



BE Lifestyle Travel to Dubai



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It’s not just  
another  
business;  
it’s BE

RCCA Diana Khiu Shi Er &  
Tommy Loi Teck Chew

Business people

RCCA Diana and Tommy have tried many options when it comes to their career. Everything from 9-to-5 jobs, starting their own businesses, becoming property agents, and even other MLM’s. Then, they found BE. Now, Diana will confidently say “If you think BE is just another direct selling business, you’re wrong, because when you are in the BE business, you’ll see that direct selling is BE, and BE is it.”

#### Searching for the right career

Diana has a music degree but hasn’t worked in the field before. “I didn’t want to just sit in a room teaching piano, so I tried many other things.” She shared.

When Diana came across BE, she studied the products and marketing plan carefully. “I had some experience in MLM before so my priority will always be on product quality and marketing plan. My eyes lit up when I learned about BE’s marketing plan – it’s so feasible that I got back the money I paid for my first pair of Aulora Pants within a month. In fact, I earned more by just sharing the products effectiveness.”

Tommy admitted that he was skeptical about Diana’s involvement as he perceived direct selling as a “Woman’s Business”. “But my perceptions changed after attending a seminar by our upline RCCA Chua Tee Khoon. After I learned more about the BE system, I even encouraged Diana to pursue the BE business!



Dream car



Photo taken with upline and IBOs

Photo with Founder



Later when I finally got the chance to really study the company’s marketing plan, I decided to take up the business seriously myself.”

**The joy of change**

The biggest joy the couple received from the BE Business, is seeing their team members grow and improve. “We are blessed to find like-minded people to work with, and we’re always talking about how to improve. I’ve since gained confidence, learned to care for others, control my temper and speech, and am more positive now,” said Diana.

Tommy continued, “Now we do things with a different intention and perspective. We try our best to do things that can benefit

the most people. Our greatest joy is when we see our downlines change, not just in their health and quality of life, but in their mindsets and attitude as well. This motivates us to keep going.”

**Leaders who walk the talk**

“The best thing about BE is that the leaders here walk the talk.” Tommy said. “They really live up to their promise of ‘Beyond Inspiring Minds, Touching Lives for Eternity’. Just before the pandemic hit in 2020, BE was already transforming itself to go online. This reminds me of what the founder said ‘We will not let you down.’ At BE, the founders and leaders all walk the talk.”



Products Sharing



Speaker of BAS



BES Seminar



**The couple concluded:**  
“The best time to start your BE career is always now. Just believe, follow, and you shall receive.”



Outdoor Activities