



Holiday in London June 2022



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Revive Your Dreams

RCCA Siti Hajjar & Hermi Rizal

Homemaker & Public Health Executive

RCCA Siti Hajjar managed to fulfil her dream of travelling to as many places as possible when she was a cabin crew stationed in Doha, Qatar, in 2005. However, as much as she loved flying, she knew her job would make it difficult for her to build a family.

“So I returned to Singapore and got married in 2010. My husband Hermi and I have three children, and I was a homemaker for many years. With family, my dreams have changed to revolve around my family,” Hajjar shared.

Found opportunity in pandemic

There’s a saying, “In every crisis lies opportunity”. This RCCA couple couldn’t agree more. “We chanced upon the BE business during the pandemic and became RCCAs, this is proof that this business is pandemic-proof” Hajjar shared. “Like many people, I was initially skeptical about direct selling though I’d never had any bad experience. But as I immersed myself in the culture and studied BE International’s marketing plan, I realised that direct selling is like any job. You must invest time and effort, and it won’t happen without work.”

Hajjar used to depend on Hermi, who works as a public health executive dealing with epidemic preparedness, for all their finances. “So, to be financially independent



Dreamboard Session



Photo taken with upline and IBOs



is so liberating! I used to be very thrifty, and I still am, but I no longer compromise when it comes to my children’s education. My father was still juggling a few jobs until a few months ago. I recently managed to retire him from driving an e-hailing taxi – something I’d wanted to do for the longest time!”

Rekindle your dreams

Hajjar described her old self as an ambivert, and it was hard for people to come into her space. “But with BE, I’ve learnt to loosen and lighten up. Now, if anyone asks what I enjoy most with the BE business, the answer is meeting people. I get to know people from all walks of life, listen to their stories, and be inspired by them.” The BE business has also rekindled her dream of travelling.

Through BE, Hajjar has learnt that she can’t control her situation but can control her response to it. “I’m different from when I first started BE, and I’m more confident, open and fun!”

Hermi, who has joined Hajjar in the BE business part-time, added, “The beauty of this business is that the system is open to anyone with the drive, the determination and the perseverance. Everybody is welcome to try regardless of background, race, or religion. We really enjoy meeting new people and helping them realise their dreams. Even I find myself becoming more positive, driven and confident!”



Products Sharing



BE Camp



Attending Seminar



The couple concluded, “Revive your dreams. You’re never too old or too young to rekindle your dreams. There’s a golden opportunity on a silver platter in front of you. Grab it. It’s not going to be easy, but it’s worth it. Trust the process. Building an empire takes time.”



Outdoor Activities