



From changing bosses to changing lives

RCCA Donny Chong
(Former Restaurateur)



An average person will change job 5-7 times during his/her working life, according to career change statistics. However, by the time he was 27, RCCA Donny Chong had changed job 23 times. “You can say my biggest ‘hobby’ back then was to change bosses!”

Donny finally became his own boss when he took up the MLM career.

Employee and employer. Been there, done that.

Donny started working immediately after finishing Form 5. “I was a staunch believer that ‘diligence will never betray you’. All I needed to do was work hard,” he shared.

Donny grabbed any job that didn’t require certification and did many jobs, including working as a labourer. Every time he got a better offer, he would change job. By the time he was 27, he had grown tired and decided to start his own business, which he attempted 3 times.





His first business failed, but the second one was rather successful. "It was an accessory store in KL city centre. Business was good but I had to close it in the second year when the landlord took back the lot. My third business was a restaurant. For two full years, I was at the restaurant from 8am to 12am. No holidays, no fun time," he recalled.

Then, Donny was introduced to MLM and learned about the phenomenal power of duplication. "My restaurant customers were mostly from the neighbourhood, but an MLM business allows me to reach far and beyond," he said.

No obstacle is too big

Like many people, the main obstacles Donny faced initially were his small social circle and lack of contacts. "I was a loner minding my restaurant business and my social circle consisted of foreign workers and suppliers. But why should I be hampered by my small social circle? Why be 'choosy' about finding prospects? With good products and a good opportunity like BE, I can share with anyone. Anyone can be my prospect. I just have to share with them and let them decide whether to seize the opportunity," he reasoned.

With this philosophy, Donny has found that no obstacle is too big to overcome. "Face your obstacles and take action. Then, breakthrough will come. No action, no breakthrough," he said.



Finally, the platform for success

After being in the MLM industry for over 10 years, Donny developed his own opinion about success. "Real success is about being able to duplicate success – helping people to succeed. A doctor or lawyer may be very successful. A person may be very wealthy. But it will be difficult for them to help others to be professional or wealthy like them. MLM is different because it's about duplication.

"All you need is the right opportunity to improve your life. Nobody can do it for you but yourself. You just have to try," Donny continued. "Just like business magnate Li Ka-shing's incredible rags-to-riches story that teaches us to seize the right opportunities, you too can transform your life."