

**Don't**  
***I* Like MLM!**

***But I Like...***

time  
financial  
lifestyle  
mental stress

**Freedom**

Jonathan OOI

Motivational Speaker and Trainer, and Business Coach

*A Special Gift*

*For* .....



*From* .....

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# DEDICATION

This book is dedicated to:

- *My wife, Eunice Yee who walks through life's journey with me and has always been personally caring, emotionally supportive and spiritually submissive,*
- *My children, Joel, Rebecca and Isaiah who have always been my pride, joy and motivation,*
- *All "The New Professionals" in the Network Marketing industry, in particular all my business partners and associates worldwide, who have worked together to help each other in the network to achieve personal and professional success.*
- *All those who have attended my business seminars in Singapore and in the region, and have been so engaging, responsive and appreciative, and last but not least,*
- *YOU, for reading this book right now!*

## WHO SHOULD READ THIS BOOK?

This book is intended for those who:

- *Know NOTHING about MLM,*
- *Know SOMETHING about MLM,*
- *Know EVERYTHING about MLM,*
- *Have everything AGAINST MLM,*
- *Are stressed up by their work or traditional business, and are looking for a change,*
- *Have resigned from their job, been retrenched or retired,*
- *Want to earn an extra income,*
- *Want to have more spare time for themselves and their loved ones,*
- *Want to enjoy financial freedom,*
- *Want to be free from mental stress,*
- *Want to lead a carefree lifestyle,*
- *Like to make new friends,*
- *Long to have their own business,*
- *Believe in personal development,*
- *Like to help others, or*
- *Want to leave a legacy.*

## FOREWORD

I have not heard of anyone who says he likes MLM! Have you? We often hear people say, "I Don't Like MLM!"

MLM – A taboo word in Singapore, in particular in the financial services industry, and more specifically amongst the insurance companies. Recently, a certain insurance company began to allow its representatives to participate in MLM; while the rest still keep a very close watch over their representatives, making sure that they don't get involved.

I used to be a total sceptic of MLM. But, I later realised that the insurance system that I was in for nine years, was also a form of MLM. Then, I began to open my mind and explore. I discovered that MLM is just a name, a financial vehicle and a business system that uses the concept of leverage and duplication to allow one to achieve their dream lifestyle.

Most of the MLM companies are international in their business territories and operations. In fact, MLM is one of the simplest and most affordable ways for Singaporeans to build a regional or global business.

I have conducted many business opportunity seminars regularly at various platforms in Singapore, Malaysia and the Philippines. I have only one single purpose when delivering my seminars – to share useful, updated and

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objective information about MLM – so that the participants receive the necessary relevant information to make an educated decision for themselves.

It is heartening to know that over the years, many have benefited from my business opportunity seminars and have been inspired to take action to change their lives. This has motivated me to have my seminar contents published in this book to provide you with a balanced and objective perspective of MLM. You could benefit from MLM and create a better future for you and your loved ones.

I am a practitioner, conducting personal prospecting in the field and building my own global network. As such, this book is written from the perspective of a practitioner, in the simplest and most practical manner to help readers understand MLM and the important considerations when selecting an MLM company to build a global business network.

May MLM Make Life Meaningful and Make Lots of Money for you and your loved ones.

Yours sincerely,

Jonathan Ooi  
Ex-Financial Consultant  
Member of the Million Dollar Round Table (MDRT)

## PREFACE

I have heard of MLM for many years. I have obliged my close friends in MLM by buying products from them in order to “get rid” of them and later to get rid of the products after they expired. I have been shown a couple of times, schemes that could make me US\$120,000 by just selling three pieces of seemingly computer printed certificates of no obvious usefulness. That certainly was a classic example of pyramid selling.

