

A portrait of a man with a beard and short brown hair, wearing a white long-sleeved shirt and dark blue jeans. He is sitting on a white stool, leaning forward with his hands clasped. He is wearing a watch with a brown leather strap on his left wrist. The background is a plain, light-colored wall.

**Jiří
Šedek**

Network marketing guide

8 steps to build
a stable team



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Network marketing guide

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Network Marketing Guide



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INTRODUCTION

Welcome to this “cookbook” of network marketing.

Originally, I wrote this book for my current and future business partners within my team. But I’ve decided to dedicate it to anyone who is truly interested in this profession – whether you’re just getting started or already walking the path and looking for new inspiration.

This guide is here for those who want clarity, direction, and tools that actually work.

Let me be clear: I’m not claiming to be an expert or presenting my way as the only possible path. What you’ll find in these pages is simply **my experience** – the principles and practices that helped me get to where I am today. I genuinely believe they can help you, too.

MODERN NETWORK MARKETING GUIDE

This book is designed to help you navigate the world of modern network marketing with clarity and ease.

I'll show you how to move forward without overcomplicating things – and how to build success using today's most effective and ethical strategies.

RESULTS COME QUICKLY WITH THE RIGHT PATH

One of the goals of this book is to guide you towards becoming a true leader – someone who makes a meaningful impact not built on hype or wishful thinking. Instead, this book will guide you through learning systematic solutions, mentoring, and how to create opportunities.

By following the right path, you'll avoid rookie mistakes and so-called "shortcuts" that often lead nowhere. Instead, you'll learn how to grow sustainably – at a pace that's not only healthy, but often surprisingly fast.

Sustainable success isn't about memorizing scripts or changing your personality. It's about understanding simple systems that work – and using it with integrity and heart.

You don't have to throw away what you already know. This book will help you see the field of network marketing more clearly and grasp the hidden dynamics that are often invisible from the outside.

My intention is to help you understand the deeper logic behind it all – so you can work smarter, not harder, with a bigger picture in mind.

DESTINATION: ABUNDANCE IN ALL AREAS OF LIFE

Let's be honest – this journey won't be easy. But what is these days?

There will be setbacks. Moments when quitting seems easier than continuing. You may not always get support from your Surroundings. Some people – even those close to you – may not understand what you're building.

But I promise: if you stay the course, it will be worth it.

"I did not earn anything easily; every thing cost me the hardest work. Don't look for the easy way out. There are so many people looking for them that you can't get anywhere."

Tomáš Baťa

A lot of people claim that our industry is all about money. Money plays an important role, as it has a major impact on the quality of our lives. I make no secret of the fact that almost half of those interested in the industry are brought into it by the possibility of creating an additional source of income for their family and the associated change in their standard of living.

Don't take this opinion of mine as excessive materialism, the barter system hasn't worked for a long time. The possibility of exchanging half a pig with a neighbour for a pram for your chil-

dren – we probably don't see much of that nowadays. Money is now the universal unit of exchange that allows us to get more of what we want. More health, more time for family, hobbies that can make our lives more comfortable.

If you are one of those people who put love and relationships first, you know that without money you can't even invite your other half for coffee. On the other hand: we know from the world around us that material security alone will not guarantee us a happy life.

FREEDOM WHILE MAINTAINING A HIGH STANDARD OF LIVING

Many people are already able to obtain a really high income, but at what cost? They sacrifice relationships as well as physical and mental health. Basically, they don't live and don't have time to really enjoy life. Very often these people do not even know that it could be different. Oftentimes, it is not the opportunity to increase their income that brings them into network marketing, but the desire to make money with more freedom and less stress.

They are interested in the lifestyle and independence. That is what won me over too. Throughout my career, Many entrepreneurs in our industry live freely and without stress. Network marketing provides freedom while maintaining a high standard of living Network marketing provides freedom while maintaining a high standard of living.

ABOUT THE AUTHOR

My name is Jiří Šedek, and I'd like to start with a few words about myself – not as a formality, but as a way to connect.

