

勇於改變 Change 遇見更好 for the Better

他們從不墨守成規，堅信只有不斷求變，才能實踐理想的生活藍圖。走過人生的高低起伏，他們逐步探索，從荊棘中走出一路繁花。縱然對未來充滿未知，但是他們仍堅定的朝著自己追求的生活而努力。他們的經歷讓你看到，人生應由自己掌控，帶著希望和鼓勵的心態，擴大自己的影響力，在家庭、工作和生活之間，取得更好的平衡。改變，只為更好的未來。

None of these three determined Amway Distributors can be called a stick-in-the-mud. Each of them has the firm belief that they are able to realize their ideal life by continuously seeking change. Having gone through plenty of ups and downs in life, our trio explored their opportunity step by step and blossomed as a result.

Although the future is unknown, each of these three successful Distributors is determined to work hard towards their desired future, and their experiences have demonstrated the importance of taking control of your own life and destiny. With hope and encouragement, you too can expand your influence and strive for the right balance between family, work and life. Change can bring about a better future.



創業者翡翠直系直銷商 Founders Emerald Direct Distributor

郭永俊 Thomas Kwok

現時職業：全職直銷商

Current Occupation: Full-time Distributor



學懂取捨 家庭為首

Thomas從事平面媒體廣告銷售20多年，他回憶道：「廣告行業是一個『好玩』的行業，你可以跟不同的客戶合作、拍攝雜誌封面、出席不同的品牌活動或宴會、接觸五光十色的生活，而且收入不錯。」即使如此，他亦堅持雙線發展，同時兼職發展安利事業，「當同事都忙於應酬，出席客戶的活動時，我在下班後及空餘時間都在發展安利事業。」Thomas坦言那數年確實減少了與家人相處的時間，但是他的選擇卻是為了提供更好的生活予他最重視的家人。

前瞻目光 果斷選擇

當時Thomas開始兼顧內地市場的媒體廣告項目，宏觀短短數年的媒體生態變化，改變了他對前路看法。「當時內地數碼行銷已逐漸蓬勃，比本地市場發展得更快。」Thomas看到媒體行業的趨勢，紙媒有機會式微，「由於行業前景發展不明朗，我跟太太深思熟慮後，毅然決定辭去工作，全職發展安利。」著眼於更長遠的目標，Thomas分析到當時的工作難為家庭帶來長遠保障，毅然作出這個重要的決定，「這不是容易的決定，卻是我對家人的承諾。若不求變，只著眼於眼前的安穩，5年後的环境誰可保證？」Thomas心態轉變，領略居安思危的重要性；同時看準健康產業的發展潛力，專注發展安利事業。

可持續發展的生意

「全職發展後，我用『打工仔』的心態經營安利，從每天早上10時工作至晚上，確保有足夠的工作量。我亦不斷嘗試與不同的人合作，從別人的不理解到一同合作發展，成為夥伴。」當Thomas一步一步建立好根基，他再用一年時間帶領夥伴分享安利生意的價值。他直言：「當我還未相信自己的時候，感謝多位前輩給我的鼓勵和支持。」每一次的改變、突破和提升，背後亦是不為人知的磨練。

安利平台讓Thomas擁有可持續發展的事業，「從前經歷過發展傳統生意失利，深深體會到穩健增長並可賺取營利的生意的可貴，讓你可放膽追求更多的夢想。」Thomas最近更提早圓夢，與太太一起經營咖啡店，真正享受自由自主的人生。他勇於為自己的選擇而貫徹始終，肩負責任，改變當下，活出更好的自己。

Family Comes First

Having worked as a salesperson in the print media advertising industry for more than two decades, Thomas shared that "it is a fun industry! You are able to work with different clients and take part in everything from cover shoots and attending various brand events or parties to enjoy a dazzling life," he said, adding that the income is a "considerable one".

