

on a mission

Larissa's **10** TIPS for business success:

A business woman who dances to a different beat epitomises what Larissa Bright, Company Director of multi-million dollar beauty empire DIVA Cosmetics, is all about. The mother of two recently crowned Townsville's Business Woman of the Year in North Queensland, possesses a story that is nothing short of inspirational.

Only seven and a half years ago, Larissa started her business from her garage as a one woman band, mixing potions by hand and struggling to pay the rent. Today her company spans across the globe, turning over millions of dollars a year and wholesaling to 300 vibrant women with a common vision.

"I think back to those early days and can honestly say while they were trying times, I loved every minute of it and I don't feel as if I've worked a day of this journey as I've been so passionate about the DIVA vision and where I want this business to go," said Larissa Bright.

The happily married and energetic woman believes that there should be more career options for women who incorporate business life with family life. She is doing something to change this societal problem on a grand scale.

"DIVA Cosmetics was initially created so that I could earn a full-time income while raising my children, but when I realised how many women were in the same boat as me, the DIVA empire was born. I began planning how to give women around the world the business options they wanted," she said.

Many women are sacrificing motherhood for their careers as they do not see how they can fit both into their busy schedules, but Larissa Bright claims that it is possible to have the best of both worlds.

"Women want careers that give them flexibility to embrace their womanhood

- Treat business like a game. This attitude has helped me face some pretty difficult obstacles.
 - In the game of business, every day you get up and play again. If you don't quit, success is guaranteed.
 - Know your bottom line. Know your numbers, and plan.
 - Always create win/win situations with your clients, employees and affiliates.
 - Delight your customers. Whether it be a call to have a friendly chat or simply surprising them with a free gift - it is always appreciated.
 - Clear your mind. I have a 'to do list' which helps me keep my day in order and allows me to be clear-headed and make rational decisions.
 - Don't take yourself seriously.
 - Appreciate the journey. Love that your business gives you the opportunity to learn every day.
 - Always put people before profit and the money will just come.
- and finally, laugh and love often. It's the necessary magic that creates lasting relationships, friendships and alliances.**

and have everything in life, a great business, a loving partner and beautiful children. Our 300 consultants now working in Australia, New Zealand and Norway are benefiting from this as they can tailor their business hours to suit their lifestyles and their family needs. It gives them the freedom to earn good money whilst working from home," Mrs Bright said.

Larissa's forthright approach to the beauty industry is the complete opposite to many of her competitors, as DIVA is all about embracing the ageing process and 'real' women with all their lumps, bumps and wrinkles. Larissa believes that it's her realistic stance

with beauty that has seen the DIVA brand become so successful in such a short space of time.

"We are realistic about women's needs and we are in the business of making women feel good. We do not prescribe to the definition of beauty that larger corporations dictate. At DIVA we celebrate the uniqueness every one of us possesses, the wisdom a laugh line or wrinkle represents and our new financial year campaign is testament to this. It features real women, with real curves and wrinkles in all their glory looking absolutely fabulous. We are all about celebrating our unique beauty that resonates from within," she said. ■

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