



# BE Good, Do Well

RCCA Chong Chee Ann &  
Tan Lee Eng

Former Engineer / Graduate



At first glance, RCCA Chee Ann will strike you as a stern man of few words and inarticulate. But as soon as he speaks, you will be stunned at how confident, persuasive and charismatic he is in person.

His story will equally stun you. At the young age of 30, he became a millionaire. No, he didn't win the jackpot. It was, according to him, **"a decision I made"**.

## The "gap year" that changed his life

Chee Ann's parents were farmers who wanted their children to study hard for a better life. "I have 3 siblings and we all graduated from the local universities. My parents worked really hard to finance our study."

However, when Chee Ann graduated from UTM, he decided to take a gap year to pursue a career in the MLM industry. A truly filial son, Chee Ann had wanted to become a

successful R&D engineer so that he could give his parents a better life, but he figured if MLM could expedite his success, why not give it a try?

Unlike Chee Ann, his wife Lee Eng did not take a gap year – she quit college halfway and bravely jumped into the MLM industry at 18!



## 19 years in MLM and it's BEtter than ever

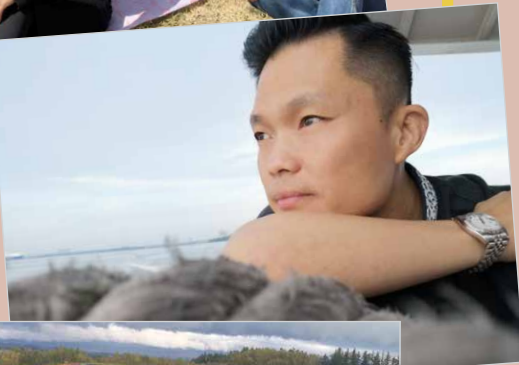
2019 marks Chee Ann and Lee Eng's 19th anniversary in their MLM journey.

"The MLM business has given us the opportunity to learn and improve ourselves continuously, no matter how successful we are. While we are solving our downline's problems, we are growing too. As we grow stronger, our downlines grow too," Chee Ann said. "We tend to use the designation of 'uplines', but at BE, we address uplines as our masters, our teachers. That's because MLM is a lifelong learning journey."

Despite attaining outstanding achievements in their career, the couple have not slowed down because they have a mission to help others. "MLM is a great way to strengthen your financial status but most importantly, it is a selfless way to achieve your goals while helping others to achieve their dreams," he said.

**"No matter how successful we are, at BE, I'm inspired to keep unlearning and learning new things."** I used to think MLM is a way to help improve my family's life, to help my friends and anyone. But at BE, my dream has grown bigger because the platform here allows me to reach out to people that I don't know, people from different countries, of different ethnicity and religion."

Chee Ann revealed that BE's promise, 'beyond Inspiring Minds, Touching Lives For Eternity' is his motivation to go further. "I never knew I still have so much potential and I'm amazed at how we are able to touch so many lives."



### Life is not fated; you can create it

If everyone's life is fated, Chee Ann might now be a senior R&D engineer, perhaps waiting for a promotion or a change.

However, quoting from his favourite book, "Liao-Fan's Four Lessons" 《了凡四训》, Chee Ann said life should be based on these four lessons:

- (1) Learning to create destiny,
- (2) Finding ways to reform,
- (3) Cultivating kindness and
- (4) The virtue of humility.

These are the lessons he practises to enrich his life and go BEyond what he thought he could.

**"I will strive to continue BE Good and Do Well. This is my lifelong homework,"** Chee Ann concluded.