



BE Lifestyle Travel to Melbourne



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## Perseverance is a Superpower

**RCCA Joanne Liew**

Former Baby Shop Owner

In 2016, RCCA Joanne Liew left her brother's company in the textile industry after working there for almost 20 years, and later started her baby supplies shop in 2018. Two years later, she closed the shop to pursue BE full time.

### The power of multiplication

“Honestly, I was skeptical about how Aulora Pants could help improve my health. I've been in the textile industry for two decades and based on my understanding and experience, there's just no way a piece of fabric could improve someone's health! But it did! And I am living proof of it. That's why I began to share Aulora Pants with family and friends. Amazingly, their health improved too!”

Joanne started her BE business part time. She discovered the difference between BE and conventional business; the multiplication factor is just beyond comparison. After a lot of consideration, she took the leap and closed her baby supplies shop to go into BE full time.

“At the beginning, there were many ‘Dream Stealers’ filling my mind with negative thoughts, that I shouldn't



Dream car



Photo taken with upline and IBOs



Photo with Founder



have closed my shop to jump into an industry that I didn't know anything about, it was too risky and impractical. I knew that you couldn't have your cake and eat it too, so I made up my mind to power through it because I know my team needed me.

**The power of perseverance**

Joanne's biggest source of motivation came from her best friends, family, and team members. "When I started my BE journey, my intention was to succeed with them. Many of them counted on me to keep walking the journey with them, I couldn't let them down, so giving up was never an option. It's cliché but to me, nothing is more meaningful than helping others unleash their full potential and realise their dreams. Being able to help housewives become financially

independent, helping people to grow, all these are the achievements that motivates and inspires me to keep charging forward."

The Covid-19 Pandemic brought to light the many weaknesses of conventional business. "We are very grateful for the BE Founder's decisive strategies during the pandemic that allowed us to continue bringing hope to those around us. In fact, my BE business experienced exponential growth during the lockdowns, and I'm so thankful to our founders, my mentors, uplines, and comrades, as well as my beloved husband for all their unconditional support."



BE CAMP



BAS Seminar



Recognition Night



**"Give yourself and your dream a chance! Growth requires you to say yes to new adventures, to step out of your comfort zone. I was an introvert and the BE business was a huge challenge to me as I had no experience with direct selling or healthcare. But I believe, as long as I persevere, then I'll be able to do it. Perseverance brings victory. It is the superpower that will bring us to our destinations."** Joanne concluded with a smile.



BE Lifestyle Travel to Hokkaido