Although Thomas was enjoying a fulfilled life, he insisted on developing his Amway business on a part-time basis at the same time. "While my colleagues were busy participating in different work parties and events, I spent my spare time after work developing Amway," he recalled. Although he was spending less time with his family back then, he believed he had made the right choice as he wanted to provide a better life for the people he valued the most.

A Decisive Choice

At that time, Thomas began overseeing advertising projects in the Chinese mainland. "Seeing the changes in the media ecology over just a few years totally changed my mind towards the future," Thomas said, sharing that the development of digital marketing in the Chinese mainland market has been much more significant than in the local market. Moreover, he saw the future decline of print media, and a very uncertain outlook for the industry. "I decided to quit my job and develop Amway on a full-time basis after a thorough discussion with my wife."

In order to pursue his long-term goal, Thomas had examined the different aspects of his advertising job and concluded that it might be difficult to provide his family with a secure future. "That's the reason why I made this difficult decision – it was a promise to my family. If I didn't seek change and continued on the same path, who could guarantee our future after five years?"

Realizing the importance of being vigilant,

Thomas had changed the direction of his life. He had seen the development potential in the health industry and determined that he would pursue the Amway opportunity.

A Sustainable Business

"I positioned myself as an employee when I started to develop Amway on a full-time basis," Thomas recalled. "I worked from 10am to night-time every day to ensure I was doing enough work, and in the beginning I kept trying to cooperate with different people who didn't know much about Amway. I feel blessed that we are partners now and developing the business together," he beamed.

He added that he spent another year leading his partners to share the value of Amway as he worked to establish his own business step by step. "Special thanks go to my seniors for their encouragement and support during the time when I didn't believe in myself," Thomas shared, adding that hard work and training always lie behind a change or breakthrough, or even just a simple improvement.

The Amway platform has enabled Thomas to establish a sustainable business. "Having experienced the failure of developing a traditional business in the past, I deeply appreciate being involved in a stable business that grows continuously and makes a profit. This has made me more eager to boldly pursue my dreams."

Thomas has realized his dream much quicker than he anticipated and he is now running a cafe with his wife and enjoying a truly independent life. He has demonstrated his courage and determination to follow his choices and shoulder responsibility, and he remains eager to capture the moment and live a better life.

創業者直系直銷商

Founders Platinum
Distributor

梁嘉詠

Ernie Leung

現時職業：個人及企業品牌形象顧問

Current Occupation: Personal Image & Branding Design Consultant

夢想萌芽 堅持到底

「我生長在一個小康之家，小時候的我挺驕傲的，說話不多，喜歡獨處，樂於活在自己的世界。繪畫、室內平面圖設計是我的興趣；成為一名設計師是我的理想。」然而，一場家庭巨變，令Ernie很早便輟學踏出社會，一度為了生計，放下了理想；她感慨每一步也充滿泥濘。「在一次偶然的機會下，讓我可以從事設計的工作。我珍惜得來不易的機會，埋首工作，終獲得上司賞識。在努力工作數年後，因工作繁忙，身體不適，需要申請休假，卻換來老闆的一句話：『你什麼時候可以上班？』。」她當頭棒喝，決心籌劃自己的品牌形象設計公司。

團隊是最強後盾

Ernie在工作上親力親為，由接洽客戶、構思方案到設計工作，她一人擔當多個角色。「努力經營下，生意漸上軌道，更有機會接洽國際品牌的工作。不久，我亦迎來了第一個小生命。」成為母親的Ernie專注家庭，將工作交托給她的夥伴，然而生意卻一落千丈，「角色的轉換，加上多年創業的辛勞，令我開始想盡早規劃人生，為下一代未雨綢繆。」

Ernie開始瞭解安利事業計劃，並被安利的正面氛圍所帶動。「我一直從事開拓人際關係的工作，但是安利的環境，令我深深明白何為『以人為本』。團隊間互補不足，各人發揮所長，你不需要十項全能，因為團隊是你最強的后盾。」Ernie看到不一樣的自己，懂得感恩，體驗與夥伴一同努力的快樂。

