



# The Power of Entrepreneurship

## 创业精神的魅力

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# What is Entrepreneurship?

- Is it a Spirit?
- Is it a Quality?
- Is it a Personality?

## 什么叫做创业精神?

- 是一股精神?
- 是一种素质?
  - 还是个性?

# The Personality & Value of Entrepreneurship

## 创业精神的个性及价值

Dream Maker

Odds Fighter

Risk Taker

Action Taker

梦想者。 。 梦想够大

挑战者。 。 挑战不怕

冒险者。 。 冒险进取

行动者。 。 行动到底



# The Qualities of Entrepreneurship

## 创业精神的素质

- Burning **Desire** for Success  
成功的燃烧**渴望**
- Strong **Confidence** in their Belief  
对信念持坚强的**信心**
- **Courage** to Change or Take Risks  
改变及冒险的**勇气**
- **Will Power** to fight the odds  
拼搏的**意志力**



# The Spirit

**Entrepreneurship** is...

the courage and willpower to pursue your dreams and beliefs

-Dr Dora Hoan

创业精神就是。。。

追求梦想与信念的勇气与意志力！

- 范文瑁 博士



The comparison between  
Employed , Traditional Business and  
Direct Selling Business

打工族， 传统生意及直销事业的比较

# 1. Requirements

## 条件

### Employed:

Certification &  
Working experience

打工族:

文凭与经验

### Traditional Business:

Capital: \$?  
Capability: MBA  
Character: Flexible

传统生意:

本钱: \$?  
本事: 做人做事  
本人: 弹性

### Direct Selling Business:

Small investment  
Leverage on company  
and Teamwork

直销行业:

极小投资  
借力公司资源及  
团队运作



## 2. Business Cost

### 经营成本

#### Employed:

- Increment lower than inflation

#### 打工族:

- 通货膨胀永远高于加薪 “苦活族”

#### Traditional Business:

- Business Overheads are going up
- Sales & Profits not parallel

#### 传统生意:

- 经营成本越来越高
- 营业额及盈利不一定提高

#### Direct Selling Business:

- Company: Business Cost
- Distributor: Time & Effort

#### 直销行业:

- 公司负担大部分成本
- 直销商投资时间与努力

# 3. Business Risk

## 经营风险

### Employed:

- Retrenchment
- Company folds

### 打工族:

- 裁员风险
- 公司倒闭

### Traditional Business:

- External risks – competition, economic climate, demand
- Internal risks – poor management

### 传统生意:

- 外在风险 – 竞争, 宏观经济, 需求
- 内在风险 – 管理不当

### Direct Selling Business:

- Risk free, unless you join the wrong company (illegal or hit and run)

### 直销行业:

- 毫无风险除非进错公司 (非法的制度)



# 4. Returns

## 回报

### Employed:

- Sacrifice freedom to earn money
- Limited returns with unlimited potential

### 打工族:

- 用自由赚钱
- 无限赚有限

### Traditional Business:

- Invest money to earn money
- Full responsibility

### 传统生意:

- 用钱赚钱
- 全面承担

### Direct Selling Business:

- Leverage on people network to earn money
- The sky is the limit

### 直销行业:

- 用人脉赚钱
- 无限赚无限



# How to choose the right Direct Selling Company?

如何选择对的公司？

Product

产品

Plan

制度

Company

公司



## Product 产品

- Will you buy & use?  
你会购买及使用吗?
- Can you afford to re-purchase?  
你有能力再购买吗?

## Plan 制度

- DSAS members  
直销协会的会员
- Does the company require you to invest high front loading? Possible Ponzi scheme, pyramid selling or money game?  
是否需要高门槛的投资要求? 别加入庞氏骗局, 金字塔制 度或金流游戏。