For those who enjoy personality typologies: I was born under the sign of Taurus. According to socionics, I'm a Stierlitz type; by MBTI, an ESTJ. From an early age, I was drawn to personal development – I was lucky to grow up in a home where these books were within reach. One of the first that shaped my thinking was *Rich Dad, Poor Dad* by Robert Kiyosaki, which I read before I even finished elementary school.

That was the moment I realized: going to work 9-to-5 isn't the only way to make a living.

Encouraged by my parents, I pursued studies in business and management at the Secondary School of Business and later at the Tomáš Baťa University in Zlín. As students, we had a chance to launch a mock company – a hands-on introduction to entrepreneurship. But what truly shaped my worldview was the contrast between two family businesses: one traditional (employees, warehouses, logistics), and the other built through network marketing.

That contrast sparked a lifelong curiosity – and eventually, a mission.

Since 2010, I've been involved in sales, marketing, and leadership.

Today, I focus primarily on building systems for scalable growth and mentoring leaders across several countries and dozens of cities in Europe.

Outside of business I enjoy recording videos and podcasts, especially on topics like leadership, personal growth, and modern entrepreneurship. I love Indian food, prosecco, Italian coffee, the color white, and walking barefoot on the beach – that's where I reset.

Favourite quote:

“Sure I am this day we are masters of our fate, that the task which has been set before us is not above our strength; that its pangs and toils are not beyond our endurance. As long as we have faith in our own cause and an unconquerable will to win, victory will not be denied us.”

Sir Winston Churchill

My guiding principle:

There is power in peace.

Speed in precision.

And certainty in courage.

You may know me from my podcast ***Ranní Rychlovka*** which is published in my native language on multiple platforms like Facebook, Instagram and YouTube.

A Personal Note

Before I became who I am today, my life looked very different.

I was living in a fog – working long hours at a job that drained me simply to pay the bills. Days blurred together. I woke up tired, lacked purpose, and relationships around me started to fall apart. Even my sense of humor – once my trademark – slowly faded.

I share this with you not to be dramatic, but to show you that I had to start over from scratch.

What you'll find in this book isn't theory.

It's not some recycled motivation.

It's a system – based on what worked, what didn't, and what I wish someone had told me sooner.

A system that helped me take back the steering wheel of my life.

And maybe now... it will help you do the same.

HOW TO WORK WITH THIS BOOK

The chapters are arranged in the same way your business grows. It will be good to re-read this guide from time to time. You may also want to save some chapters for later. You may read them at the wrong time and they may not be applicable to you. The last chapter focuses on identifying diamonds – leaders and working with them. It probably won't fit your context if you are currently at the very beginning. Give it time. I trust you will enjoy returning to the information in this book on your path.

I cannot tell you where this journey will take you, but I can show you how to start. Here is a short manual on how to navigate the book.



Chapter 1. Getting on the Right Boat – Choosing the Right Company

Discusses how to choose the right business partner – a networking company. Introduces the industry, marketing plan and what to look out for when making decisions. There are always companies that are better to avoid.

Chapter 2. Building a “Healthy” Network

The chapter contains 8 steps to create a clear and duplicable system of work. I'll show you my 8 steps: the whole system of network building from a bird's eye view step by step. Think of it primarily as my personal guidance, not as dogma or the only right way. There are many other work systems used by experienced leaders.

I will also focus on your proper personal approach. In this business, the rule is **people don't do what you tell them, they do what they see you doing**. That's why you need to get yourself in order and set your mind on success so that you create the right habits from the start.

The important thing is to learn the work system correctly, understand it and then apply it to your team.

Chapter 3. Starting on the Green

This section is dedicated to what to start with and how to get your first results quickly. You should pay especially close attention to the “90-Day Sprint” section.

It will guide you through how to work properly with a newly forming team, and help you to know who to pay more/less/least attention to 😊

Chapter 4. Searching for Diamonds

We focus on working with the most promising associates. A strong company can only be built on strong people, so let's look at how to IDENTIFY them.

I would liken them to people who come up to you after a while, smile and shake your hand and say “I can do it myself from here”.

