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Diana

Diana started her business fifteen years ago and she has achieved phenomenal success over the years. Diana is now considered to have one of the most successful Forever businesses in the UK and she has influenced many in the industry. Forever's Editor Kate Hodge caught up with Diana to find out more about her journey

KH: What was life like before Forever?

D: When I left school I had a degree in psychology but I didn't have a planned career. After a few roles in retail and customer service I landed a junior marketing role and this launched my corporate career. I was eager to learn, had a strong work ethic and I was desperate to earn a big income so I quickly climbed the corporate ladder and became Head of Marketing for a huge business.

But, in reality, I was desperately unhappy with my job! The corporate world is all about the bottom line, shareholder value, politicking, back-stabbing, grandstanding, and employees were a commodity, not an asset. And so although the income was good, the stress clouded the happiness in my life.

I came to a natural crossroads when I started my family fifteen years ago. I was looking for something I could do from home flexibly around a growing family, something that would earn a good income. But everything I looked at that was part-time tended to be a junior role with set hours, no flexibility and low pay.

A huge thank you goes out to my sponsor – a new friend who I met at ante-natal classes – for having the courage to invite me to look at Forever. I can remember attending that very first Business Presentation like it was yesterday, and although the CCs and percentages all blended together, I got it! I could see that it was (and still is) a business for people who were motivated to help others, and I knew with certainty that was me. And if it all was true, this company valued people as assets. The idea of starting my own business with a proven business model, support and training, was too good to pass up and I just couldn't wait to get started.

KH: What helped you to get your business off the ground?

D: Even before I registered, my sponsor set clear expectations. She said that if I was serious about building a six-figure income, I had to commit to attending all the Success Express events, commit to attending my local BP every week, commit to attending all team trainings, and I'd have to back all that up with planned, detailed, daily activity. That activity involved working a seven-day plan, keeping an up-to-date thriving activity tracker, doing 4CCs retail, and investing in myself regularly through new books and CDs. Today I don't do anything different than when I first started, and although tactics may have evolved, the disciplines remain the same.

KH: How did you work Forever around your family life?

D: When I started Forever my son was six months old and I had my second child two-and-a-half years later, so time management was key, but it really comes down to one word: priorities. Zig Ziglar says you don't have time to do everything; if you do try you'll just end up going crazy, so prioritise and start with the important priority first.

Because I was crystal-clear about why I was building a Forever business and the extraordinary lifestyle it would give us, prioritising seemed only natural. I let go of the 'stuff' that other people could do and focused on doing just the things that only I could do.

My diary is my magic weapon. I have always been good at scheduling in the important things first: children time, date night, Forever time, etc., things like cleaning, ironing, gardening didn't make it on the list because they weren't going to give me family time or build my business. I knew that once I got to Supervisor I could pay someone to do those jobs for me! One of my core values is to live a balanced life, and Forever gives you the opportunity to *own* your diary and create a life of balance. Time management is everything for peace of mind.

KH: What have you achieved?

D: Forever has an incredibly generous Marketing Plan which is open to everybody. I just couldn't believe that if I helped people with the products and continued to share the opportunity, Forever would reward me with world-class all-expenses paid trips around the world. We have qualified for the Global Rally for thirteen years, which has meant I've ticked off more than 75% of my travel bucket list, and we have also been Forever2Drive and Chairman's Bonus qualifiers for thirteen years. I'm so proud to be the only FBO worldwide to have achieved 100 Club for seven consecutive years, but the icing on the cake has been the recent Sapphire Eagle Manager success.

KH: Why did you strive for Sapphire Eagle Manager?

D: Achieving Sapphire Eagle Manager is a mega-big deal because when Forever announced the Eagle incentive I already had a long-standing, well-established and mature Forever business. My first impression was that the Eagle incentive was going to be hard to achieve for established senior leaders like myself, and with time it did prove to be hard – but not impossible!

Forever's stats show that Eagle Managers earn 50% more than non-qualifiers, so I just knew that this had to be part of my team culture. But if I wanted my team to be achieving Eagle, I had to lead from the front. I was proud of my team jetting off to Sardinia and Lake Tahoe for the Eagle Managers' Retreats, and I was committed to going to the retreats with them, but it was even more than that; I wanted my team to feel proud to be part of a Sapphire Eagle team.

KH: What advice would you give to someone who is trying to progress in Forever?

D: Whatever stage you are at, there will always be someone progressing faster than you, and there will always be someone progressing slower than you. My advice is to not look left or right but to stay firmly planted on looking ahead. Each Forever journey and business is unique. Be clear about your goals and your 'willing-to-work-for' list; these will be your endless source of fuel. Embrace and learn all elements of Forever's Marketing Plan, attend all the training events, and make sure you implement what you learn. Cultivate a deep genuine desire to help others and invest in yourself; you can't afford not to. Expect some big disappointments along the way – they are a part of the road to success – and keep the business fun.

KH: What does Sapphire Eagle Manager mean to you?

D: For me Sapphire Eagle Manager is a culmination of many years of building friendships, and this is the foundation of my business. It's really important to me that my team, the Rolling Snowballs Group, know how much they mean to me. Together we have created an incredible team of super leaders; we have touched the lives and put smiles on the faces of tens of thousands of people around the world. And that is what Forever is about. Sapphire Eagle is another token that we are doing what we're meant to be doing: helping others.

Thank you to everyone in the Rolling Snowballs Group, special thanks to my husband Geoff – my rock and my soulmate – and a special thank you to my amazing boys, you are a blessing. Today I feel as if I've got my cake but I've been able to eat it too. My boys are fifteen and twelve years old and I've always worked around them, and because of Forever we are ordinary people living extra-ordinary lives. We have two to three months of holiday a year, our children are privately educated, we are completely debt-free, we have many charities we contribute to, we have developed a wonderful circle of cherished friends, we have peace of mind, and we wear smiles.



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Jeane Harris

Excellent!! Diana explains her why, talks about time management and the importance of it as well as all the activity needed!!

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Isaac Mouchili Ndam

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