

Editor's choice



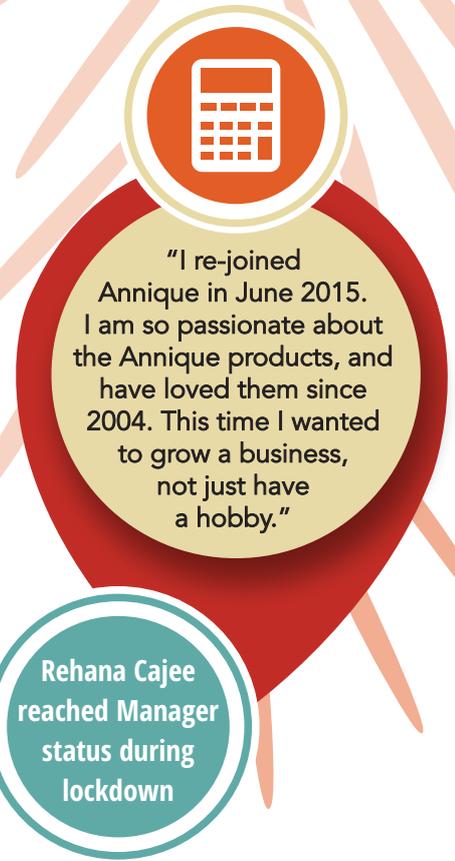
How did you change your business focus during the Covid-19 lockdown?

"I have always been great at online and social media marketing, so when Covid-19 forced us to go into lockdown, I did not need to change my focus much. Unfortunately, I also live for live Annique events like the Jubilee, Premiere, etc. so when gatherings like these were cancelled due to Covid, I was saddened, but it was a small hurdle. Covid hit me hard. I not only lost my job at the end of June, but I also lost my darling husband of 19 years just 4 days later. I have three children who are still in school and knew that I had to survive and provide for them, so I had to focus on Annique. I must admit, the first 6 weeks after my husband's passing was the most painful and difficult, but I have the best and most supportive sponsor and team who pulled me through. I wrote down my goal, put all my energy into it and my results exceeded my expectations."

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 Rehana Cajee, from Ridgeway in Johannesburg, who tells us her Annique story.

"I have nine recruitment tips that I live by:

- Develop a recruiting mindset. If you joined Annique, it means something drew you to it
- Make friends, especially with other Consultants
- Be visible; update your WhatsApp and social media with exciting news and adverts
- Develop positive daily habits, and do it consistently
- Always be prepared and attend all training and Zoom sessions
- Tell good stories and use the products yourself
- Listen and ask questions
- Show enthusiasm
- Have big dreams"



"I re-joined Annique in June 2015. I am so passionate about the Annique products, and have loved them since 2004. This time I wanted to grow a business, not just have a hobby."

Rehana Cajee reached Manager status during lockdown

Who is your target market and why?

"Mainly women with teenagers. The women who have been on Annique skin care for many years are passionate about it and are now introducing pre-teens and teens to our range. My clients also love the lifestyle products."

How has being an Annique Consultant changed your life?

"I talk to people daily and change lives. It brings me joy when I assist clients with health and skin challenges. After losing my husband and job, I thank God for Annique as a means to be able to provide for my kids. I am blessed."