



Cindy Khor

DIAMOND

For 15 years Cindy said “no” to the Amway business. Repeatedly and emphatically, “no!”

Cindy was a hairdresser for 36 years, running her own business and dealing with the daily stress and issues of a small business. And though the woman who would eventually become her upline had approached her several times over the years about Amway, Cindy always said “no.”

It wasn't until after an illness and closing her business that she became familiar with Amway and its products. “I was more or less retired.” But after another introduction to the business and really getting to know the products, Cindy said “yes.”

“By then, my friend, who had been trying to introduce me to Amway for years, didn't think I would ever agree to work with her,” Cindy said. “She just wanted me to learn about Nutrilite® branded products.

“So when I finally became interested, I recognized the value and quality of the products first, and then I was ready to learn more about the company.”

She also quickly learned about the power of teamwork and of the importance of having a goal as motivation. Even though she achieved Platinum status in her first year, and Emerald two years later, “I did not think I could reach the Diamond level,” she said. “But my upline is very experienced, and I have a large team. Together they helped me to reach that goal.”

In starting businesses in the past, she experienced the usual headaches.

“I didn't study in the U.S.,” she said, “and I'm not highly educated. I had to depend on myself, nobody taught me and helped me, and that was really difficult.” But with Amway, “there are people teaching and helping me, the company has prepared everything, and I am just doing what I should do. Compared to my past experiences in starting a business, it was very easy. Really not very difficult.”

Her goals include helping downline IBOs achieve Diamond status. Her confidence in their ability is backed by her confidence in the products. “If the products are good, there's a future,” she said.

Fortunately for Cindy, her friends were not as reluctant to learn about Amway as she had been. The longest holdout was five years, “not 15, like me,” she said, laughing. “It's really about them understanding what Amway is about. It is not just about making money. It is about hope.”

“There are people teaching and helping me.”

– Cindy



The average monthly Gross Income for “active” IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada).

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant.

There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

Approximately 0.0182% of IBOs in North America achieved Diamond in the year 2013.