BE Legend



BE Lifestyle Travel to Melbourne



"Our BE business was beginning to thrive. Sadly, my father is not here to enjoy the fruits of our success. While you still have time, grab this opportunity. Go all out so that you can celebrate your success with your family while they are still around. Leave no regrets."



BE Lifestyle Travel to Dubai



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## Give This Business Your Best Shot And Be Amazed

**RCCA Liyana Imani Abdul Latif**  
Multiple business owner

RCCA Liyana is no stranger to the business world. With 11 years' experience in business, Liyana's heartfelt sharing will inspire you to seize the BE opportunity immediately.

### **Faster track to success**

Liyana never had a big dream. "I married early and had my first baby during my final year in university. Then, my biggest wish was to be a stay-at-home mom to raise my baby. As I didn't want to burden my husband financially, I dabbled in different businesses."

Liyana was introduced to the BE business in December 2019. "At first, I grabbed the BE opportunity because I could see myself succeeding in a short time with the right business platform. BE represents trust and quality leadership and provides cutting-edge products that speak for themselves. A reputable company like BE will help us to convince people effortlessly."

However, it was the satisfaction of seeing people changing their lives in terms of gaining health and financial freedom that compelled her to continue the business. "My motivation now is to create more successful leaders. It is less about me and more about my network."



*Leaders meeting*



*My beloved children*



### Leadership in progress

Liyana explained clearly that she took the BE opportunity because she believed it could fast-track her success and not for the quick cash. “I am still getting used to short-sighted people who are in the business just for the quick cash. Business partners who are only motivated by money usually have no loyalty and will move on to the next opportunity that can give them quick cash. Accepting and moving on from them is a challenge for me because I tend to take their leaving (the business) personally.”

Nonetheless, Liyana is thankful that BE has enabled her to see life from many different perspectives. “This business challenges your organic ability to lead a network, to close sales and to deal with human antics. I have since grown to become a better listener, problem solver and I am able to dig deeper into my creativity bank to help people live their best life.”

Liyana also finds that she has grown in confidence, becoming a better public speaker and getting more comfortable with sharing the business opportunity with people. “The system education has enhanced my skills, skills that I never knew I needed,” she said.

### A recession and pandemic-proof business

The fact that BE business has not just survived but continues to thrive over the last two years is solid proof that BE is the safest business platform during recessions and pandemics. “BE has evolved very fast and has been able to accommodate everybody’s professional needs. The founders have never let us down. The flexibility the business provides is brilliant.”



Product sharing



Mecca Pilgrimage



If you are still uncertain, Liyana’s advice is: “If you want to change your life, you have to change your life. Nothing will happen if you don’t take any action. So, give this business a try or live the rest of your life wondering what could have been.”



# THE CHALLENGER 2.0

# TOP CCA ASSEMBLE



CCA AZIZAH BINTI  
ABDUL WAHID



RCCA NURUL FARHANA BT MD ADNAN /  
MOHD KHAIRUL BIN NAIM



CCA SOO SIEW LI /  
PHOON CHEE CHEOW



CCA POON YEW KEE /  
KONG KOON YOU



CCA MARDIANA BTE ZAINAL



CCA YU HUI FANG /  
CHAN WEN TUNG



CCA TO SIAUW JEN



CCA LEE CHING SIEW



CCA LER SEE TIN /  
CHIA AH FUU



# THE CHALLENGER 2.0

# TOP 10 SPONSOR

1. DCA NURUL DIYANA BINTI ZAINUL IHSAN /  
NABIL NAZMI BIN HARITH GORDON
2. ECA LEONG AI MEI / LEE CHEE KUN
3. DCA SITI SYABANIYAH BINTE NGARI / NASHRIZAL BIN ABDUL RAHIM
4. ECA YVONNE YEE SZE MUN
5. ECA AMELIA EZREEN ABU BAKAR
6. ECA YAU AI HIONG / BARRY GAN KONG YANG
7. ECA YUONG JUNG HUI / HII LI NA
8. ECA AZEAN BINTI ABDUL MAJID / FADZIL ADLAN BIN JAMILUS
9. ECA LIM CHENG POH / MARGRET EINARSDOTTIR LIM
10. ECA SURIATI BINTE SUPANI



