

# UNBELIEVABLE

## *Tools to Build Your Business*

Dr Rathabaneng Hoohlo, a 77-year-old retired medical doctor from Lesotho who worked for 47 years caring for the ailing Basotho, tells us about her experience of the Annique Academy and how she built her Annique business during lockdown.



### *Joining Annique*

"I joined Annique on 24 July 2019 in order to experience and enjoy the benefits of Annique products, especially the Resque range, because I have allergic challenges.

" I am a tea lover and I was just excited to have such a long list of different teas to enjoy and get those awesome benefits. "



### *Target market*

"Most of the Basotho are obese, and suffer from diabetes, high blood pressure, stress, heart disease, arthritis and other complications of chronic inflammation. Originally, my target group was my friends, family, co-workers and people I worship with in my church. But now, with the use of modern technology, my target is everybody who wants to stay well and healthy; who wants to prevent or treat chronic diseases. The good thing is that Annique products are useful to everybody, so families are my target. I plan to include sportsmen and sportswomen in future after learning how Annique product ranges can help athletes with strength and stamina. At present, I sell mainly teas, Resque range products and Forever Healthy products."



### *Lockdown*

"For me, the lockdown was a blessing in disguise! I found it an opportune time to improve my skills on how to use social media for business. I took advantage of the Zoom sessions organised by Annique Home Office and participated in almost all of them. I made sure to put what I learned into practice: starting with Facebook posts daily and communicating with those who showed interest. I started WhatsApp groups and ended up with people showing interest in joining me on the way to wellness, health and change of lifestyle. As it stands, there are three ladies who are being registered with Annique as new Consultants and two others are in the pipeline. We are creating life-changing opportunities everywhere and everyday."



### *Annique ACADEMY*

KNOW YOURSELF | KNOW YOUR BUSINESS  
KNOW YOUR PRODUCT | KNOW YOUR FUTURE!

"The Annique Academy is just phenomenal! I have learned so much from the documents in its Library. I am now doing the course on Skin Care after completing the other two courses: one on Lifestyle and the other on Body Care. The course material is in language that is simple and easy to understand. It is so useful because even presentations by other Consultants and trainers can be found in the library. I love the Annique Academy."