

Finding More Time for Family

Emma, UK



Emma Spruell doesn't just feel a kinship to her city, she's a product of it. She carries herself with the kind of wisdom that doesn't only come from a classroom, but from the types of debates and conversations that take place over a pint of beer and under the roof of a cozy, dimly lit pub.

Her city is a place called Liverpool and while it's only the fifth-largest metropolitan area in the United Kingdom, its cultural contributions have reached every corner of the planet. Liverpool has given rise to countless actors, artists, comedians novelists, athletes and, of course, The Beatles.

"I love that I grew up in Liverpool," Emma says. "People wear their hearts on their sleeves and that's exactly what I do. What you see is what you get."

Emma was working as a teacher in 2016 when she started to feel like it might be time to change directions and try her hand at becoming an entrepreneur. The growing demands of a career in education were detracting from what she saw as her most important job - raising her own three daughters.

Emma knew just where to look for her new opportunity. She'd been using Forever Living Products as a customer and felt like it was the right time to become a Forever Business Owner. So, she joined the business and studied the marketing plan carefully, charting out a course for her business that could help provide the freedom she longed for.

The path seemed tailor made for Emma. Her tenacity allowed her to pursue goals with laser focus, even when juggling the responsibilities of daily life. Introducing the business to others would also come naturally; the time she'd spent working behind the bar during her college years honed Emma's skills as a natural conversationalist.

She had another advantage as well. As a Forever customer, Emma knew all about the benefits and quality of Forever products, so every aspect of starting her business felt like it was right in her wheelhouse.

Emma shared her love of Forever products with everyone she talked to and kept an eye on moving up through the marketing plan. Growing her business would let Emma put more energy toward spending time with her children so she could make the most of those fleeting, irreplaceable moments that come with parenthood.

Like many other entrepreneurs, Emma realized that the choppy waters of the first year brought some of the toughest challenges and most important lessons for her business. And while she may not have reached every goal on her list during that first year, she'd put herself in a strong place to start the next year strong and build on her momentum.

As of today, Emma has reached many of the goals she set for herself, including qualifying for some of Forever's key incentives. Her business is stronger than ever with no signs of slowing down.

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