

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 Nadine Johnson, from Cape Town, who tells us about her Annique business.

EDITOR'S CHOICE



"I joined Annique in September 2019, because I was open to the business opportunity and earning an extra income to support my family. I could see the incredible effect Annique products had on the people that used them and it inspired me.

"Being a Consultant has given me a tool in my hand whereby I can approach someone, recognise a need, build a relationship and share a life-changing product with them. I have three Consultants in my downline and a team from diverse backgrounds. They each have a unique style that adds to the team dynamic. Their potential is limitless.

"My dream is to have a successful walk-in shop that focuses on Annique wellness. This is a passion of mine due to my healthcare background. I would like a place where people can step in, have a consultation, wellness check-up and buy Annique products. Annique wellness activities are my favourite, because wellness and health is a passion of mine.

"I communicate to my downline predominantly with WhatsApp because everyone is easily accessible via this medium."

"My favourite product is the Annique Lifestyle Shake. This is the first product I used and I can tell customers about the benefits, because I have first-hand experience. My day starts with prayer and a Shake!

"My excitement at being a direct seller comes from knowing that the Annique products are reliable. I know it can help the customers I offer it to. I enjoy adapting to each new challenge, thinking out of the box and seizing each opportunity to influence people positively using the product. I've learned that even though my business seems small, it is important to do the basics well. I have a vision for my business and that keeps me going. I learn about each product. I learn from my fellow Consultants.

"I use my Facebook story to promote monthly specials and I use my WhatsApp statuses to advertise the monthly brochures and specials. I send the digital Beautè to those who are interested."

"No opportunity with Annique is too small. Do the little things well, so that when greater opportunities come, they will not overwhelm you. Have your vision and write it down so that even if it isn't happening as fast as you thought, you know where you are going."

