



BE remembered, not forgotten

RCCA Annie Lau Ai Na
(Mobile Phone Business Owner)



Even before BE, RCCA Annie was already a successful businesswoman. She owned 9 mobile phone outlets that carried international brands, such as Huawei. It was a sweet success for her 18 years of labour in the mobile phone business. So, why bother to get into the MLM business? And why choose BE out of so many other MLM companies? Annie candidly shares her story.

BE began as a pastime

Annie was born to be a workhorse. Since her school days, she had worked and juggled jobs. When she finished school and started working full-time, she had two jobs. When she began her mobile phone business, she also did another part-time job.

“What can I say? It’s how I was raised. It’s in my blood,” she laughed. “I like to keep myself occupied. I enjoy working and harvesting the fruits of my hard work.”

So, when she was introduced to BE, she naturally took up the business on a part-time basis, never thinking that it was going to be a full-time pursuit.

“Initially, I did BE part-time because I wanted something to take my mind off my hectic handphone business. I slowly began to notice that everyone in BE seemed to enjoy doing the business. These BEians were fun, happy and vibrant. I was intrigued.”

From pastime to passion

As Annie got more involved in the BE business, she discovered the world of difference between BE and traditional business. “Yes, my handphone business was lucrative, but it wasn’t easy. Sales, inventories, dead stocks, rentals, salaries – these were my biggest headaches. Running the BE business, however, is stress-free. All I need is share and meet as many people as possible,” she explained.

“In my many jobs, I’ve never experienced as much satisfaction as I’ve experienced in BE. Seeing lives transformed, being appreciated, and being able to work as a family in BE are pure joys,” Annie said, “and I’m making the same income as I did from my handphone business! Better still, I don’t have to worry about anything!”

And she would have been worried sick if she only had her handphone business during the MCO.

“During the MCO, my BE business continued as usual. From logistics to online meetings, activities and seminars, the company ensured everything went smoothly for us. Many businesses were badly hit during the MCO. In contrast, BE Hong Kong branch took off as scheduled in May!”



“I want to be remembered”

Annie recalled the time when she was a handphone promoter (before she started her handphone business). Her mother was worried about her irregular income and said people wouldn’t buy handphones every day. “But people will want health, beauty, quality life and time and financial freedom all the time,” she said.

“So, I want to help them achieve these. I want to be remembered as Annie Lau, the one who inspired people and changed their lives. And I will do it with BE.”