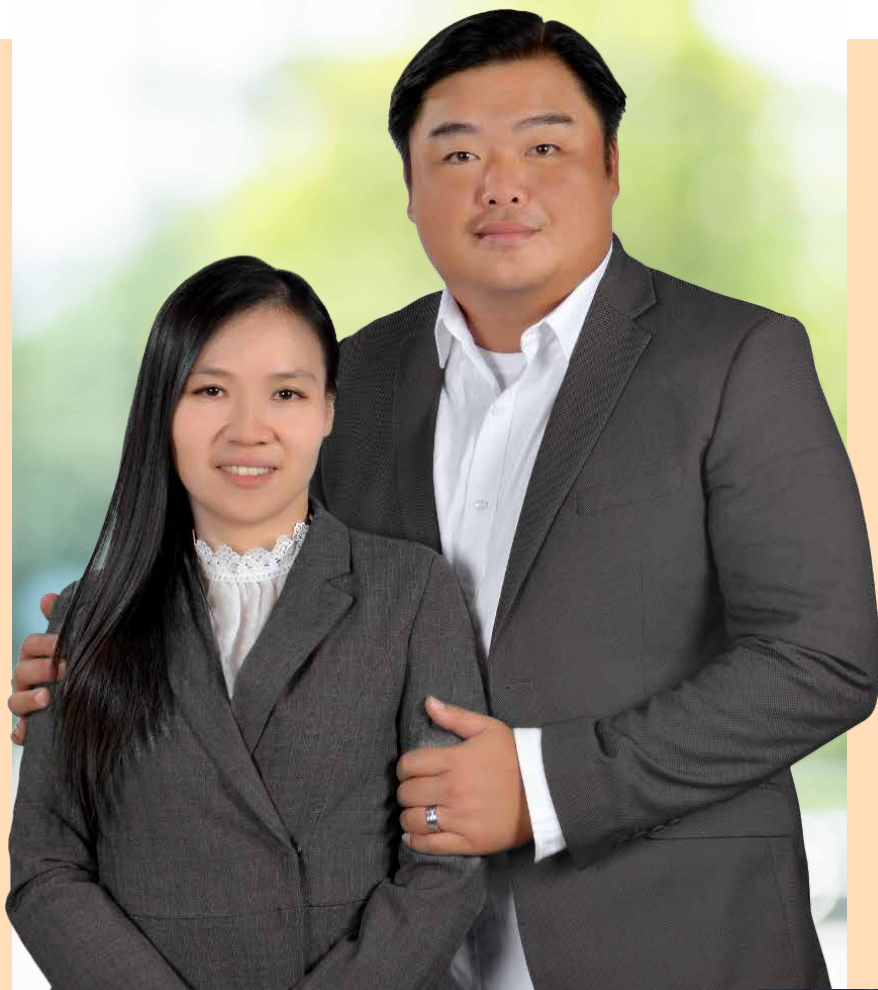


Dinner with BE Founders and our uplines



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Thinking Is
the Question,
Action Is
the Answer

**RCCA Lee Jen Lin (Angela) &
Kong Teck Lung**

Former Professional Accountant &
Family Business Owner

**From Professional Elite to the Struggles of
Traditional Business**

RCCA Angela was born in Sibu, Sarawak, and grew up in a financially comfortable family. Despite this, as the eldest daughter, she developed a strong sense of independence from a young age and never relied on her parents.

She started earning her own income in primary school by submitting articles for publication. In secondary school, she worked part-time in five-star hotels, and during university breaks, she helped her mother make and sell festive cookies and cakes. Compared to comfort, she found greater satisfaction in earning through her own efforts.

After graduation, she moved to Brunei and built a 16-year career in accounting, holding key roles across multiple companies through her professionalism and dedication.

However, within that stability, she began to see the limitations of corporate life—no matter how high the income, it remained bound by systems and workplace dynamics. Seeking greater freedom, she made the bold decision to leave her career and start her own bakery business.

The Harsh Reality of Traditional Business

To realise her dream, Angela invested heavily in baking courses and shop renovations. Yet just two months after opening, when MCO struck, forcing all her planned classes to be cancelled.

To survive, she quickly pivoted to selling healthy lunchboxes and festive cookies. While business was decent, life became extremely exhausting—working from 5 a.m. until late at night with barely any rest.

It was during this period that she recognised the harsh reality of traditional business: it is heavily dependent on personal time and physical effort, making it difficult to replicate and even harder to scale.



Blessed to turn our Car Fund into our dream car

No matter how hard she worked, there was only one of her. No matter how much she pushed herself, there was always a limit. Combined with the challenges of managing staff, she began to question: Is this model truly sustainable in the long run?

It was at this turning point that a new opportunity quietly appeared.

A Health Crisis That Changed Everything

After giving birth, Angela attempted to regain her figure quickly and lost 10 kg within a month. However, due to an imbalanced diet, she suffered severe hormonal disruption, resulting in painful pus-filled breakouts from her chest to her neck—leaving even doctors at a loss. At that time, she met her upline, DCA Chai Yit Hoe, who recommended BELixz SHIRUTO to her, and her condition improved gradually.

Although she strongly believed in the product’s effectiveness, both she and her husband, Kong Teck Lung, were initially resistant to direct selling. They were firm in their stance—they would not sell products or participate in any marketing plan.

Everything changed one day when they saw CCA Gigi Chai, a

housewife, achieve the car fund and purchase a luxury car. In that moment, Angela's competitive spirit was ignited: "If she can do it, why can't I?"

That single thought led the couple to give the business a try together. Leveraging their network, they achieved outstanding results in their very first month and began to see the business's true potential.

Turning Doubts Into a Driving Force

The journey of transformation is never smooth. Angela and her husband were surrounded by a social circle of high-income individuals. While financially comfortable, many lacked the drive to push further, making it difficult to find like-minded, ambitious partners.

At the same time, opposition from the family added immense pressure. Her husband once worried that this business might affect their relationship, even fearing that friends might distance themselves. Instead of retreating, they chose to let results speak.



Growing and learning together with the network at BE events



Honoured to receive the RCCA recognition at BE Convention

Every doubt, every criticism became fuel for their progress. Together, they persevered, supported one another, and continued moving forward.

The Breakthrough: Leveraging the System

As they deepened their understanding of the BE system, Angela and her husband realised a crucial truth: Success is not determined by individual ability, but by the ability to leverage it.

By leveraging the system, mentorship, and team support, they no longer had to rely solely on their own efforts. Instead, they could multiply both their time and results.

Angela openly shares that her promotion to RCCA within just two years was largely due to mastering this principle—achieving more by leveraging more, with less effort.

Through this platform, they not only achieved personal breakthroughs but also guided their team members to grow, transform their lives, and achieve their dreams. Helping others succeed has become one of their greatest sources of fulfilment.



Achieved the Car Fund and House Fund together

“ Action Is the Starting Point of Change

Looking back on their journey, Angela and her husband hold onto a simple yet powerful belief:

“Thinking is the question, action is the answer.”

To them, opportunities do not appear on their own. It is only through action that things begin to change.

This courage to act, to try, and to persevere transformed them from ordinary individuals into leaders capable of building teams and creating impact.

And their story serves as a reminder to everyone: While some are still hesitating, others are already changing their lives through action.