

# **BELIEVE**

**CREATING INFINITE  
POSSIBILITIES**

**LEE KIM SOON**

**Kanyin™**  
**PUBLICATIONS**

# Preface

I have always wanted to publish a book charting my life experiences. Besides sharing my personal history with my readers, I had hoped to inspire them in some way with an account of the happenings of my life. Now, I have finally realized this dear wish of mine.

The idea of publishing a book like this one came from my best friend, Mr Wang Chi Gong. We both believe in inspiring people to achieve success by sharing with them the high points of our personal lives. Mr Wang has also written a book, *Staying out of Poverty* (远离贫穷), which has inspired a lot of people to change the way they think and live. His example has been a great motivation to me, and pushed me to finally put down on paper my own experiences in the hope that my story too will inspire many to realize their dreams.

I am extremely excited at the publication of this book; it is the realization of a life-long dream. I have not been motivated by thoughts of fame or wealth in publishing this book but by this simple wish: to share my story with the public in order to inspire them to realize their dreams too. I sincerely hope that after reading this book, people will change the way they think – that is often the first step


needed to achieve success for many people. Indeed, it is my dearest wish that readers will gain useful information from this book that will lead them to success while avoiding common mistakes, which can be many as well as grave and costly.

I sincerely hope that all my readers will gain something from reading about my life which they can apply in theirs to make it a good life of which they and their family could be proud. May they find a lot of tips and guidelines to make their careers soar.

I also hope that they will pass on to others the benefit they gain from reading this book.

Reader, if you are hovering at the crossroads of life, have lost direction and feel hopeless, I hope that by reading my book, you will be able to jumpstart your life with clearer direction, and once again, find hope to carry on!

Life holds infinite possibilities; as long as you believe, you will be able to create miracles!

A handwritten signature in black ink, appearing to be the name '李学斌' (Li Xuebin), written in a cursive style.

## **EDITOR'S NOTE: A GIFT TO YOU, A 'BELIEVE' BOOKMARK**

This is the story of an ordinary man who chased and pinned down his dream. The story is told as it happened many years ago so that readers may share in the account as if it were unfolding in real time. It is hoped that this will inspire readers to see that positive thinking can help them achieve every dream no matter what the obstacles. If one believes, and holds on fast to that belief, then through every adversity, one will triumph!

Let's begin by discussing what it means to believe.

You have always resisted direct marketing; you have kept away from it as if it were the plague. Still, here you are today, and all because your friend lobbied you: "Let me tell you, this person did not really receive a proper education, but he has succeeded with Amway, and now he lives his dream life – come on, let's go and listen to what he has to say, if only to broaden our vision. I guarantee that you will benefit; perhaps your whole life story can be rewritten after this!"

Out of curiosity, although reluctant, you do eventually go with your friend.

At the convention centre, you see the crowd and start to feel uncomfortable. They look like they know why they are there, as if they belong there. They are chatting cheerfully and noisily with one another. You want to leave, but your friend stops you, "Come on, sit down, the show is about to start." You do as he suggests, and soon, the show does begin. You hear thunderous applause, and a man appears on stage. All the lights beam down on him. He is dressed professionally in a suit and tie but he does not look like he has anything to offer you that could be worth your time. Did not have a proper education! you tell yourself, recalling your friend's words to you earlier. Have I been cheated? you ask yourself silently.

Then he starts to speak, and at once, you have to forget that he has had no proper education. It is ridiculous to hold that against him because he speaks well, confidently, sharing with the audience the ups and downs of his life. You turn to look at your friend, and he gives you a little smile as if to ask, Now do you believe?

This could very well be the case when you meet Mr Lee Kim Soon for the first time. This is his story: an ordinary man boasting no superhuman power. However, a unique career has allowed him to achieve his dream and live the life he has always desired. Not through the favour of the God of Luck, though; she had never seemed to care for

him particularly. No, it has all been achieved through his strong determination and effort.

I first heard of Mr Lee Kim Soon from Amagram and from listening to motivational CDs. I found him an extraordinary figure, and as I was planning this book, I told myself that I had to meet this man. I made an interview appointment and went to see him at Soonye Training Centre, and now I know what exactly is meant by the term 'charismatic leader'. His every word speaks of a man of character. I came to see that much of his charisma and dynamism come from his early life which was fraught with hardship. The fact that he rose above all those challenges and has been able to make such a success of himself is what motivates my deep esteem for Mr Lee Kim Soon.

The saying goes, "A single conversation across the table with a wise man is worth a month's study of books." Throughout the interview with Mr Lee, I felt like I was a student once again who was gaining invaluable knowledge that I somehow missed in university. I saw the essential qualities of a successful man, and in addition, learnt that if we are humble, we may gain knowledge from any source.