THE CHALLENGER 2.0

# TOP 10 AMBASSADOR PRODUCER

1. DCA RUHAYA IBRAHIM
2. CCA MILANDA SOENARTO
3. DCA LING SU HONG
4. DCA ALEXANDER LYE THIM LOONG
5. DCA LEAN HUEY CHIN (SHARON)
6. DCA HSU MIN HUI
7. DCA LAI LOK SHIN / LIM HAN MING
8. DCA SAFEERA ABDUL WAHID
9. DCA THAI OKTAVIA YANAPA
10. DCA NUR HAFIZA BINTE ARIFFIN





Crown Council Ambassador (CCA)  
皇冠委员大使



CHIN PEI YEE



JAZA'UL BARIYAH



MILANDA SOENARTO



Diamond Council Ambassador (DCA)  
钻石委员大使



BONG YOCK MENG &  
TIEW SIEN KHENG



CHAI YEE LIN &  
CHEAH AIK HORNG



KOH KAR LING



LEOW YUN SHONG &  
PHANG SIEW WAI



NURUL DIYANA BINTI ZAINUL  
IHSAN & NABIL NAZMI BIN  
HARITH GORDON



SITI SYABANIYAH BINTE NGARI &  
NASHRIZAL BIN ABDUL RAHIM



TAN LI FEI & CHIN KOK SEONG

## DO'S

### Proper introduction

Use your photo to represent yourself correctly.

### Sponsor Link / QR Code

Share privately and directly with your prospect

Share post directly from BE's Official pages.

Share BE's Promotion Leaflet Without the Pricing

### Testimonial

"Reducing symptoms" is acceptable as long as the phrase does not relate to the prevention, cure and relief of any disease or illness.

### Promote from Your Personal FB Account

Promote from personal Facebook account to establish contacts.

### Share positive thoughts and proper use of hashtag

Don't create fear on social media to attract readers. Instead, create powerful positive messages to entice them.



## How to Succeed on Social Media Without Breaching BE Rules and Regulations

Since some leaders are still unfamiliar with the Rules and Regulations, here are the guidelines again.

## DON'TS

Don't use Company Trademark, Logo or Product Without Company Authorisation

### Share Sponsor Link / QR Code publicly

Do not share sponsor link/QR code on Social Media platform.

### Paid Advertisement

Any type of online, digital or printed advertisement is not allowed.

### Showing Price

Avoid showing any DP/RP online and do not share the invoice showing the price online.

### FB Marketplace & 'Buy & Sell' Group

Sharing on FB Marketplace and Buy & Sell group is strictly prohibited

### Avoid sharing posts from unofficial pages

### Showing Income

Avoid showing exact income figures or statements online and avoid over-promising BE's guaranteed success.

### Overclaim Testimonial

Don't overclaim product benefits, e.g. product can cure disease, and don't tell customers to stop medicine/surgery.

### Price Cutting

Selling at lower prices than BE's/ selling to Non-Members at Member's price or giving discounts is prohibited.

### Promoting or Attempting to Recruit for other company

Promoting other company's products and attempting to recruit BE IBOs into other company is strictly prohibited.

## Enjoy the best view of Seoul from N Seoul Tower

N Seoul Tower, commonly known as Namsan Tower, is an iconic Seoul landmark located at the top of Namsan mountain. It features a digital observatory and observation deck that offers a 360-degree view of the city. Come at sunset and see the city morph into a galaxy of twinkling stars. A popular tourist spot and a must-see attraction.

**BE a  
WORLD**  
*Traveller*

**BE LIFESTYLE TRAVEL -  
SEOUL, SOUTH KOREA 2022  
(6-DAYS 4-NIGHTS)**

QUALIFYING PERIOD:  
**FEBRUARY 2022 - JULY 2022**