Whether it was legitimate MLM or illegal pyramid selling, it was hard to tell. So, to err on the cautious side, it would be safest to treat everything as illegal. That was the kind of attitude most people hold in Singapore. That is why the applicable act is called the “**Multi-Level Marketing and Pyramid Selling (Prohibition) Act**”. It was enacted since 1973 but amended in June 2000. Frankly, those schemes whether legal or illegal, did not bother me much because they just looked like those get-rich-quick scams my parents had never taught me to get involved in.

Borrowing the words of Robert T Kiyosaki, the author of Rich Dad, Poor Dad, I took the advice of the Poor Dad, I studied hard, graduated and found a stable job in manufacturing companies. It was in 1995 that I began to be influenced by the Rich Dad’s thinking. As such, I quit employment and manufacturing based on my own prediction about the uncertain future of employment and manufacturing in Singapore.

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I plunged into the life insurance industry immediately without any part-time or sales experience. Being determined, I did achieve significant results. But, when the industry was undergoing massive regulatory changes, it got me thinking very hard about how best I should use my time. I felt that too many such changes would limit my business productivity and growth. Hence, I started exploring in 2002...

Through a colourful flyer in the letterbox, attending the seminar with scepticism, trying out some products, gaining confidence in them, doing some soul-searching, conducting some careful research, checking out the legality of it and eventually plunging into it in a big way and since then, there has been no turning back. What did I get myself into? MLM – Something I don't like.

With my many years of experience in training and motivating people, as soon as I entered the MLM industry, I picked up the essential information very quickly, started designing my own slides (not encouraged though!) and doing presentations on my own, and conducted seminars at various levels locally and in the region. Many minds and lives have been changed.

As a practitioner, I am fully aware of the challenges faced in this industry, especially when one starts sharing the business opportunity with his friends. All sorts of rejections and scepticism would pour in. That would usually throw one off-balance and he might just fall out of the industry totally very soon.

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MLM or Network marketing business is simple but may not be easy. Blessed are those who persevere under rejection and repeated rejections. It is just a matter of how we view MLM. Do we want MLM to “Make Life Meaningful” for us or do we want it to “Make Life Miserable”? Does it mean “Make Little Money” or “Make Lots of Money”?

I sincerely hope that the information presented in this book, written from my simple experience, would go a long way in helping you understand MLM or network marketing with a balanced perspective.

It is my fervent hope that you would consider MLM as a long-term business that would propel you swiftly towards your goals of freedom by helping others to become healthier and wealthier.

Best wishes.

A handwritten signature in black ink that reads "Jonathan Ooi". The signature is written in a cursive style and is positioned above the printed name and title.

Jonathan Ooi  
Regional Speaker and Trainer in MLM

## ABOUT THE AUTHOR



Jonathan Ooi graduated from the National University of Singapore with a Bachelor Degree in Mechanical Engineering.

He worked in MNCs and SMEs for over 10 years. In those years, he has gained extensive experience in engineering, training, manufacturing, quality and operations.

But, he realised that as an employee, his future was always in the hands of his employers. So, he decided to venture out on his own. And so, in 1995, he became a full-time insurance agent without any part-time experience or sales experience.

At that time, he was offered the position of Operations Manager in one of the largest listed companies in Singapore. But, after much deliberation, he turned it down.

He burnt his bridges. He was determined to make it in the insurance industry. And so, he did! He has often emerged as one of the top performers in his financial planning company. He qualified for the Million Dollar Round Table (MDRT) for several consecutive years. He spoke in conferences and seminars on financial planning. He conducted lectures on the Rules and Regulations of Financial Advisory Services. But, he felt that the days

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of financial planners were numbered with the introduction of the Financial Advisers Act 2001.

Therefore, in 2002, he started exploring ... He seized the opportunity and joined a network marketing company. Within one year, he has made it to the shareholder rank of the company. His business network has since expanded beyond Singapore into Malaysia, Indonesia, Thailand, Philippines, New Zealand, UK and even the USA.

He has been training and motivating people for the last two decades. He lectured in the Diploma and Advanced Diploma programmes in the PSB Academy. He has also regularly been invited to speak in seminars and workshops in Singapore and in the region, on a range of topics such as financial planning, career planning, personal motivation, health, business opportunity, sales prospecting and network marketing.