建立生命 傳遞使命

Ernie笑言「這是一份分享愛的事業。」縱然曾遭丈夫反對，但Ernie始終相信，這門事業的價值多於你的想像。過去的經歷，令Ernie從不輕易放棄，「我很鼓勵年輕人追求夢想；夢想，並不是遙不可及，是可以達成的。」一路走來，她亦是憑藉一個信念——一定要做得到，令她咬緊牙關，走過高山低谷。「安利平台能夠發揮每個人的潛能，培養良好的品格。」自此，Ernie的人生多了一份使命感，希望為別人的生命帶來正面影響，別具意義。她計劃數年後，成立一間企業，將設計的工作延伸至園藝和藝術方面，更希望回饋社會，為弱勢社群創造就業機會。

Finding a New Dream

"I grew up in a well-off family. I felt proud when I was a child, but I didn't talk much and preferred to be alone. I felt happy to live in my own world. I liked drawing and interior design very much, and my dream was to become a designer," Ernie shared.

However, a significant change in her family changed Ernie's life, and she had to leave school at an early age to start work. In order to earn a living, Ernie had to give up on her dream. "I faced difficulties every step of the way, but later I had the chance to get involved in a design job. I tried my best and finally won appreciation from my supervisor," she recalled.

After working hard for several years, Ernie found that her health was deteriorating, so she applied to take leave. "I felt shocked when my boss asked me how soon I could get back to work, even though he knew about my health condition," Ernie said. At that moment, she decided to establish her own branding and image design company.

Strong Team Support

Ernie is a hands-on person who plays multiple roles in her business, from client relations to ideas creation and job design. "The business was on track thanks to our hard work and I was happy that we were able to start working with some international brands. Later, I felt doubly blessed when I became pregnant and a new life started developing in my tummy," she smiled.

As a mother, Ernie wanted to spend more time taking care of her family. "I entrusted the business to my partner but it faced a sharp drop in sales," she explained. The change of role together with the hardship and difficulties she faced running a traditional business triggered Ernie to start planning for the future as soon as possible. "At the same time I wanted to prepare for the future of the next generation," she explained.

Ernie started to learn more about the Amway business and was inspired by the positive environment she discovered. "I have always been engaged in developing interpersonal relationships, and the Amway environment has enabled me to better understand the meaning of 'people-oriented'. Partners in the team complement each other and each of us play to our strengths. You don't need to be an all-round person because the team is your strongest support," Ernie smiled, adding that she has seen a different version of herself through Amway. "Be grateful and you can experience the joy of working hard together with your partners."

A Sense of Mission

"Amway is a business that shares love," Ernie beamed. Although her husband didn't support her at the beginning, Ernie always believed in the value of the Amway business. What's more, her previous experiences had made her a tougher person. "I don't give up easily. I encourage young people to pursue their dream. You will be able to reach your dream if you are willing to try." Drawing on her "can do" attitude, Ernie showed her determination and overcame the ups and downs along the way. "Amway has enabled us to explore our potential and cultivate a better character," she shared.

Now Ernie has gained a greater sense of mission in life, and she finds meaning in her desire to have a positive impact on the lives of others. Looking to the future, she has a plan to set up a business that extends her design work to gardening and arts. She also hopes to give something back to society with a plan to create employment opportunities for disadvantaged groups.