I am glad to present you with a gift – a little bookmark that will always remind you to 'believe'. Place it between any two pages of this book that touch you more than the others, and simply believe that your dreams too can and

will come true, just as you want them to. Tell yourself, "As long as I believe, I can achieve my dreams!"

I take this opportunity to once again thank Mr Lee Kim Soon for his selfless sharing.

To all our readers – I wish you a pleasant read.

*Carol Lin*

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CHAPTER 1

**GRATEFUL**





My mentors say this, “Being grateful brings help from others, being humble brings popularity.”

Being grateful is a very simple action. However, a lot of people tend to forget this simple action. We must always be thankful in life. We should always thank those who have helped us and lent a hand when we needed it the most.

Those who understand me well know that I always thank people who have helped me. Before I begin a speech for instance, I thank the people who have helped me. In my opinion, this is a sensible action. Many leaders when giving a speech on stage tend to harp on their own history, forgetting to thank the people who were instrumental in getting them to the top. This is shameful. In everyone’s life, there has surely been someone who helped them get to the top. They should be thanked. Showing sincere appreciation to those who have helped one is the decent thing to do – do not be quick to forget the favours extended to you.

I was once invited by a friend to attend his ballroom dancing performance. An old man around the age of seventy, who was his first teacher, was there too. The event began, and my friend danced very well. He received thunderous applause. In his speech later, he spoke of his achievements in dancing. His old teacher in the

audience watched and listened silently. The teacher was obviously happy with his student's achievement, although it would have been nice if the student had remembered to thank him before his audience. A very simple thank you would have sufficed. Unfortunately, the student did not remember his teacher in his moment of triumph.

The fact is the student knew that his teacher was right there before him in the audience. How wonderful it would have been if he had acknowledged his teacher's role in his success, don't you think? Perhaps a simple bow to his teacher in front of his admiring audience?

No matter how great one's achievement, one should always be ready and willing to be humble. In fact, the more you achieve, the greater your achievement, the more humble you should be – never forget your roots. Be grateful for all your blessings; this does not only reflect on your character, showing you to be a noble person, it will gain you respect from everyone too, People are usually blinded by fame and fortune, forgetting their early days. It is extremely sad as well as dangerous to forget your roots and pretend that you have always been a success. Why do I say this? When you let pride take root in your heart, problems start to sprout. If you are egotistical, you are focused only on yourself; your gaze is upwards, and you do not notice the pebbles on the ground that could trip you. You should keep in mind that it is impossible for







anyone to always walk with their nose in the air; it is a posture that will land you into trouble at some point. You need to look around at what is happening around you; you need to show concern for others. This is how you keep from tripping on the little pebbles that may be lying in your path.

An egotistical person can never learn humility, and humility is essential if you wish to gain lasting success. Without humility, you would never seek to learn new things – can you imagine living life without learning anything new? Sounds pathetic, does it not?

### **Thanks a million**

I consider myself a lucky man. The right people have always turned up at the right time to offer support. I have made a lot of friends through Amway; some are just nodding acquaintances, and some are close friends. Let me say here to all my friends: I am deeply grateful for your input in my life: you have brightened my journey of life.

I would like to convey my gratitude to several mentors and my soul-mate; they have left an indelible mark on me in my journey of life. I realize that I cannot thank them enough; the things for which I am most grateful, I cannot put into words.

## **My most benevolent friends – Mr and Mrs Lim Koon Soon**

Mr Lim Koon Soon is that special person to whom I am most deeply grateful for leading me to the path that changed my life completely.

When he first tried to introduce me to Amway, I was stubbornly resistant. Over and over he tried, over and over I refused to listen to him. Fortunately, he did not give up, and one day, I did give in. I was finally ready to be persuaded to consider Amway as a career. I attended an Amway briefing one evening and the exposure changed my life! I decided to travel the Amway road!

The decision changed me too. I went from being a person without hope to one with infinite hope. I remember the early days of my venture clearly – Koon Soon and I struggled together and built up our career in Amway together. I cherish him and I cherish his role in helping me embark on that life-changing career. If not for my friend Lim Koon Soon I would not be where I am today. Neither would I have had a book to publish!

I experienced difficulty in my initial year in this business. When I conducted my Amway classes, I would not have a single person in the audience. The only person attending would be Koon Soon! We cheered one another up, though, and we encouraged one another. He bought



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me a book one day. It was called **Prophetic Dreams**. I flipped through the pages, and by sheer luck, the page opened to the story of how the founders of Amway, Rich Devos and Jay Van Andel, had rented a hall for one of their first meetings. The hall could accommodate a few hundred people. Seconds before the meeting ought to have started, the hall was still empty.