AL CAPONE AND HIS NETWORK

The unexpected roots of a powerful model

To truly understand the potential of today's network marketing model, we have to take a brief look into history – not to glorify it, but to understand where it came from, and more importantly, **why** it works.

Let's rewind to the early 20th century.

In New York City, a young Italian named Alphonse – better known as Al Capone, the infamous Mafia boss – found himself in the middle of one of the most transformative moments in American commerce: Prohibition.

In the 1920s, the production and sale of alcohol was officially banned. But here's the twist: demand didn't disappear. In fact, the demand remained just as strong, if not stronger. The real challenge became:

How do we deliver the product to people who still want it – without using traditional supply chains?

Capone's solution was bold and surprisingly innovative. He created a distribution model based on the entrepreneurial instincts of ordinary people – one that met three simple but powerful criteria:

1. It allowed products to reach the consumer quickly and easily.
2. It motivated consumers to become resellers.
3. It financially rewarded those who expanded the distribution network.

From illegal liquor to scalable logistics

It all started with a simple idea: *"Everyone knows someone who drinks."*

So why not offer them a better deal – and a reward – if they sell a few bottles to their friends?

If those friends became distributors themselves, they too would earn – and the original person would earn a cut from their referrals.

A multi-tiered system was born – one that rewarded both individual sales and the ability to build a broader team of distributors.

And it worked. Incredibly well.

Within months, the underground network was distributing more alcohol than the legal market had before Prohibition.

Eventually, after thirteen years of ineffective enforcement, the government repealed Prohibition – in part because it was losing massive tax revenue from the underground trade.

While Capone's motives were clearly outside the law, the structure he used turned out to be a prototype of modern distribution networks – efficient, decentralized, and driven by word-of-mouth momentum.

Why this model worked – and still does

From a marketing perspective, several success factors aligned perfectly:

- A high-demand product used regularly by consumers
- Built-in motivation to share it with others
- Financial incentives for expansion
- Lean, low-overhead operations without traditional retail markup

This structure created a **steady** and scalable cash flow across the network. Resellers could focus less on managing inventory or shops, and more on building their personal network. As new members joined, **growth became exponential** – because the system rewarded leverage and duplication.

Another key to its effectiveness was pricing.

Without the overhead of retail stores, prices could drop significantly – making the product more accessible. Consumers were

further motivated by the idea that they could save money and earn rewards by inviting others.

From underground to mainstream

What started as a necessity-driven workaround during Prohibition quietly laid the groundwork for a business model that would later go mainstream.

Modern **network marketing** uses similar principles – but legally, ethically, and with products that improve lives.

Instead of traditional media advertising, network marketing relies on **personal recommendations**.

Instead of centralized inventory and expensive storefronts, it uses a **people-powered network** to move product and build communities.

At its core, it's a **people business** – built on trust, recommendation, and mutual growth.



Next, we'll explore how to choose the right company – because not every opportunity is created equal.

Chapter 1

GETTING ON THE RIGHT BOAT – CHOOSING THE RIGHT COMPANY

How to choose the right network marketing company

Over the years, after countless conversations with people from different network marketing companies, I've come to a crucial realization:

Choosing the right company is one of the most important decisions you'll make.

And yet – many people don't give it nearly enough attention.

In this chapter, I'll walk you through the 5 key areas I would personally evaluate today, based on everything I've experienced in this industry. Because once you start building, switching to another company later is not only emotionally exhausting – it's also costly in time, energy and trust.

FIVE-POINT CHECKLIST

Every single day, new network marketing companies appear on the scene – each hoping to find their place in the market. But most people don't realize how quickly many of them disappear.

Some companies launch fast... and collapse even faster. Others ride an early wave of hype but hit a wall after the fourth or fifth year, when momentum fades and leadership runs out of vision.

Then there are the outliers – companies that are built to last. These businesses grow with purpose, support their partners long-term, and evolve with the times.

That's why it's so important to know what to look for. Your ability to spot the difference early can save you years of frustration – and guide you to the right opportunity for real growth.



Too often I see people fall for the illusion of something "new and exciting." It is a myth that only startups win, and only the first on the scene will make it.

