

For Love of the Products

Emma, UK



It was summer and Emma was chatting to a dear friend, sharing her most secret health concerns with her, “To be honest I wasn't sure what I was going to do, but I knew in that moment tea and cake with her was my best solution!”

Emma’s friend shared with her what she had done. She made no promises, just told Emma her story which had started with some aloe vera drinking gel and Emma was keen to try some. Emma’s friend explained the business opportunity, but Emma dismissed it...why would she want a business when her husband had a very successful architectural practice, with RIBA awards? He was at the top of his game; they travelled when they wanted and had all the luxuries of life - cars, holidays, even a boat.

In a short time, Emma got tremendous benefits from drinking the gel and started to explore other products in the Forever range. She saw the benefit of joining Forever - it seemed a ‘no-brainer’ to get great products at a discount. Being an ‘all-or-nothing’ person, Emma armed herself with a dozen black bin bags and cleared the decks. Out went all her old skin and personal care products – the cupboard was bare. It didn’t feel drastic to Emma at all; she’d made the commitment and nailed her stake in the ground. She knew Forever was going to be part of her life – long term. The aloe and the products were doing her good and she was feeling fabulous. Once again, she declined the business opportunity still believing she didn’t need a business.

Fast-forward four years. Emma’s husband's rock-solid business – the one that gave them all the luxurious trappings of life, took a downturn in the 2008 recession and ended, “I don’t believe in coincidences but at the right time, Forever fell into my lap again”. Emma believed she didn’t know anything about what business meant, and certainly not how to set up and run her own successful business but she knew the part-time positions available to her were slim and the pay offered was rubbish. Facing losing their home, Emma was prepared to take a leap of faith but when she discussed the business opportunity with her husband his response was that he wasn’t interested. Undeterred, Emma decided to take her first Forever steps on her own, “I got myself a few customers and added to my team. When, a few weeks later, my first bonus cheque dropped on the mat my husband said, ‘Darling, that’s not going to feed the cat!’ ”

But being tenacious, once Emma had made up her mind, there really was no stopping her. Emma made her plan, stuck to it and worked hard. Emma’s late father instilled strong values and ethics in Emma, “He had the most amazing work ethic and as a result of this, he had a very successful business and was able to give us the most wonderful childhood” Always positive, he never saw problems, just situations he needed to deal with. “He was fun, kind, supportive and believed everyone deserved a chance in life no matter what their background was. He used to say you can achieve anything if you’re prepared to work for it.”

Six months later, another bonus cheque arrived but this time her husband said, “Darling, I really need to look at this don’t I?” The penny had dropped, and he joined Emma in the business. Since then their Forever business has grown in several countries, which Emma didn't think could ever be possible. Their business saved them and put them back in a comfortable financial position, “But most of all, Forever shares our life values and ethics, which is so important. We have been supported by an amazing team. Good friends are hard to come by; we feel they are our friends.”

Related Stories



Setting A Powerful Example
Read More →



Leaving Your Comfort Zone
Read More →



Finding More Time for Family
Read More →

 Share
  Tweet
  Pin
  Email
  Share
  Share

women in business - product - health and wellness - finance

◀ From Risks Come Rewards

The Financial Way Forward ▶

The Forever success stories depicted on this website reflect individual experiences of some Forever Business Owners (FBOs) and should not be construed as typical or average. Any financial, health, or other benefit claimed vary on an individual basis and are determined by numerous factors, including, but not limited to, individual effort. For more information about Forever incentives, please visit www.foreverliving.com/income.

©2020 Forever Living Products

[Accessibility](#)
[Privacy](#)