The two young men stood on stage, looking at the empty hall; they didn't know what to do. After a while, a few elderly people started shuffling in to the front row. Words can't describe the young men's joy! They began their talk, putting in all their strength, energy and passion into it. When they finished, the old folk who had listened quietly got up without a word and shuffled out of the hall!

Deeply frustrated, the young men watched their elderly audience leave the room. Suddenly, the last person to leave turned back and approached the disappointed speakers. It was an old man. When he reached the two men in the front, he said, "To be frank, the main reason we were here today was to know what you guys were doing." After that, the old man left the hall too.

When I read this, I knew exactly how the two young founders of Amway had felt that evening. What I read also encouraged me a lot. The obstacles faced by the two founders were great and many, certainly more and

bigger than mine. How could I think of giving up so easily? What I read motivated me to move forwards. I am indeed grateful to Koon Soon for lending me the book just when I needed it the most to encourage me when I was feeling like giving up.

Koon Soon and I keep in close contact to this day. Our friendship is just like wine; as it gets older, it gets sweeter. He is the supporter of my life. He has become a part of my life. My heart is filled with sincere gratitude to him. I do not know how to repay him except to appreciate his kindness forever. I owe my success to him.

### **My soul-mate – Linda Ng Kwee Choo**

She is the most important person in my life. I met her by chance at Amway after I had been promoted to Direct Distributor. When I first saw Kwee Choo, she was bouncing around happily, and that left a deep impression on me. I could feel the positive energy emanating from her.

After that fateful encounter, we fell in love and started our courtship. We were officially married in 1985, after which we worked as a couple team, striving for the same goal. We have been achieving our goals, winning promotions to this day. Kwee Choo has been instrumental in my success. She has helped to take care of trivial matters





so that I can focus wholeheartedly on work. Financial management has never been my strong point; looking at numbers always gives me a headache. Kwee Choo, on the other hand, is an expert at numbers, and having her take care of the accounts takes a great load off me.

I am grateful for her companionship all these years as well as for the teamwork. We have undergone and overcome much hardship in the early days of our career. To be honest, if not for her, it would have been impossible for me to have achieved all that I have today. She has supported me fully in developing my career. After our marriage she even helped me to save money and to pay off my debts bit by bit.

Kwee Choo is definitely a woman who can think quickly in any situation. I remember once when my car was about to be repossessed because I had not been able to make the monthly payments; Kwee Choo was the one who saved the day with a timely solution. She can always be counted on to come up with a solution when we face a financial setback. She is also budget-conscious, always thinking twice before making a decision that involves our finances. In our marriage, I am the breadwinner and she is the homemaker. I can do my part with a clear mind because she takes care of the bothersome and trivial details. We are a great team, and we have worked very well together to build up our career in Amway.

However, no matter how strong a woman is, she may still be prone to weaknesses. Kwee Choo is in fact an ordinary person, and as an ordinary person, there are times when she is down or feels defeated. I have tried my best to train her to be as strong and resilient as an eagle so that she will not give in easily to despair, challenges or hardship. In the early days of our marriage when we still faced financial difficulties and occasionally could not make ends meet, she would sigh in despair, and then I would comfort her by saying, "This is how it is when you run your own business; it's not the same as working for someone else. We can't escape these financial setbacks now, but things will get better once we find our own feet."

There were even times when things were so bad that I had no other way out but to suggest that she pawn her jewellery for some cash. Every time she had to pawn her gold necklace, she would shed many tears, and I would have to comfort her and remind her of the good future that was coming to us. I would assure her, "You know, pawning your jewellery is not such a shameful thing. At least we are rich enough to have a gold necklace to pawn." This is how I would encourage her to get out of the car and go into the shop when I drove her to the pawnshop.

"Just go in, I will wait for you in the car."





When she returned, I would comfort her, “You pawned your gold necklace today, one day I will get you a diamond one; please don’t be sad anymore.”

“Are you serious?” she would ask pitifully.

“Do you think I would lie to you?” I asked with all seriousness.

“No, you wouldn’t,” she replied.

I hugged her, “Rest assured, I will not disappoint you.”

She nodded and smiled. She believed in me wholeheartedly. She knew that I am a man who keeps his words. To be honest, it is not an easy task to ask your wife to pawn her jewellery, but I really had no other options then. Fortunately, my dear wife Kwee Choo has always been supportive of my career and has never complained. Her attitude has always touched me, and I vowed to myself early on that I would strive hard to give her a better future.