創業者直系直銷商

Founders Platinum
Distributor

現時職業：註冊會計師

Current Occupation: Certified Public Accountant

陳芷怡

Sarah Chan

擺脫倒模般的生活

沉著冷靜、不苟言笑的Sarah坦言自少性格比較內向，不擅社交。「讀書的時候，我很喜歡閱讀，圖書館是我最常去的地方；我的興趣都是和數字或解謎有關的遊戲。」商科畢業後，Sarah便從事會計工作，「一做便是七年多，期間更考取了會計師牌。」她每天過著倒模般的生活，曾經試過丈夫上班的時候，她才下班，日夜顛倒，「當時我不想再過高壓的生活，便萌生創業的念頭，希望建立個人事業。加上看到家人透過安利平台享有自由自主的生活，我便嘗試瞭解。」

放棄比堅持更難

談到最深刻一幕，Sarah直言「我第一件需要學習的事情，是微笑。」從一名會計師到發展安利事業，她聽過不同的聲音，以及很多人對她的不解，「有人說這份工作不適合我，而我偏偏是完美型的性格，即使需要重新學習，我依然會證明自己能夠做得到！」積極發展的同時，Sarah亦有氣餒的時候，「每當我想放棄時，有句話總是鼓勵著我：『放棄比堅持更難』。當你逐步建立了事業的根基，毅然放棄卻更需要勇氣。」Sarah對於人生規劃非常清晰，她決定不再重回打工的生活，「我相信只要方向正確，即使要比別人花多點時間，只要堅持，一步一腳印，有一天總會到達終點。『Try or Cry!』」在人生每段歷程的分岔口，Sarah都選擇了堅持。

認真看待 成就專業

Sarah對安利事業的認真，源於對自己的承諾。「我全心鑽研營養，務必要做到專業；我認真看待每次分享營養或健康知識的機會。」每一次演講、分享，都希望盡善盡美，在台上展現最好的自己。Sarah的一絲不苟，助她逐步發揮自己的影響力，更可藉此宣揚營養的觀念。她非常專注，在成長的路上不斷突破，從不苟言笑到樂於分享；從懷疑自己到自我肯定，每一小步都源於她的堅持。「我希望透過我的故事去鼓勵那些覺得自己不適合或做不來的人。我做到，他們都做得到。」人生不設界限，能否改變只取決於你的態度。

Looking for Change

Sarah is a calm and cool person of gravity and learning. "I was rather an introvert and was not a sociable person. When I was a student, I liked reading so much and the library was the place where I spent most of my time. Besides reading, I enjoyed games that were related to numbers or puzzle solving," Sarah smiled.

After graduating from business school she worked in the accounting field for more than seven years, gaining her accounting certification. She lived a life that was carefully planned every day, but the busy workload was messing with her sleep schedule, "I went back home when my husband went out for work and at that time I had a feeling that I wanted to change my life as it was planned, and that I wanted to establish my own business." Seeing the independent life that her family was enjoying, Sarah started to learn more about Amway.

Hard to Give Up

Recalling her profound memory, Sarah said the first thing she needed to learn was how to smile. From being an accountant to developing Amway, Sarah has encountered a lot of different voices and misunderstanding from others. "I was told I was not capable of developing Amway, but I am a person who pursues perfection and I had the urge to prove myself to others, even though it meant learning new things again!"

Life is not always easy, and even the positive and enthusiastic Sarah has had her hard times. "There is a saying that 'it is harder to give up than to persevere', and that encouraged me when I felt like packing it in. You need to have the courage to give up the things already established," she explained. Having put a new life plan in place, Sarah decided not to return to the working world. "As long as I can

reach my destination, I don't mind spending more time on the path to success," she said, demonstrating her determination to persevere.

A Professional Approach

Sarah's seriousness about the Amway business stems from the commitment she has made to herself. "I studied nutrition and wanted to be a professional. I took every opportunity to share my nutrition or health knowledge with determination," Sarah shared, adding that she always wants to give a perfect speech or sharing in front of others and demonstrate the best aspects of herself while on stage.

Sarah's meticulousness has helped her to gradually develop her influence and promote the concept of nutrition. She is also a focused person, which has helped her to continue creating breakthroughs during her journey. From being a serious person to becoming someone who is happy to share with others, Sarah says she is now a more confident person thanks to her perseverance.

"I want to encourage more people who think they are not capable of developing Amway at the beginning," Sarah shared. "There are no boundaries in life – it all depends on your attitude and if you want to make a change."