

# Editor's choice

Annique's Editor's Choice is a monthly Replique article that recognises those Consultants who go above and beyond in their businesses; those who breathe new life into old practices and pursue challenges with vigour. This month we are recognising Lezanne Bester, from the Western Cape, who tells us how she achieved her Fast Start.



"I joined Annique in November 2019 as a way to generate extra income. I used Annique prior to joining as the Annique products were the only ones that did not irritate my skin and I saw a huge difference in my skin since using the products."



"I have a full-time job at the Department of Justice and am happily married with two small children, so reaching my Fast Start target was no mean feat. I had a lot of support from family and friends when I originally started. My one friend decided to use Annique to give as Christmas gifts. I wrapped the gifts and couriered it to her. The November Black Friday specials also made it easy to get sales.

"I first started by selling to my family and friends because I knew that they would support my new business and trust my recommendations, as I tried Annique before joining. I occasionally advertise on Facebook and like to add my own discounts as well.

"I knew I was going to have to change the way I do business during lockdown. I thought about it and prayed about it and I got the word 'testimony'. I decided to only focus on four products, which I have used mostly myself. I researched everything I could find on the Documents and Academy links on the Webstore. After writing down all the benefits and testimonies of myself and clients, I drafted a document and rehearsed it to myself. After trimming, editing and being satisfied with the results, I sent a voicenote to all my clients via WhatsApp. I did one in Afrikaans and one in English for my clients.



"Even though I did not sell a lot of the products I focused on, the clients got confidence in the products and ordered according to their personal needs. I changed my packaging to clear bags (for everyone to see what is in the bag), tied it up with a ribbon and added a small bag of homemade biscuits to every order. I took photos of my packaged orders and biscuits and added it to my WhatsApp status.



"I received orders from clients who were blessed to still get an income during lockdown. The fact that Annique was still able to trade during this time and that we could change the addresses, really helped me a lot. Try to think out of the box, make it your own and use the tools available to equip yourself. Hard work really does pay off."



Lezanne joined in November 2019 and sold R32 225 in her first 40 days. This is R27 825 more than the target of R4 400. Her target for the entire 90-days was R13 200 and she sold R35 833 worth of products.