Today, I have successfully fulfilled my commitment to her; the jewellery she used to pawn is no longer with her because now she wears the sparkling diamonds that I have been very happy to give her. I tell her now, “Buy whatever you want, do whatever you want, enjoy your life to the fullest, your happiness means everything to me.”

Kwee Choo never gave me the cold shoulder back then for being penniless. Instead, she has worked hard to help me. She never complained even once about the struggles we had to face in our early life together. She focused instead on helping me find a way out of financial difficulties and to build my career. Without her support, I would not be where I am today. I am truly, truly grateful to her for her companionship, support and encouragement of the last twenty years. I sincerely hope to always be able to hold her hand and that we will indeed grow old together.

### **My mentors – Barry Chi and Holly Chen (Taiwan)**

I joined Amway in 1981; after ten years of determined hard work, I qualified as Diamond Distributor. It was not easy to achieve. The process took a lot of blood and tears.

I met my mentors who are Crown Ambassadors based in Taiwan, Barry Chi and Holly Chen, by chance in 1991. I heard about them from a radio cassette. I had just qualified as Emerald Distributor. By chance, I heard their speech. I shed tears after listening to their speech! Perhaps their life experiences were similar to mine; I told myself, "I must know them."



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It is funny that I lost that cassette right after listening to it. I searched everywhere but never found it. I cannot even remember how I had come to have it in the first place. All I know for sure is that after I listened to that cassette, I made the decision to meet this couple. Perhaps destiny is decided in the unseen world. That year, Amway Cooperation Southeast Asia announced that the Amway Leadership Seminar would be attended by distributors who had made Diamond status and above. If I had not qualified as Diamond Distributor that year, I would have lost the opportunity to attend. That would have been a terrible shame indeed, because it was there that I met my mentors-to-be, Barry Chi and Holly Chen.

In fact, that had been the motivation for Kwee Choo and me to strive hard to qualify as Diamond Direct Distributors that year. We used to love to watch TV, but that year, we put a note on the TV: 'No TV before qualifying as Diamond Distributor.' It was torture not being able to watch TV when we wanted but we were determined to achieve our goal.

I also posted a similar note on my steering wheel so that I was always reminded of my goal every time I got into my car. Moreover, I would play a 'motivational' cassette in my car to push me on. That cassette brought me boundless inspiration and courage on the path to my success. I firmly believed that I would definitely succeed

someday if I stuck to my goal. What is that cassette that inspired me so much? Well, it simply contained a song sung in a James Bond movie, 'Diamonds Are Forever'. I used to listen to the song, and each time, I would feel strength running through my body!

We went without TV for six months. The time passed in the twinkling of an eye. The sacrifice was certainly worth it – providence does not let down a man who does his best. That year we did indeed qualify as Diamond Distributor – we could now attend the leadership seminar and get to meet Barry Chi and Holly Chen!

We were introduced to Barry and Holly by the then Crown Ambassador, Chan Lee Sean. It was a dream come true for Kwee Choo and me. It was obvious that they were touched by our sincerity in wanting to meet them. They invited us to a talk they were giving in Taiwan. We gladly accepted, of course. It was a blessing indeed to be able to learn from them. Indeed, we have learnt much from them that has helped us in developing our own career in Amway.

Their modesty and willingness to share with us what they knew earned my admiration immediately. Before long, we had become part of their family. Holly's mother treated me like her own son, and I became her foster son. That made Holly my foster sister! Our 'family' ties have been strong ever since. I have learnt a lot from





my foster family especially in terms of relationships. They have taught me how to get along with others, and how to conduct myself well with others. Good conduct and behaviour are necessary before any business relationship can be initiated. I hold on to this concept to this day, applying it in my business dealings as well as in my personal life. I have even changed the name of my team from 'Amway Free Enterprise' to 'Soonye' (顺育 shun yu), which means 'submit to education' in Chinese.

I am deeply grateful for Barry and Holly's guidance; I have benefitted a lot from them, Now, I am eager to share with others what I have learnt from them; I would like more people to benefit from the principle of 'Soonye' and achieve their deepest desires.

## **Dear friends**

### **Tan Siew Hua**

I have known her for more than thirty years. She is a kind-hearted hairdresser. She has adopted a lot of stray dogs. Once I asked, "Why do you keep so many dogs?"

She answered, "They are homeless. I might as well train them to guide the elderly or very young children. The elderly and young children don't talk much but when they see a dog, they have so much to say, and they smile a lot too. Isn't that a good thing?"

In the early days when I faced financial difficulties, this is the dear friend who used to help me out. I would never borrow from anyone else – I do not like to be in that position. She has helped me unconditionally, and I truly appreciate her support.

