



## At BE, Success Is About Helping More People to Succeed!

RCCA Jonard Teh  
RCCA Jaslyn Yeoh  
(Multiple Business Owners)



Jonard and Jaslyn began their entrepreneurial journey when they were just 19 years old. At one time, they owned seven conventional businesses with a 5-figure income. But now, they own just one business – BE Business.

### Conventional success and failure

Young and adventurous, this couple worked hard to achieve and sustain a comfortable lifestyle. So, they quickly diversified their business, hoping to multiply their income. Tragedy struck when they had one failed investment in 2005.

“We had huge debts with 9 banks and 5 debtors. All our other businesses were in danger,” Jaslyn shuddered. “To save our businesses and clear our debts, we decided to try MLM.”

Jonard added, “We joined at least 30 MLM companies, just to ‘entertain’ our customers and suppliers. But we found MLM was a feasible way to save our businesses and settle our debts because of its low starting cost and multiplication principle.”





## The turning point

In 2006, they met their mentors, IR Lee Suet Sen and Ho Huey Chuin who were already successful leaders in the MLM industry. When Lee asked Jaslyn what motivated her to work so hard, she replied, **“To provide our family with happiness, and all the best things in life!”**

Ir. Lee then asked, “So after all these years of hard work, are you happy?”

Ir. Lee’s question struck the couple like a thunderbolt. It made the couple realise that they had been so busy chasing career success and money that they had forgotten about their dream of a comfortable life. “We talked about profit margins but we never talked about our happiness,” Jaslyn said. “Lee’s question reminded us of our dream and our life values. It was at that moment that made us vowed to follow our mentors and make them our role models.”

## From “me” to “we”

On August 8, 2017, after a decade of success and experience in their MLM career, the couple’s BE journey began.



At BE, success is about helping people to succeed. The more you help, the more successful you are!

Jaslyn said, “As business people, we used to care only about profit margins. Now, we care about our downline’s success and their dreams. As a couple running different businesses, we used to quarrel often. Now, we’ve learned to walk in each other’s shoes, we share the same mission and we talk about our dreams, network and future.”

Jonard added, “I used to think about my own success, so that I could be the pride of my family. But now, I want to help more people change their lives and succeed, and make them the pride of their families too!”

The couple ambitiously said, “We hope to help more people build their business and realise their dreams through BE!”

“If you have one mentor in your life, you are already fortunate. So, we are extremely fortunate to have two mentors! We are committed and will strive to pass down our mentors’ philosophy of success and fighter spirit to our network. At BE, you will have the opportunity to live your dream life with 2-5 years of hard work. So, why not?!”

