



# TOBIAS BECK

# UN BOX

## YOUR NETWORK

**SPIEGEL**  
**Bestseller-**  
**Autor**

**manager magazin**  
**Bestseller**

**The Secrets of  
Network Marketing  
Professionals**

**NXT**  
**LVL**  
**VERLAG**

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Even though gender-sensitive language is desirable, it is the publisher's point of view that there is currently no satisfactory, easy-to-read solution. For the sake of easy readability, we have often refrained from duplicating masculine and feminine forms. Of course, it is far from our intention to discriminate against any part of the population.

Regarding the legal, tax and entrepreneurial advice presented in this book, the author recommends that individuals consult with a lawyer or tax advisor before taking action based on the advice given here. The author assures that he is currently not a member of any multi-level marketing (MLM) concept and has not been commissioned and/or paid by any company that supports MLM to write this book. The author has no obligations to any network.

Regarding practicing self-employment alongside employment, the author recommends obtaining a written secondary employment permit from your employer.

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**The Secrets of  
Network Marketing  
Professionals**

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LVL  
VERLAG**

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*Die Geheimnisse der Network*

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*"I see what you don't!"—*

*and that is your greatness and success in multi-level marketing*





# How to use this book

This book is dedicated to all the brave ones who are now ready to start their own business in multi-level marketing (MLM).

## If you are a partner of an MLM:

You can now sit back and relax, put this book—after you have read it and found it to be good—into the hands of every prospect and new affiliate. It is the foundation for success in this wonderful industry, and it takes into account all the facets that I was able to illuminate and explore during my journey in network marketing. I sincerely hope that you are already courageously and resolutely on your way, but that I can still support you with one or two aspects to make your life dreams come true. Congratulations already on all your past and future successes.

## If you are a prospect of an MLM:

You are apparently open-minded enough to pick up this book, or perhaps someone you value has given it to you. If you knew what this book and the information it contains could do for your life, you would be jumping for joy right now. But first, let's stick to the facts: There is practically no other industry about which there are so many misconceptions in society as there is about network marketing, and there are almost no other industries about which so much erroneous information is circulating. In this book I will give you a step-by-step guide with lots of facts, figures and data that will strengthen your belief that this is a very special opportunity

for you and that you will achieve the unthinkable. You will receive charts and all the information you need to really get started with your MLM and build your success on a strong foundation. I am sure you will have a lot of fun reading and working through this book, because I have prepared a lot of exercises and tasks for you that will help you to advance your business and your success. Use them and become inspired by the comics and graphics. After reading this book intensively, you will be able to build an empire and climb to the highest level of a business. At the same time, it will empower you to give back what you learn here to other people and to grow in a community. But first, answer the following questions honestly:

- Is it enough for you to work for other people's dreams?
- Is there much month left at the end of the money?
- Do you want your parents to age with dignity?
- Do you want to be able to send your kids to the best schools?
- Are you tired of being rudely awakened in the morning because you have to get up and be at work at a certain time?
- Are you sick and tired of leaving your kids with other people?
- Does it annoy you to always base your order in the restaurant only on the column to the right on the menu?
- Do you want to get involved socially, donate a lot of money, and help others?
- Do you want to be able to give precious gifts to the people you love?
- Do you want to travel to the most beautiful places in the world?
- Do you want to have more time for the important things in life?
- Are you afraid of the future?

- Do you have a desire for “more”—more freedom, more realization, more of life?

How many questions did you answer with “yes”? In principle, only one yes is sufficient as a reason. But I am sure there were many more.

If you understand this book, you will wake up to a new reality in the future. You can see your children grow up without worries, be financially free, and experience the most beautiful places in the world. But not only that! You can take others with you on this journey and give them the opportunity to do the same. You’ll gain a whole new perspective and you won’t wait to get up in the morning. You can allow yourself to make big plans for the future and step out with confidence. And you’ll do it all in an industry that had revenues of over \$192.95 billion in 2018.<sup>1</sup> “But I’m not a salesperson,” I hear you thinking right now. I’m not, either, and that’s not what matters. You don’t have enough time either? That’s good; I felt the same way. Imagine working on your glorious future in just one hour a day. That would be 365 hours a year! Would that be worth your dream? If you can also answer this question with “yes,” then read on.



# Foreword

## by Tobias Beck

Hey, superstar! It's great that you decided to read this book. Before you dig into this one-of-a-kind collection of my most personal tips and experiences from my career in network marketing, I have to warn you, because here's what may happen to you while reading it: You might be one of those people who take some inspiration from this book, then put it aside and continue to live your previous life unchanged, with not much change in your job, either. Maybe. But I am much more certain that, within the time you spend reading the following pages, you will decide to stop relying solely on your luck: the decision to take all your chances, to finally exploit opportunities, to take action and become a master in multi-level marketing (MLM)!

