



Direct Selling
Association of
Singapore

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Rita Ong

35
years of
promoting
an ethical
market place

DARE TO DREAM SERIES

Leap of courage

Rita Ong's journey from Employee to Entrepreneur

Rita Ong in her early 30s was an MBA degree holder and a senior manager in the corporate sector. She led the kind of life that any young professional could hope for. However deep within, Rita knew she wanted “something more out of life.”

Rita had always dreamed of becoming an entrepreneur. However, she was fearful to put aside 15 years of corporate career and all that means – status, substantial income and a comfort zone that kept her believing she will not have as much luck outside of the corporate world.

Rita discovers ‘a secret’

In 2003, a friend introduced Rita to DRs Secret skin care products from BWL. The

product had enjoyed many positive testimonials and in encouragement, she tried it.

“The product was awesome... it works like magic and solved all my skin problems. When I experienced how good this product was, I began thinking whether it is a viable business opportunity.”

However, Rita has to overcome a personal bias “Like a lot of people, I used to think that direct selling is an inferior profession compared to a prestigious corporate career. But after I met with the management of BWL, I totally changed my mind. They were the most remarkable professionals I have ever met!”

“I looked around to see members and staffs so

inspired and united around the values that hold them together. I saw a winning team. I witnessed countless people who have improved their lives and achieved their dreams through BWL. By then I was convinced: this is where I want to pursue my dreams.

The power of leveraging

Within six months, Rita gave up her well paying job to become a full-time member at BWL in January, 2004. Even as this point, many of her peers have chided her for letting her high education and vast corporate experience to waste. But Rita saw it differently “As a matter of fact, my educational background and corporate experience have put me in good stead for leadership in my BWL career.”

Rita leveraged on the company to achieve instant success. BWL is the first and only direct selling company

listed in the Singapore Stock Exchange which, Rita attests, spells “stability and credibility”. She also feels strongly bonded to BWL’s warm, enriching culture. As a member, Rita gets support from BWL’s professional management team and is backed by comprehensive trainings and marketing activities.

“With all these at my disposal, I can really focus on network development. Furthermore, BWL’s International Sponsoring Scheme allows me develop a vast network in Indonesia while based in Singapore”

Rita has found in direct selling the shortest, most powerful route to financial freedom as well as self development. “I am grateful to have found the right company with the best platform for me to grow a viable, everlasting business”.

Rita now enjoys a life of vibrant health, beauty, happiness and freedom. Most of all, she

enjoys being her own boss “I have learned the secret in prospering myself by growing others in BWL. As I help and support other people, I am

amazed how their success eventually becomes my own...looking back my leap of courage 7 years ago has sparked my success.