### **Kho Yii Heng**

She was one of my customers when I was a fruit vendor. Now she is a good friend. We have maintained our friendship for more than thirty years. She comes from a wealthy family, but she has never looked down on me. She lent me her Volvo for use as the bridal car on my wedding day.

### **Ong Hui Heng**

When I was young, I worked in a garment factory, and she was my boss.

When I turned eighteen, I longed to get a driving licence. However, it is not an easy task because my monthly salary was only RM60, and a driving license cost a few hundred dollars. But I really wanted to start driving, and eventually thought of a way out. I went to see my boss and told her in all honesty, "Sister Heng, I really want to go for driving lessons but I have insufficient funds; would you mind advancing me some money, to be deducted from my salary every month?"





Perhaps she was satisfied with my performance as I worked diligently and was responsible. Without hesitation, she approved my request, and I went on to get my driving licence. I am really grateful to her for believing in me, and for being willing to advance me the money in order for my wish to come true.

### **Chong Ping Heong**

He was a hawker in his day. He owned a car but rarely used it. I approached him one day and asked, "Since you rarely use your car, why not sell it to me?"

"Good idea! Sell you at the price RM3000 then, deal?" he answered.

"I don't have so much money. Why don't we do this -- you sell the car to me, and I will pay you RM100 monthly, deal?" I suggested.

He was stunned. "How long would I have to wait to receive the full amount?"

"You hardly use your car, and it is going to rust eventually – wouldn't that be worse?" I asked him after racking my brain to come up with something in my defence.

He could think of no better response than, "Fine then, I will sell it to you."

He also used to help me out when I had no money for meals. I used to write in a book what I owed him. He used to ask when I borrowed money from him, "When are you going to pay back?"

"When I have money," I would answer.

"Which means as long as you have no money, you won't pay me back?"

"Aiyo, I've been working so hard, it's impossible that I will remain penniless for long. Look, I've written down the amount I owe you. Rest assured, I will definitely return the money to you." I showed him my notebook.

He would sigh and reply, shaking his head, "I can find no more words to argue with you. How much do you want to borrow this time?"

"Not much, just RM50."

He helped me enough times for me to be grateful to him. When things got better for me, I paid him back everything I owed. I am really thankful that he never gave a thought to personal gain or loss. The car I bought from him on instalment helped a lot to build up my career as it would have been difficult to move around without my own vehicle. I am also grateful to him for keeping me fed; I would have starved if not for him!





### **Brother Heng (Hawker of deep-fried dough sticks)**

I was an itinerant hawker at one time. City officials used to give me a hard time. Once I got into really big trouble. I was arrested in a raiding operation, and my stall was demolished and my wares were confiscated. I only had my helmet left. My mind was blank. Brother Heng came over to me and gave me RM200. He said, "Ah Soon, I know you need this money, please take it."

I was still in shock, "Thank you very much, but I cannot take this."

He insisted, "Just take it, you will need the money." He stuffed the money into my pocket.

I was deeply touched. He was not a rich man either but he was willing to lend me money so that I could weather the storm. That was priceless generosity. We kept in touch after my big break came but when he quit hawking, I stopped hearing from him. I went several times to the market to look for him, but did not find him. I truly regret that.

Up till this day, I am grateful for his timely help. We were neither kith nor kin but he was willing to help me without a second thought. He not only earned my gratitude that day but my respect as well.

## **Amway Partners**

I cannot forget the great founders of Amway; if they had not started this enterprise my life would not have changed so radically for the better. I would also like to express my utmost gratitude for Amway staff for their support and encouragement all this while. They have made me feel at home. I also want to thank siblings from Ultra Team as well as Amway leaders from different teams and different countries. I really treasure the moments spent striving with all of you for the same goals. Not to forget: thank you, every member of Soonye Team, especially the couple, Mr Man Cheong Meng and Poh Swan, for their selfless contribution towards the success and growth of Soonye all this while. Thank you for your friendship and support; my life is great because of all of you. I sincerely hope that we can always learn and grow together in this big family.

I am deeply grateful to those who have helped me. Their timely help has changed my life. There are a lot more people I would like to thank but that would be a very long list indeed. Let me just say that to all of you out there who ever helped me in one way or another, I appreciate your support in every way. Thank you for help that came when it was most needed. Because of you, I have been able to live an extraordinary life.

Once again, thank you very much.



**GRATEFUL**





### **Words of wisdom from my mentors**

- Being grateful brings help from others, being humble brings popularity!
- Being appreciative will lead to a charmed life!
- Learning is the key to success!

CHAPTER 8

**BUSINESS  
RULES**





## **Cheated**

I met the most important person in my life in 1981 – Mr Lim Koon Soon. He changed my life completely; my heart is filled with gratitude for him. Without him, I would not be who I am today. I consider myself lucky to have met people who have been able to help me when I needed help the most. Their help has led helped me build an interesting life.