Over the years, I've met many people who were incredibly driven. They worked hard, followed every step, and put in massive effort. But in the end, they realized the foundation they were building on wasn't strong enough to sustain long-term success.

Choosing the right company won't do the work for you. But it will make your journey smoother, faster, and far more rewarding.

So what should you look for?

Here are five key areas I would carefully evaluate today – based on my current experience:

1. THE COMPANY AND ITS BACKGROUND

In network marketing, choosing the right company is one of the most important decisions you'll ever make. Yet surprisingly, many people treat this step lightly – relying on surface impressions or the hype of early momentum.

Every year, dozens of new companies enter the market. Some disappear just as quickly as they arrived. Others experience short-term success, only to hit a plateau in the fourth or fifth year when the excitement fades and leadership runs out of direction.

Then there are the rare few – companies built to last. These are organizations with a long-term vision, strong values, and a real commitment to supporting their partners at every stage.

One of the most damaging myths in our profession is that only startups offer real opportunity – that only those who “get in early” can win big. But the truth is this:

It doesn't matter how fast you climb the ladder... if it's leaning against the wrong wall.

Over the years, I've met many talented, hardworking people who followed every step of the system. But because they partnered with the wrong company, they ended up frustrated, stuck, or forced to start over.

The right company won't do the work for you – but it will make your journey faster, more stable, and far more rewarding.

So what should you look for?

If a company is solid, you'll see it reflected in the way they operate, the materials they provide, and the systems they support. I'd pay close attention to the following:

- **Who owns and leads the company – and what experience do they have in business and network marketing?** Are they visionaries with a proven track record, or opportunists looking for short-term gain?
- **Does the company have real infrastructure in your country or region – or is it just a digital “shell” with no local support?** Do they have branches, customer service, and legal representation where you operate?
- **Do they organize live events, in-person training, and localized marketing?** Or is all activity online and generic?

That last point is key. Many companies – whether from the East or the West – show short bursts of energy. But without a real presence on the ground, they leave behind no foundation for long-term growth.

Think of this section as a **gentle warning**.

Doing proper research upfront can save you time, money, and frustration down the line. Experienced professionals can often spot red flags right away. But newcomers, full of hope and excitement, often miss them.



2. BASIS FOR SUCCESS: YOUR LEADERSHIP LINE

Your choice of **sponsor and leadership** is another key factor – one that can determine your long-term success or failure.

That may sound harsh, but it needs to be said clearly.

You don't build your business in isolation. You build it in a team. And that team needs leadership.

If you joined a company just because your cousin or neighbor is part of it, that doesn't automatically mean you'll succeed. In network marketing, your **sponsor** is the person who introduced you to the company. You could say they are your "business parent" – the one who helps you take your first steps.

In the best case, your sponsor will remain by your side throughout your career – as a mentor and reliable guide. But sometimes, your ambition may exceed theirs. Or they may not be active any-more.

In that case, it's important that your sponsor connects you with someone **higher in the sponsor line** above – someone who can give you the support, system, and leadership you need.

Ideally, you should:

- Meet your sponsor in person (even if you need to travel).
- Attend events they organize, whether in person or online.
- Ask them what kind of training and support system they use.

This isn't just about personality – it's about structure.

You're not joining a company, you're joining a team. And that team needs to have a system of **education and support** in place – not just motivation, but real system for long-term success.

In this business, the environment is everything. If you join a team with no working system, your enthusiasm may fade quickly. You'll lose contact with what's happening, and you may struggle to stay motivated.



Over time, I've seen two types of teams inside every company:

There are "living" and "dead" teams in every company. Some teams are in maintenance mode – doing the minimum to keep existing income. Others are growing, building culture, and inspiring new leaders.

The energy, mindset, and leadership of your sponsorship line will influence your results more than you think.

One of the greatest benefits of network marketing is the chance to surround yourself with successful people who lift you up. If

Vážení čtenáři, právě jste dočetli ukázkou z knihy ***Network marketing guide***.
Pokud se Vám ukáзка líbila, na našem webu si můžete zakoupit celou knihu.