

# Developing Your Own Voice

Kristof, Belgium



Dreams don't come with a deadline. It's never too late to take stock of your life and decide it's time to try something new. Kristof Deferm made his decision over the course of many sleepless nights, in which he'd reflect during those quiet hours, wondering if the course he was on would sustain him emotionally. The money was good, but it didn't feel like enough.

On the surface, he'd achieved the dream so many strive for. Kristof went from working in IT and web development to starting his own company doing digital marketing and web design. He had a great client base and a growing business, but it was also incredibly demanding. Working from home didn't feel like freedom when he was tied to his desk for 14 hours a day, struggling to keep up with his workload.

"I regularly asked myself if this was really something I wanted to do until retirement," Kristof said. "Deep down I knew I wanted more freedom, more time for my family and more time for myself."

He thought back to the time a neighbor had introduced him to Forever. Kristof, his wife and two daughters loved the products, but he was apprehensive about becoming a Forever Business Owner himself.

If there was one thing holding him back, it was a fear of public speaking. He knew that being able to give an engaging presentation would play a major role in his success, but he could not imagine himself being comfortable in front of a crowd. Kristof opened up about his apprehension to his neighbor, who pointed out that speaking in front of groups is a skill that can be developed over time. Start by recommending products to friends and extended family and build from there.

Kristof signed on as a Forever Business Owner and decided to give it a shot. With the support and guidance of other FBOs, he grew more comfortable giving presentations and built a business of his own. Before he knew it, eight years had gone by and Kristof now says he has something money just can't buy, a more balanced lifestyle.

"After my first year I was able to leave my IT business for good and focus on Forever," Kristof remembers. "That was the best decision I ever made."

When he thinks back on those first few years in business, Kristof says he owes his success to the people who helped guide him through the early days of starting a Forever business.

"If I had one tip that I give to everyone who is just starting out it is to reach out to your Forever colleagues," Kristof says. "It's not always going to be easy and you will need that positivity when you feel discouraged. With Forever you are never alone."

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