

The
Greatest
Networkers
in the World

Eddy Chai

I Am Network Marketing

Eddy Chai was born in Kuching, East Malaysia, known to Westerners as Borneo. Kuching is tropical rain forest, the wettest populated area in Malaysia with an average of 247 rainy days per year.

“I come from a very, very good family,” Eddy said. “My father was a government servant and pretty high up. He is the Chief Superintendent of the City Hall of Kuching.”

Eddy has one brother and three sisters and he’s the youngest. When asked if his siblings picked on him, Eddy replies with laughter, “Oh, no, no, no, no! Everybody spoiled me.”

He was an average student, but he did well in all his important exams and as a result finished “Upper Six,” the equivalent of the 13th grade—something very few students achieved in Kuching at the time. That pretty much guaranteed Eddy a senior government servant post. As a result Eddy joined the Police as a Direct Inspector and went to a special unit, the Police Field Force, who specialized in jungle warfare, much like America’s Green Berets or Army Rangers.

Eddy spent five years fighting the Malaysian communists.

A good friend of Eddy’s father—the Head of the Chamber of Commerce for Malaysia and one of the richest men in the country at the time—encouraged Eddy to go into business and gave him the money to get started. So Eddy left the police force and began building restaurants, cafes and grocery stores. And he did well.

“My sisters had immigrated to Canada,” Eddie said. “They were telling me all the good things about living there and the

opportunities there and they actually applied for me to migrate. It was so easy, they applied for me and before I know it, I got a letter asking me to go for medical check-up and my application to immigrate is approved. So, I left home and went to Vancouver."

"I was excited, you know. When you are born in a small, little town in a very backward country like East Malaysia, you have the desire to go see the West."

"When my greatest opportunity came up, I just packed my bags, sold all of my businesses and left for Canada."

When Eddy arrived in Vancouver, all his friends and relatives kept asking if he was interested in starting a Malaysian restaurant. But Eddy told them, "We should not try and change the taste and eating culture of the people here. We should open restaurants selling food that Canadians eat." And that meant hamburgers.

One day, Eddy drove around town, saw a small restaurant by the beach, sat down and opened the menu. It had quite a few hamburgers. "Now you must understand," he said, "a guy from Malaysia, 30 years ago, does not know what is a hamburger." So, Eddy ordered them all.

"The waitress asked me, 'What in the world are you doing?' I said, 'Well, you know I want to learn how to make hamburgers.' She laughed and went back to the kitchen. The owner came out and he said, 'Sir, I've never seen... if you want to learn how to make hamburgers, there's an easier way. Come to my kitchen tomorrow and, I'll teach you how to make hamburgers.' After a month, I bought a place and started my own restaurant."

And Eddy did great. All his restaurants in Canada were very successful. He also went into real estate. As a restaurant owner working 16, 18 hours a day, you have no time to spend money, so

whenever he accumulated enough Eddy bought property, six properties in all. He was on top of the world.

“But you know,” Eddy says, “in business, you can be successful 10 times, but you cannot fail once.”

Eddy failed in just one business, the White Rock Public Market. He lost everything.

But just before he lost it all, Eddy had joined a Network Marketing company.

Eddy owned the only café in the Ocean Park Mall, a place where he says even if you didn't know anything about the restaurant business; you could still make money, because there was no competition. One night a customer, Calvin Carr, approached him and asked Eddy if he was interested in making money. He said, “Sure, everybody is.” And Eddy made an appointment to speak with Calvin after he closed shop that evening. He thought they would be talking about real estate.

Eddy made coffee and they sat down. “Calvin told me he was going to tell me about the greatest opportunity in the world... Network Marketing. I lost my smile and nearly took back the coffee!”

“If he had told me upfront that it was Network Marketing,” Eddy said “I would never have given him a chance. I knew all about MLM. My neighbor and several of my customers were involved, and one of my sisters and her husband were, too. I'd even refused to listen to a presentation from them when they wanted to show me the business.”

Eddy told Cal, “I'm not interested and besides, I have no time.” Calvin replied, “Eddy, I'm already here. Will you give me one hour?” Now as a Chinese man, culturally, Eddy really couldn't say “no” to his request, especially since he invited Cal to come and tell

him about this money making opportunity. So Eddy told him, “Okay, but hurry up about it.” Eddy was doing pretty well for himself at the time and thought the very idea of “selling soap door-to-door” was beneath him.

That one-hour turned into four and when Eddy got home that night he couldn’t sleep.

At around 4:30am, he drove back to his restaurant and collected all of his customer’s business cards that he’d kept and started making his prospect list.

