



Car for parents



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Leave no regret,
choose to be FREE!

RCCA Keith Leong
Former Media Practitioner

RCCA Keith had a good head start in his career after graduating from university. From his internship, he became a permanent employee in an established international media agency. Eighteen months later, he was headhunted to join Malaysia's first pay-TV service provider.

Many envied his career journey. Yet, 18 months later, he again made a career change. However, this time, it changed his life for the best.

KNOWING WHAT HE WANTS

“My parents worked hard to give us the best. We were not rich but my siblings and I had a decent upbringing. So, I already had a certain standard of living and knew it could only improve, not regress,” said Keith.

After working for 3 years, Keith realised that being an ordinary employee wouldn't give him what he wanted in life and kept a lookout for opportunities that could help him achieve his dreams. “This is a common trait among millennials. We find it hard to achieve our desires in the corporate world and therefore keep



Recognition Night with Founder

moving from one place to another, jumping on any opportunity we see.”

When Keith was introduced to BE, he saw the huge potential of network marketing. “Some people say direct selling is a great way to succeed today. I agree and disagree. Yes, direct selling is one great way, but it really depends whether the company is like BE, which values networking, people, and great products, Keith explained. “Nowadays, to thrive and succeed, we need teamwork and networking.”

BE RESPONSIBLE FOR YOURSELF

Keith is a mature person for his age. His parents are now retired and self-sufficient. Keith hasn't started a family yet and with minimal liabilities, why is he aggressively pushing his career?

"My parents and future family are my strongest motivation to succeed young. My parents are self-sufficient now but it's my responsibility to make sure they have a carefree, enjoyable life. Let's be honest, many young people today rely on their parents to help with the down payment for their house, apartment, car, etc. I will not burden my parents with this," Keith maintained.



Appreciation dinner with founders



BE Lifestyle Travel to Melbourne



Car for myself

WAY OF LIFE

For Keith, being successful and financially sound is not about living a lifestyle of "doing nothing" in the future; it's about having the freedom to live the life he wants and do the things he wants. "Now, I have time to design the interior of my new house, and spend time with my family who are living abroad.

When travelling, I'm able to enjoy my holiday while running my BE business at my convenience. All I need is a smartphone and BE2U app. Year 2020 has really opened people's eyes that the online platform is indispensable and inevitable," he shared.

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Time doesn't wait. Leave no room to lament 'I wish I can do better'," Keith advised. "If an opportunity comes your way, keep an open mind and try to understand by listening first. When you listen, you are giving yourself a chance."

