

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



Author's Personal Profile:

www.facebook.com/sedekjiri

Interviews & Video Blog:

www.facebook.com/orgasedek



www.linkedin.com/in/jirisedek



www.instagram.com/jirisedek



jiri@jirisedek.com

Jiří Šedek
Network marketing guide

© Jiří Šedek, 2025
© Backstage Books, 2025

ISBN 978-80-7665-036-7 (Hardcover)
ISBN 978-80-7665-037-4 (eBook)

Jiří Šedek

Network Marketing Guide



Backstage Books

2025

INTRODUCTION

Modern Network Marketing Guide	9
Results Come Quickly With the Right Path	10
Destination: Abundance in All Areas of Life	10
Freedom While Maintaining a High Standard of Living	12
ABOUT THE AUTHOR.	13
HOW TO WORK WITH THIS BOOK.	17
AL CAPONE AND HIS NETWORK.	19
CHAPTER 1	
GETTING ON THE RIGHT BOAT – CHOOSING THE RIGHT COMPANY. 23	
Five-Point Checklist	23
Company and Its Background	24
Basis for Success: Sponsorship Line.	25
Workflow – System	27
Don't Sell Anything You Wouldn't Buy Yourself.	28
Compensation Plan	30
CHAPTER 2	
BUILDING A SUSTAINABLE NETWORK	35
Step 1: Entering the System	36
Step 2: Clarifying Attitudes and Setting Goals	37

Clarify What You Want to Achieve!	38
Clarify What You Are Willing to Give Up to Achieve Your Goal.	40
How to Present Yourself	41
Step 3: Connecting to the Team and System	42
Step 4: Working with Contacts	43
Practical Guide to Getting Started with a Name List.	45
Star System	47
Step 5: Get in Touch	48
Templates of Reaching Out	49
Step 6: Presenting the Opportunity.	53
Personal Story	55
Closing	58
Step 7: Follow-Up	61
What to Do When They're Interested in the Product and Collaboration	63
What to Do When They're Not Interested in Anything.	64
Follow-up Call in the Evening After the Meeting	65
Step 8: Discovering the diamonds	66
Launch (within 72 hours).	67
Communicator	68
Color typology	69

CHAPTER 3

STARTING FROM SCRATCH	75
Building Width	78
90-day Sprint – The Snowball Effect.	79
Planning for Achieving the Goal	81
How to Make the Right First Steps With New Associates	85
How to Further Approach Associates During Collaboration	87
Tribal Leader.	94
Tools to Build Depth Faster.	95
Welcome Call Onboarding	95

CHAPTER 4

SEARCHING FOR DIAMONDS. 101

 Desire to Grow Quickly 104

 Passion and Ambition – Small Goals Generate Small Ideas 105

 Ability to Overcome Obstacles. 106

 Healthy Confidence and Positive Self-Perception 108

 Deep Dissatisfaction as Motivation 110

 Businessman, Manager and Entrepreneur. 112

 Hustle and Bustle. 114

 Success in Network Marketing 116

 Type 1: Fan 117

 Type 2: Fallen Angel 117

 Type 3: Successful Leader 118

 Inner Fire 119

 Can Anyone Become a LEADER? 122

GLOSSARY OF THE MOST COMMON TERMS

IN NETWORK MARKETING. 125

CONCLUSION 127

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.