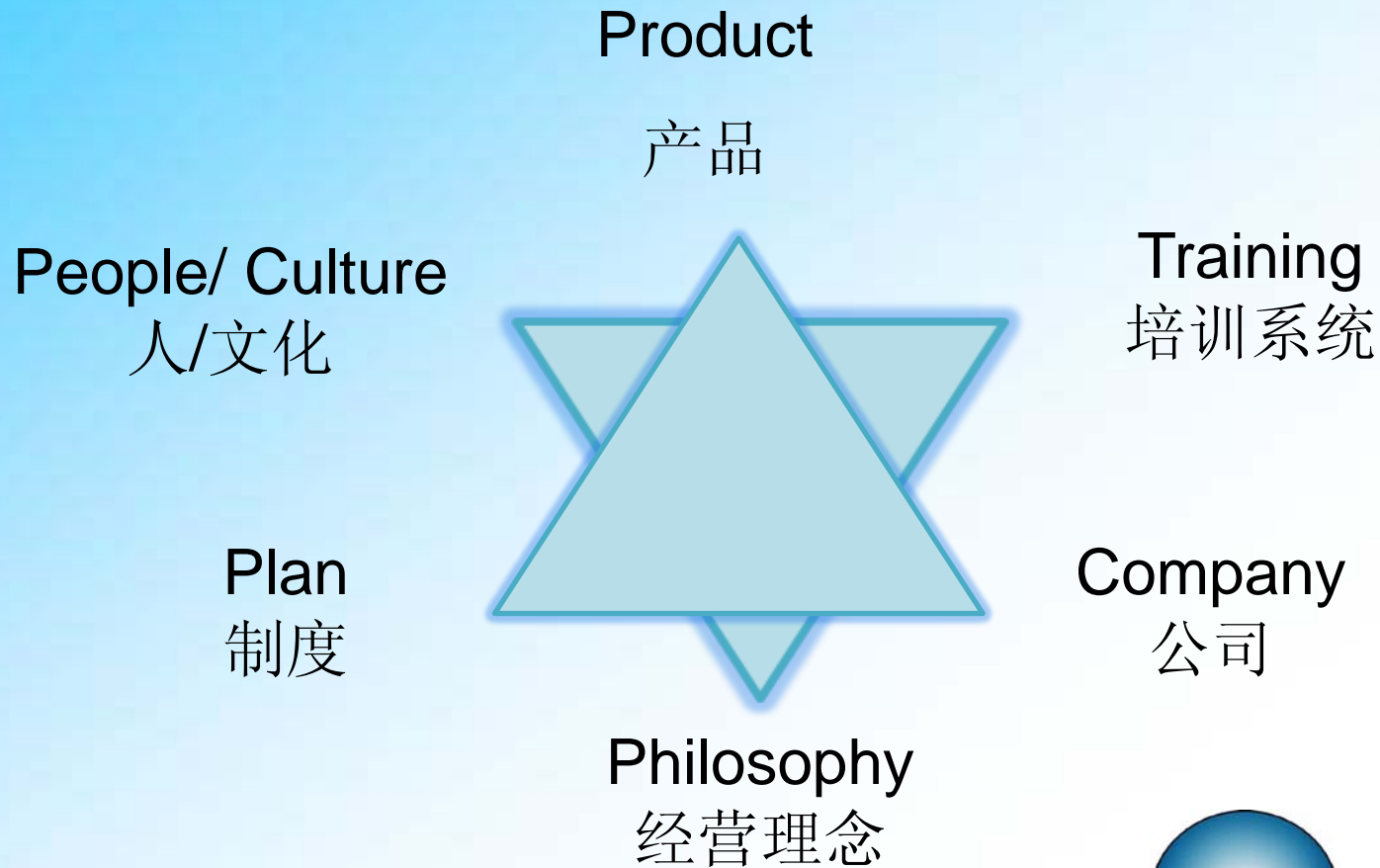
## Company 公司

- Company financial profile & history?  
公司的财务背景及历史?
- Who is behind the Company?  
谁是公司的真正主人?



# 6 star company?

## 六星级的公司?



People / Culture

Do you like their culture?

你喜欢他们的文化吗？

Training

Is training provided?

有完整的培训系统吗？

Philosophy

Business Philosophy: “Walk the talk, talk the walk”

公司的理念是否言行一致？



**For the benefit of direct selling industry and yourself, the right method is putting genuine effort to build your network & business, then, you can Empower Life!**

由我开始。做个千里马的直销人。  
靠自己，努力耕耘以建立网络企业。  
才能真正贡献直销行业，  
创造出生命的价值！