Think of this book as your mentor. Because if there's a single thing that can shorten your path and accelerate your development, it's working with someone who's already where you want to be. And that's me, because I've built a successful career in network marketing.

Finding the right mentors through whom you can enjoy the best and highest quality education will act like a time machine. This book can show you how to become one year smarter, but not one year older. And this book can also show you how to become five years smarter, but not five years older. You decide how seriously you take it and how much strength and energy you invest in it.

These pages are your entry into a time machine that allows you to shorten the path I had to take in full and the hard way. Just like my coaches and mentors, it took me tens of years to become

a professional in my subjects. And just as you can now benefit from my knowledge and experience, I have also been able to learn from people who have walked these paths before me—and I still do today. Does this make building your business a relaxing stroll in the park? Unfortunately, no. But with this book I am giving you a map, a compass, and a reliable companion all in one. And not only that, this book is your coach, because it gives you numerous practical exercises to support you on your way. Use them if you want to achieve your goals with great results.

But the most important thing right from the start is the word “sales”: it triggers a discomfort in people that is similar to having a root canal at the dentist. But you can relax right away, because network marketing is about building a network so you can achieve financial freedom with the right attitude and joy!

Have fun and good luck on your journey through time!

Yours,  
Tobi

# Why MLM?

Maybe you have long since decided to go into multi-level marketing, or MLM—in that case: congratulations! I hope you are aware of all the benefits of the industry you are in. Just to be on the safe side, read this chapter anyway, because if you want to be successful in network marketing, you need to be on fire for it, and it's much easier to catch fire for a topic and carry that fire forward if you know all the arguments and opportunities that speak for your work.

Are you still at the beginning of your journey into perhaps the greatest adventure in business? Maybe you're just toying with the idea of venturing into this world of opportunity and are still a bit hesitant. Then let me ask you a question: What are you waiting for?

It's true in every crisis, but especially since the recent corona pandemic we all know that everyone needs a Plan B. And by that I really mean everyone—whether you're an entrepreneur, a tax advisor or a doctor. Personally, I am very happy that I was able to save so much capital during my active time in MLM that I can now live well from the rental income of my real estate as well as the sunshine in the form of solar panels.

However, you may have realized, especially during the crisis, that your employment relationship is really a soap bubble: it's nice to look at in a certain light, but it disappears faster than you can see it.

Even if you were not threatened or otherwise affected by part-time work or the loss of your job during this period, I would like to wake you up at this point: we have long since crossed the threshold into the time when we need a new economic system, because the current one resembles a dinosaur on the brink of extinction. Why?



Fewer and fewer people want to trade lifetime for money, live paycheck to paycheck, be slaves to their alarm clock, or accept dissatisfaction in their lives. But what about you? How long do you want to keep living the way you are? I'm at a point now where I don't care about the economy anymore—I'm creating my own economy instead.

Your employment contract and the salary your employer pays you every month are only supposed securities. They may give you a good feeling today, but in the free-market economy no job is really secure anymore. The same applies to traditional entrepreneurship and any form of self-employment. Especially after corona hit, everyone should have woken up and started making a Plan B. Many entrepreneurs have created something for themselves for decades, but due to an economic crisis or a pandemic, the rug has been pulled out from under their feet, so that their standard of living and the security of their family are now at risk. As an employee in a globalized world, you are no longer competing only with participants in the national market. Instead, more and more workers based abroad are able to offer their time and skills much more cheaply than local market participants. Globalization and digitization are not fads, they are an upheaval leading to a new unstoppable age.

I was once an employee myself—in emergency services and at Lufthansa. Most employees use a very specific vocabulary, for which the foundation has already been laid at school. This vocabulary is about “those up there,” “to whom” one does not belong, “they are to blame,” and “we” are dependent on them—on their decisions and what they give us. Many employees live a life of perceived security and comfort that allows them the best excuse of victimhood: “I can't change anything anyway.”

Added to this is the social pressure built by prestige and social status that continues to be omnipresent in many families. You're only “someone” if you're a doctor, lawyer, pilot or the like. But in times of crisis, as the corona pandemic has shown, all of this can disappear, so none of it is safe.

This is not to say that MLM is the perfect business, but recent crises have shown that it is at least better. Because it is a network that carries you if you have built it solidly enough, a network in which you are not passive and dependent but one where you yourself can make a lot of difference. After the corona crisis, the world is a different place. How that looks for you is entirely up to you. Do you take action and have a Plan B? MLM is a possible one.

In contrast to a supposedly secure permanent position, what seems uncertain and risky to most people at their first glance of MLM is actually the new security. If you can build upon your skills, your talents and your relationships, if you yourself are one of the people who create something that helps others, you will never again be dependent on someone hiring you in their company. If you're looking for a Plan B, you should at least consider network marketing and carefully compare it to other business models.