Perhaps I had been involved in too many fields before I joined Amway, and therefore I was quite stubborn about not wanting to join the company at first. Deep in my heart, I felt that I would not last long in any career. When I had just joined Amway, this thought was in my mind. I encountered numerous obstacles and they have all enriched my life. I was even cheated once! A man attended one of my talks and asked to borrow one hundred ringgit from me. He was dressed like one of us, and I did not suspect a thing. He said he would return the money soon. I was not rich at that time but I lent him the money, although reluctantly. Although he did return the money as promised, I became suspicious of him.

He used the same trick again a little later to borrow money from me, and this time the amount he requested was five hundred ringgit! I did not have so much money on me at the time, so I politely declined his request. Then he began begging and pleading with me, and said,

"Please, I beg you Ah Soon, please help me. I accidentally knocked down an old man, and if I don't pay him some compensation he will have me beaten to death!" He seemed quite pitiful, and even started to cry.

"Ah Soon, please help me, I will return the money in a month. I will pay you back immediately once I get the money."

My heart softened. However, I was penniless, and the only way to help him was to borrow money from a loan shark! The interest was 15% at the time. I gave him the money and wanted him to return it in a month.

A month later, he did not turn up at the centre. I felt suspicious, and went to his residence to look for him. I knocked on the door, but it was not he who answered, but his landlord. I asked where he was. The landlord said, "He has moved. Did you lend him money?"

I nodded, and, deep in my heart I thought, Gosh, something bad must have happened. "How did you know?" I asked the landlord.

"Aiyo, he is a cheater, you have been cheated!" the landlord replied.

"What?" I could not believe it.





"You are not the first to come here looking for him. I advise you not to look for him anymore; he has 'run away'!" He shook his head.

"Did he leave anything behind?" I asked.

"Yes, a few pieces of clothing," he answered.

A few pieces of clothing! There was hope for me, then, I thought, "Maybe he will come back for them." After all, five hundred ringgit was a huge amount for me, and I did not want to think that I had lost it for good. Therefore, I parked my old car outside the house and waited patiently for him. I ended up waiting for three days and three nights, hoping for a miracle while I was being badly bitten by mosquitoes! However as time dragged on, my hope diminished bit by bit...he was not going to show up.

I had no choice but to bear that debt on my own. Under the loan shark's multiplication effect, the five hundred ringgit turned into three thousand ringgit! I became nervous, "If the interest keeps going up like this, I will never settle this debt in my lifetime."

I had no option but to go see Koon Soon, and ask him to help me think of a solution. We decided to bid for a loan club to settle my financial problem. Paying a loan club is better than paying a loan shark; at least I need not

worry about the interest problem. I used the money I bid in the club to pay off my debt. After that, it took me three years to settle the payment to the club and officially end that nightmare.

I learnt a precious lesson from this incident, that is, that integrity is an essential value in life.

### **How well do you understand business ethics?**

You must have business ethics if you want to set up a business. I believe most of you are familiar with the word 'business' but perhaps not with the word 'ethics'. In my point of view, no matter what business you are involved in, you must be ethical. If you are not, you will find it difficult to sustain your business.

There is a saying in business world: "You are an absolute fool if you think your customer is stupid." You need to know that there are no fools in the world; each of us has our own value, therefore, never try to cheat anyone because you think he might be easy to fool. No matter how smart you are in business dealings, if you play tricks, you will sooner or later end up making a fool of yourself. There are two sides to everything; the moment you fool others, you also deceive yourself.





There is a saying in the business world: “Word of mouth is the best advertisement.” Never underestimate that saying; it is true. When a customer begins to share his experience with others, the message will travel very quickly. Scandal, as they say, spreads like a spot of oil; if your business dealings have been improper, the news will spread quickly and you will be thoroughly discredited. You may never recover from that dent to your reputation.

If you wish to sustain your business, business ethics plays an important role in how you operate your business. The most important business principle is not how many new markets you have opened up, but how many repeat buyers you have. If you are able to achieve repeat sales, then you are successful indeed! You have proven your reliability to your customers. Please bear in mind: it is not easy to win your customers’ loyalty. How can you win the trust of your customers?

First, you have to be sincere with your customer. What is the meaning of sincerity? It is to be honest, to never think of extorting your customers, to run your business steadily, not use excessive packaging, not over advertise, report honestly how your business is doing. If you do all of this, you will easily win your customers’ trust. On the contrary, if you over advertise your products and exaggerate about the performance of your business, some people might think you are showy, and then it will be difficult to convince them that you can do good business.

