

A portrait of a man with a beard and short brown hair, wearing a white button-down shirt and dark blue jeans. He is sitting on a white stool, leaning forward with his hands clasped. He is wearing a brown leather watch 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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Jiří Šedek

# **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.

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*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.*

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

Discusses how to choose the right business partner – a net-working 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".