The following Monday, Eddy jokingly told his customers he was going to sell his restaurant and go into another business. A real estate agent by the name of Scotty was in the restaurant and asked if Eddy would let him sell the place. He said he’d do it in one week. Two hours later, Scotty phoned back and told Eddy he’d already sold the place – to himself!

Eddy met with Cal on Tuesday, and told him he’d sold his restaurant and was going to go full-time right away. Cal explained that the company was opening in Taiwan that November, and asked if Eddy if he would like to go there to do the business.

Eddy had never been to Taiwan, didn’t know anyone there and didn’t speak the language. Cal told him, “Don’t worry, you are Chinese, like the Taiwanese, and everyone in Taiwan speaks English.”

That September Eddy arrived in Taiwan with his family and got down to work immediately. He quickly learned everyone *did* indeed speak at least three words of English. “No speak English.”

In spite of the challenges and language difficulties—and being newly bankrupt—Eddy went on to become one of the company’s biggest distributors. When he left after six years, his organization

accounted for one-third of their business in Taiwan with over 100,000 distributors.

Eddy spent a year as one of the highest paid consultants for Network Marketing in Taiwan and Southeast Asia. It was while in this position he found his next company where he worked over 20 years and built an organization of more than 2 million distributors in 25 countries around the world.

How did he do that? Eddy says simply...

“Work like crazy.”

“If you want to be successful in Networking or any business,” Eddy said, “we should remember the teaching by Jim Rohn— Work six days a week, half a day. To be successful, we cannot work the time of normal people.”

“You know,” Eddy continued, “Many people work eight hours a day, five days a week. To be successful, we have to work half a day. Doesn’t matter which half, the earlier half or the later half. Doesn’t matter which half. Learn to work 12 hours a day, six days a week, all the time.”

“Not for one week, or one month, or one year. No, no, no. *All the time.*”

“I’ve been working like this since I started business; six days a week, half a day, for the last 30-40 years,” Eddy said. “It’s the Law of the seeds. You reap what you sow. If you sow sparingly, you also reap sparingly. So, sow... like crazy.”

And just what seeds do you sow to create the phenomenal success Eddy Chai has achieved?

“All distributors should decide which they want to be,” Eddy said: “A follower. A leader. An outstanding leader. Many people are not

successful because they are just followers. Many people are only a little bit successful because they are just leaders. If you're talking about great success, a leader has to decide that he's going to be an outstanding leader."

As Eddy teaches: An outstanding leader has vision—a belief in *why* you want to do the journey. "Everything starts with desire, dreams, vision," he says. The second thing is unwavering courage. And third is that an outstanding leader must be knowledgeable.

"One of the things I insist on in my training," Eddy says, "is my leaders must teach the right answers."

"They should not teach on how they feel, or what they think. What they think and what they feel may be the wrong answer. They should not also think from their heart, because if they do that, sometimes you get a heart attack. Of course learning is just the start. Then, we have now to put that knowledge to work."

"There is a very common saying in English, okay, 'Knowledge is power.' Knowledge is not power. Knowledge is only power that can be put into action. So, get knowledge and get to work. One of the most common mistakes of Networkers is they spend so much time thinking and not enough time doing."

"I'm a pretty strong Christian," Eddy said, "and in our faith there are many things the Bible teaches us what we can do and what we cannot do. How we should think and how we should not think. What we should say and what we shouldn't say. A lot of people ask me, 'Eddy, how do you become a great Networker?' I give them this poem I wrote:"

I asked God to give me a big organization and God said,
"No." He said He gives courage and it is up to me to build
it.

I asked God to give me knowledge to build this organization and God said, "No." He said He gives wisdom and it is up to me to learn.

I asked God to take away my pride so that I will learn and God said, "No." He said it was not for him to take away, but for me to give it up.

I asked God to give me happiness and God said, "No." He said He gives blessings, but happiness is up to me.

I asked God to make my spirit grow and God said, "No." He said I must grow on my own, but He gave me a 'Book' to guide me.

I asked God to help me love my associates as much as He loves me. And God said, "Ah, finally you understand Network Marketing."

"When I was doing Networking at the very, very start," Eddy said, "you must remember, I lost my business in Canada. So, my goal of course, was to make money. I became a millionaire very, very quickly. But very soon, Network Marketing became more than just money. It became a way of life—travel, recognition, power and influence, working with my wife, an example for my children. It became part of who I am."

"Network Marketing is my life. It's me. I am Network Marketing."

"I thoroughly enjoy it."