If you are able to master good business ethics, be honest and frank, although you may look silly, you will easily win the support of your customers. This is the most important principle in doing business. So what is business ethics? Let me give you an example.

Let's say that you own a stall selling curry noodles. One day, one of your customers approaches you and says, "Boss, your noodles are not fresh today, the taste is quite weird."

What would you do if you understood the meaning of good business ethics? You would immediately apologize and give the customer a fresh bowl of noodles. By doing this, you will maintain your reputation. In addition, your sincerity would have won your customer's heart. You should see it as kindness on your customer's part in pointing out the fault so that your business will be protected. Feedback from customers is meant to improve your business, therefore you should appreciate it.

However if you come across as a snobbish person, he would not be friendly, and may argue with you irrationally. You may win the argument, but you will have lost the customer. Even worse, he may spread the word that your noodles are not fresh and that you are an unpleasant, unreasonable person whose business should not be supported. Do you think that it is worth winning an argument like that?







Remember, business ethics is essential in sustaining a business. You must have the right mindset to do business; if you harbour malicious intent from the beginning, it is quite likely that your business will close down someday; on the contrary, if you are sincere in dealing with people, they will see your sincerity and your business will endure.

## **Integrity**

At Amway, we are not doing hard selling. We share from our heart; we sincerely hope that our friends will use the best products. This is part of the attraction of Amway for me. It is only through sincere sharing that we will see positive returns. In fact, no matter what business you are involved in, integrity is essential. When I was selling durians, I managed to retain customers based on the word 'integrity'. I am an honest man; I would try my best to satisfy my customers' needs. Occasionally they may ask, "Boss, I want the bitter one." "Boss, which one tastes better?" "Can you choose those with yellow meat for me?" I would always try my best to fulfil their requests and make sure they leave my stall with a smiling face.

This is even more crucial when it comes to customers who buy food products to enjoy at home. For example, one customer once bought three durians, and he opened them up at home, he found that they were not as good as he had expected them to be. The fruit was

somewhat rotten inside. He came back the next day and said, "Boss, I bought three durians from you yesterday, but one of it was not good." When I heard this complaint, I immediately said, "Okay, I believe you, let me give you a new one." The customer was happy, and became a regular customer.

My father once advised me, "You must be honest in doing business, you must never lie."

However, occasionally we should be 'dishonest'. Feeling confused, right? Do not worry, listen to me patiently. Why do I say so? When I was a fruit hawker, I tried hard to keep my customers happy. Once, I was selling black grapes from Australia, which my customers loved. "Boss, give me a pound of grapes!" I would place the grapes on the scales, and then I would cut a few from the bunch, and give it to them as a gift to make them happy.

This used to make my customers very happy, and they would smile broadly. This was my strategy in sustaining my business. I treated my customers as friends; I rather earned less, hoping that they would become repeat customers and that they would even introduce my stall to their friends. Therefore, never underestimate this little 'dishonesty' strategy; it often takes a small act like this to win your customers' hearts forever!





## **Work with your heart, it will pay off**

My father once told me, “Don’t be afraid to lose out; treating others well is the same as treating yourself well.”

Therefore I was never afraid to lose out if I treated people sincerely, and because of this a lot of my customers have turned out to be my friends. I have known one female customer for more than thirty years! My first meeting with her was quite amusing. She used to drive a Volvo that had a number plate that read ‘9999’. She stopped in front of my stall and I could see that she was a wealthy person. She did not ask for a discount. I felt bad about it and reduced the price for her. That made her happy, and she visited my stall for fruit often after that, and we became closer as time went along. She once bought a pound of grapes from me, and after a week, returned to my stall and told me, “Ah Soon, last week I bought grapes from you but I mistakenly placed them in the freezer! I only noticed them today – they are all rotten – what a waste!” She looked upset.

Looking at her, I too became upset. Therefore, I made a decision; I weighed a pound of fresh grapes and placed it in her basket. She was shocked, “Aiyo, what are you doing?”

"Nothing, just to compensate you for the loss," I said with a smile.

She took out the grapes and said, "Aiyo, I was just telling you what happened. I was not asking for compensation."

"I am doing this sincerely, don't decline my offer." I placed the grapes into her basket again.

We went on like that for a while, and finally I said, "I will feel bad if you refuse to accept this -- do you want me to stay awake the whole night?"

Seeing that I was determined to give her the gift, she finally accepted it, but she looked uneasy. She said, "This is not going to bring you a profit, is it?"

"It's fine. I will earn a little less, that's all." I smiled.

After that, we became good friends. She always helped me if I encountered any problems. When she knew that I was getting married, she asked, "Ah Soon, have you found a car for the bride to travel in?"