What feelings come to mind when you think about your retirement? Don't you feel an uneasiness in your stomach? Isn't there a certain fear of what we have all known for a long time, but have carefully repressed? The fear of poverty in old age? We can easily calculate the probability that our pension system will not protect a large part of today's employees from old-age poverty later—and this is especially true for women. Network marketing can now be the solution to save you from this fate. Maybe you have an excuse ready; you think you are too old to learn new ways. If so, I would like to tell you about a friend of mine, one of the most successful network marketers in the world. He told me that his team includes many seniors who have tripled their pensions—but many of them do it simply for the fun of working in the network and for the community.

According to Tony Robbins, the great American author, coach and speaker, there are six points that motivate people—and MLM covers all of them perfectly:

- **Safety:** There is a stable marketing plan.
- **Uncertainty and adventure:** There are incentives and bonuses.
- **Uniqueness:** Achievement is clearly recognized and there are many honors.
- **Connection:** A large group of people are working toward a common goal.
- **Growth:** No other industry stands for personal growth and being the greatest school of life with all its facets as much as MLM does.
- **Giving back:** You have the space to make others great and to become socially involved.

I have an important piece of information for you if you are seriously interested in MLM: Wealth is not an exclusive club reserved for a select few. Everyone has a right to wealth—including you. Remember, I was once a flight attendant with a monthly salary of 1500 Deutsche Marks (about \$750 now)! But working your way up starts in your head—with the realization that a life of financial freedom is available to all. Yes, it's true, you may need a key to the door that leads there, but the good thing about that door is that not just one key fits it but many. My key was the MLM. Through it, I evolved from an employee to a networker and finally to an entrepreneur.

So, I can only assure you by saying this path is also open to you! No other industry in the world offers you such an easy entry into self-employment as this one does. All you need is a pen and a few euros, but for that you get a turnkey concept you can use to start immediately. You don't need money for a big marketing strategy, you don't have any fixed costs for an office or for equipment, you can just sign up and start—on the one hand, independent and just you but, on the other hand, as part of a huge international team going for success *together*. There is already a back office and you can work independent of location, from anywhere

in the world and with high-quality products that have been created with a lot of love and passion.

At this point, to open your mind to the natural and unmistakable advantages of this business, let's look at the history of direct selling. Maybe you remember it from your past; if not, talk about it with your parents or grandparents. How was direct selling organized in the village or community in the past? Take, for example, the butcher or the baker. Both used to be sales outlets without middlemen—and without advertising. It was all about recommendations and relationships. If your products and services were good and the customers felt good about them, they were happy to come back—regardless of the purchase itself. In addition, they spoke positively about the business and the service. In network marketing, it still works almost the same way. Your business stands and falls with your reputation. So, you have a direct influence on your success. It's also the fairest business model in the world because everyone gets into the marketplace and uses the same marketing plan.

MLM is not a lottery or a game of chance. It has nothing to do with luck, and you don't have to bet on six correct numbers that will lead you to infinite wealth. Network marketing is a profession. A profession that you must learn. All those who understand this will go much further in this industry, where equal opportunities abound—regardless of age, nationality, original profession, origin or political orientation. The system treats everyone equally, without favoring or disadvantaging anyone.

Let's stay with the example of the baker for a moment. Now imagine you go to a bakery; you are served in an exceptionally friendly manner and the bread or rolls and the cake you have bought are first-class and taste excellent. You tell your friends and acquaintances about it, who in the future also buy from this baker, because they themselves are so enthusiastic about the love for the craft and the quality of the products. Wouldn't it be only fair and, moreover, wise for you to share in the baker's growing sales?

After all, that would only increase your incentive to make referrals. And that's how network marketing works.

The margin (the difference between the purchase price and sales price) is largely paid to the seller, i.e., the referrer—it couldn't be more fair and transparent.

And that's not all, because it gets even better: you also earn from the baker's sales growth, which comes from additional referrals of new customers, thanks to you. As a fun fact, one of the first MLM businesses was the California Perfume Company, which was renamed Avon in 1939.

MLM is the ideal business for people who want to be successful. For those who are tired of feeling the same every day and are now ready to embrace something new. For people who want to earn more money so they can finally give their families the lifestyle they deserve. For those who strive for freedom and creativity in their lives while experiencing true self-realization. Sooner or later, this business forces everyone to deal with their personal values and the meaning of their own life. What does and does not mean success in life is highly individual, so it is tremendously important that you become aware of your personal definition of what success means to you.

Network marketing offers you the opportunity to become a player in your own economy from your home, without spending a dime on your marketing or advertising. You don't have to apply anywhere, you don't need a university degree, you don't need 48 (unpaid) internships, and you don't need certificates—in multi-level marketing, nobody asks what you have done or achieved before, because the marketing plan is the same for everyone. Say goodbye to the idea that “you have to have money to make money.” What you need in MLM is not money, but hard work. Do you think it was due to luck that I became successful in network marketing twenty years ago? Do you think the Tobias Beck podcast is doing so well by chance? No, I achieved both through one thing: hard work.