He conducts motivational and career talks in schools and colleges locally and overseas. He is the founding chairman of two Parent Support Groups in schools in Singapore. He is the author of a few books for students, parents and adults. He is also a lay church leader and a speaker in the church.

He is affiliated to the Singapore Training and Development Association, Singapore Quality Institute, Singapore Industrial Automation Association, and The Chinese Calligraphy Society of Singapore.

## THE STORY BEGINS HERE ...

When I first joined the MLM or Network Marketing industry, with all the new belief, excitement and enthusiasm, I called Andy Mak L M, a close friend of mine, on the phone and here was our conversation ...

Jonathan: *Hello, Good Evening! I am Jonathan. May I speak to Andy Mak please?*

Andy Mak: Hi, Jonathan, Good Evening to you, too. This is Andy speaking. How're you?

Jonathan: *Oh! I am fine. How're you and your family?*

Andy Mak: Hmm...Actually, I've just been retrenched, after working in the company for 30 years.

Jonathan: *I'm sorry to hear this. But, that seems to be the trend now. By the way, I've a great business opportunity to share with you....*

Andy Mak: What's that? Is it MLM?

Jonathan: *Hmmm... Well, it is....*

Andy Mak: Jonathan, I'm sorry! **I Don't Like MLM!** .....

Jonathan: *I Don't Like MLM, too! ...But, I like...*

**The response of Andy Mak had prompted me to design and put together a set of information that would help many people like him, to understand MLM with the right mindset and perspective. This set of information has become the contents of my flagship seminar entitled, "The Greatest Opportunity in The History of The World" many have attended and the proprietary slide VCD entitled "The Road to Freedom".**

*Note: Andy Mak L M (nicknamed Anti-MLM) is a fictitious name*

## A WRITTEN CONFESSION of Andy ...

"I DON'T LIKE MLM" because I thought it would Make Life Miserable (MLM) for me.

One day, I decided to open my Massively-Locked Mind (MLM) to explore. Soon after that, I realised that it was such a good business model that could Make Life Meaningful (MLM) for me. It could also allow me to Make Lots of Money (MLM).

My children have become happier now because the mother has more spare time for them. The mother has also become a More Lively Mom (MLM) as a result of using the Made-for-Lovely-Mother (MLM) products. She can afford to employ More Local Maids (MLM) now to do the house chores so that she can live a carefree lifestyle and spend more time developing her passions.

With the time freedom, I have More Leisure Moments (MLM) to do what I love to do. I don't have to attend Many Long Meetings (MLM) in the office now because I work from home. I could spend time relaxing with my family, gazing at the twinkling stars on a Moon-Lit Midnight (MLM).

In MLM business, we get to Meet Lots of MLMers (MLM). When we meet, we share Many Lovely Memories (MLM). It really

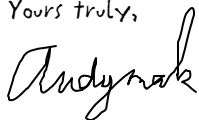
*A Written Confession of Andy ...*

Makes Life Memorable (MLM). Since I started the MLM business, I have become Mentally Less Mad (MLM) because the days of Making Little Money (MLM) and Manpower Laid-off Mergers (MLM) have become a thing of the past.

I really hope that there are More Like-Minded (MLM) people coming together to share their success stories and enriching experience about how they travel the journey of life with Major Life's Milestones (MLM) impressed with Many Lasting Marks (MLM). It is along the journey that Magnificent Leaders Meet (MLM) and inspire one another to Move a Little More (MLM) forward towards their goals of freedom.

I really want to appreciate Jonathan for sharing in this book, the contents of his seminars that are always filled with Many Laughing Moments (MLM). Let's Make Learning Meaningful (MLM) through his book, "I Don't Like MLM!" I must confess that I LIKE MLM so much now because MLM has given me back my life and it has become a part of my life!