I answered honestly, "Not yet, I have no clue where to borrow one from."





She immediately responded, "Come, you can use my car."

She had the car polished and the petrol tank filled with petrol for the drive to Malacca to pick up Kwee Choo. It was considered a luxury to have such a car to pick up my bride!

That customer and I are close friends to this day. In life, regardless of how big or small a thing is, as long as you are sincere and honest with people, your relationships will pay off. This is how you should do business too, in addition to acting professional.

Some people are unable to succeed because they do not work sincerely from their heart. They tend to lose patience and think they should argue with their customers. Please bear in mind; haste does not bring success -- no matter how anxious you are about wanting to see a profit from your business, you still have to do your part well; if you are aggressive with your customers, you will only make the situation worse, and you might suffer a double loss instead of making a gain. If you are unable to focus on what you do and cannot fix even a small matter, when you encounter a major problem, you would feel helpless, and this is not good, is it?

You must avoid being careless when doing business. In order to satisfy your customers, you have to be responsible in your actions. If you are unable to succeed, it means that you are still not putting great effort into things; since you have already made up your mind, why don't you give it your best shot? As long as you are able to keep your promises, I believe there will be a lot of people willing to co-operate with you, and money will come to you automatically.

Be cautious, concentrate and work with seriousness – this is the secret of succeeding in business.

### **The right attitude will change your fate**

Having a good attitude is key to determining your success. Perhaps there are a number of people around you in the same situation who have been working very hard in their business for so many years, but have yet to succeed. Why? They are not lazy. In fact, they are hard-working; they put great effort into it yet they are unable to achieve anything great. Why have they not been able to success? The reason is simple: it is their attitude. They might be very egotistical, or calculating; all of this become stumbling blocks to their success.

Attitude can be defined into a few categories. Let us discuss mindset first. You have to be broad-minded;






do not be calculating; be generous. As the saying goes, you will incur a great loss if you are calculating. Besides that, you also need to be willing to learn humbly. Of course, this is easier to say than to do. For example, a very knowledgeable man has to be humble in order to listen to others and learn from them; this is not easy for a very clever person to do. However, if he can't do this, he will not gain new knowledge.

Being humble is the best attitude in the universe but not everyone is able to display it. The idea of saving face is deeply rooted in our culture; therefore people tend to show off their results. Being humble is often an impossible task. It is important to practise what you preach and avoid being two faced. If you are willing to learn humbly, you will have the chance to encounter good opportunity. It is useless for a person no matter how knowledgeable he is to have so much knowledge when he is not willing to learn. He has locked himself in his own mind, and he is not willing to accept new things. This is actually very dangerous.

You can never hide your attitude from people. If you have a good attitude, people will see it, and opportunity will naturally come your way. You will be popular as long as you have a good attitude. Your interpersonal relationships will be widened and your fate will be changed as well. On the contrary, if your attitude is bad and you never change

it, your life will be pathetic! However, if you think you have a bad attitude, do not give up, because there is a solution for everything. You are only required to change sincerely, and strive harder to develop a good attitude. You will then, I believe, surely have an interesting and meaningful life!



**Words of wisdom from my mentor**

An attractive enterprise:

- Everyone can do it, everyone can win it
- There can be no sweetness without sweat
- All-round success leads to a complete life

Success in Amway benefits everyone the world over.



**BUSINESS RULES**



## ABOUT THE AUTHOR

Lee Kim Soon was born in Penang, Malaysia. He ended his formal education at Standard Two and went on to work in more than thirty different jobs. In the year 1981, he was introduced to Amway by a benevolent friend, and he made the decision to develop a career in Amway. He has not changed jobs since. Lee Kim Soon is Amway's first Founder Crown Ambassador for Malaysia, Singapore and Brunei.

### Lee Kim Soon's Achievements

1981 – Joined Amway

1982 – Became Platinum Direct Distributor

1983 – Became Ruby Direct Distributor

1985 – Became Pearl Direct Distributor

1987 – Became Emerald Direct Distributor

1991 – Became Diamond Direct Distributor

1995 – Became Executive Diamond Direct Distributor

1996 – Became Double Diamond Direct Distributor



1998 – Became Triple Diamond Direct Distributor

2000 – Became Crown Direct Distributor

2002 – Became Crown Ambassador Direct Distributor

2005 until now – Founder Crown Ambassador Direct  
Distributor



**BELIEVE** CREATING INFINITE POSSIBILITIES

Lee Kim Soon believes there are infinite possibilities in life; as long as you have a heart that wishes to succeed, and have a positive and proactive attitude and hold on to the last, you will be able to make your dreams come true!