

ROLF KIPP

# The Most Beautiful Business on Earth

How to Be Successful with  
Forever Living Products

**Creative** Publishing



## 1. How it all began

### A difficult start

I will never forget my first meeting. It was on a cold and wet Sunday in February 1996. Dark clouds hung low over Frankfurt and the snow on the roads had turned into slush.

The meeting was scheduled for two in the afternoon. I put on my best suit; my colleague and I were expecting more than a hundred guests. A buffet was waiting for them as well. I was secretly expecting 150 people because only a few days ago had we put out an extra advertisement to attract more people.

It was going to be my first big event. I was very nervous and had worked hard on my presentation all night and I slept very little. The hands of the clock didn't slow down and time went by and ... nobody came. Only our managing director and his wife turned up on time.

I couldn't stop staring at the door, at my watch and at the rows of empty seats. "It's probably because of the road condi-

tions. People get delayed when the weather is like this”, that’s how a friend tried to console me. He patted me on the shoulder to try to pep me up.

Can one hundred people all be late at the same time? Not really. Doubts tumbled around in my head. Maybe I had put down the wrong time on the invitation? Or the wrong day? Or the wrong address? I hunted for explanations and found none. It was downright depressing.

## Two special guests

At that moment, the door opened and my first guest arrived. It was a special guest. First I saw a woman and when I did a double take, I saw a man. I remember that he was two heads taller than me, he had long blonde hair and was wearing high-heeled boots that were at least size 12. His lips were colored bright red and his face was covered in a thick layer of foundation to cover up the stubble.

He was coming straight towards me. “Hello, my name is Ms. Schuster.” His voice was very deep and confirmed my initial thoughts: This was a transvestite. I tried to keep my composure. But at some point, I couldn’t hide my laughter and I had to leave the room. I needed a few minutes on my

own. I needed time to sort my head out.

My second guest was an elderly lady. I had actually invited her daughter. She didn’t stay long, only long enough to help park her disabled mother in the first row. “Thank goodness that this woman isn’t going anywhere fast”, was what went through my head at that moment. I would probably not have survived that day without a ration of black humor.

**I hadn’t expected my first meeting to be like this.**

## One hundred percent success

The elderly lady was adorable but I noticed immediately how overwhelmed she was by it all. The big room, the long buffet, the dressed-up man, and there she was right in the middle of it all. She hadn’t been expecting this. And I also hadn’t been expecting my first meeting to turn out like this. However, I didn’t let myself get distracted and I tried to save what I could. “Let’s all get a bowl of soup, sit at a table and let me tell you what we are going to do,” I said. Both of them followed me.

Then I told them about the Forever products, the ingenious business idea and my plans – the same plans that already reached far beyond the German borders. At the end of the day my success rate was one hundred percent. Both of them registered with Forever.

Admittedly, they did not sign up because my presentation was so impressive. They registered because we paid for their taxi home and gave them the entire buffet as a gift. Their fridges were bursting for at least two weeks. Since that day, I sponsor at least two people for my business, no matter how difficult the situation is.

**My story should encourage you.**

Why am I telling you all of this? Because I want to encourage you. I find it hard to believe that anyone could have a more difficult start in this business than I did. Even so, I still made it to the top. You can also get there. Every one of you has the same chance to achieve what I have. The only difference is that I was given the opportunity a few years ago and now, the chance is yours.

## Coincidence or destiny?

I don't believe in coincidences in life. It is not by chance that you're reading this book. And it was not a coincidence that I got to know Forever. Sometimes strange things have to happen before we take a different path or change course.

When I read the newspaper article about Forever Living Products, my mother had a kidney disease and had been a dialysis patient for many years. My father had cancer. That is, two people who meant the world to me, and who have now passed on were fighting health problems.

The whole family, all my friends and relatives, were always looking for something that could help my parents and prolong their life. That's when I stumbled upon the Forever products.

I sent a fax to the US wanting to know more about the company. The next day Friedhelm Rücker called me and said, "We want to start the Forever business in Germany. If you're up for it, then just drop by." We arranged an appointment in their Frankfurt office, which at that time was still under construction.

**Every one has the same chance as I had.**