Yours truly,

A handwritten signature in cursive script that reads "Andy Mak". The signature is written in black ink and is positioned below the text "Yours truly,".

Andy Mak L M, Ex-sceptic of MLM

# INTRODUCTION

This book contains a set of very useful and relevant information specially put together to enable you to make a very important decision in your life today. The decision you make today is going to mark a turning point in your life. Today is going to be the first day of the rest of your life.

The ideas presented in this book when correctly understood and properly implemented, will drive you towards your goals of financial freedom, time freedom, mental stress freedom and lifestyle freedom.

This set of information has regularly been presented in my business opportunity seminars not just in Singapore but in the region as well. It has helped many in the audience to gain a better and balanced understanding of what MLM or network marketing really is. Many have since joined the network marketing industry and many of them are on their way towards great success.

In life, we have many dreams and desires. All these need money to fulfil them. So, we need to make money. There are many ways of making money. The best way to make money is one that is legal, moral, ethical and yet productive. Make as much money as soon as possible.

Life would be more purposeful if we were guided by goals. Most people would like to achieve the goals of financial

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freedom, time freedom, mental stress freedom and lifestyle freedom.

To achieve these goals, we need to have residual income, not the linear one. The most logical way for many to earn residual income is to be a business owner. The most hassle free and cheapest way to be a business owner is to build a network marketing business.

This book explains network marketing in a clear and concise manner to dispel the general misconceptions that one needs to sell the products and that one needs to know many people in order to succeed in this business.

In fact, today, network marketers, according to Prof Charles King, are considered **The New Professionals**.

This book also explains how a network could be built using the concept of leverage and duplication. Network marketing is a business that is operated with NO shop or office space, NO employees, NO huge inventory, NO accounts payable and NO accounts receivable.

Using a proprietary **MLM CAR™ (Company Analysis & Review) Model**, it explains broadly the guidelines that could be used to evaluate a network marketing business.

The voiceless seminar begins here...

## CONCLUSION

I believe the professional information that I have specially put together for you in this book has provided you with a good insight into what network marketing really is.

The whole world has changed so drastically and dramatically. It is a world full of uncertainties, instabilities and crisis. But, in the midst of all these uncertainties, instabilities and crisis, lies **THE GREATEST OPPORTUNITY IN THE HISTORY OF THE WORLD – NETWORK MARKETING.**

Network marketing is truly a very powerful business model that we should use to help us achieve our goals of financial freedom, time freedom, mental stress freedom and lifestyle freedom.

I am sure many thoughts are flashing across your mind right now. Instead of looking for 1001 reasons why you should not do and cannot succeed in network marketing business, just think of **ONE SINGLE REASON** why you should get started now. This one single reason should always remain as your **PRIMARY MOTIVATING FACTOR.**

*A pessimist sees calamity in every opportunity; but an optimist sees opportunity in every calamity.*

## *Conclusion*

*Thank you for reading this book!*

Now, you should have realised that there is nothing wrong even if you don't like MLM, as long as you like financial freedom, time freedom, mental stress freedom and lifestyle freedom. I hope this book has given you a better and balanced perspective of MLM and how it could Make Life Meaningful for you.

I would like to take this opportunity to wish you good health, great wealth and true happiness.

Should you need to purchase copies of this book, please fill up the Order Form on page 59 and just fax it to us.

*For more information on how you could get started in the network marketing business immediately, please talk to the person who passed you this book. Always be grateful to this person for his/her good intention of sharing the great business opportunity with you.*



## **OTHER BOOKS BY Jonathan OOI**

- ***The Psychology of Prospecting*** - 12 Dynamic Principles of Prospecting
- ***Are You Truly Successful In Life?*** - Balancing The Seven Key Aspects of Your Life
- ***Success Is A Choice!*** - The Choice Is Yours!
- ***I.C.A.R.E For My Children!*** - Take The Stress Out of Your Children's Education!
- ***15 Forgotten Secrets That Will Make You A Better Student***

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