

# Editor's Choice

## Joining Annique

"I joined Annique in January 2020 as a way to supplement my income. To my surprise Annique has completely replaced my income. I quit my full-time job on 2 July and I am currently earning more in a month from Annique, than I earned from my full-time job in a month, after 12 years of employment."

## Fast Start

"Everybody loves free products, but the one thing people love more than free products is money. So in order to motivate my downline to qualify for Fast Start, I explain the process to them and then I explain the income potential of these free products as well. **You have 3 options:**

- 1 Keep it for yourself
- 2 Use it as samples when pitching your products to clients
- 3 Sell them at 100% profit  
As soon as they understand that the Fast Start can assist in fast tracking their business, then the rest is easy."



## Trading

"I have severe anxiety when it comes to talking to crowds of people, but I have managed to get out of my comfort zone and host a monthly Zoom meeting with my team. The meeting covers achievements that get rewarded. Once again everyone loves free gifts, so I use that as motivation. I offer a lucky draw for all my consultants who traded. If you did not trade you do not get an entry. I also follow up with the consultants who have not traded yet on a weekly basis to ask if I can assist in any way."



Beulah reached Manager status within seven months of joining Annique.



## Recruitment

"I advertise for recruits on social media. So I advertise at least twice a week and then I specifically focus on weekends and public holidays – when people usually scroll through social media. I believe timing is also key. I plan my posts accordingly – for lunch breaks or in the evenings. And even if I have reached my personal target for the month with new recruits, I keep on advertising."

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 Beulah Broodryk, from Pretoria, who tells us about her Annique journey.

She did just over R6 000 sales in her first months and in September she had a group figure of R177 000. She grew to R418 392 within nine months and grew her team to 80 Consultants with 56 in her Level 1.