

# THE CAESAR'S EFFECT

An invitation to transform the world  
through network marketing.

Moisés David Hernández

MBA  
Networker

First Edition

Moisés David Hernández

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For more information:  
ISP integrated S.A.S.  
Cra. 8-16-51 Of. 309  
Bogotá, Colombia  
Phone: + 57 314 637 9207  
e-mail [m\\_hernandez7@msn.com](mailto:m_hernandez7@msn.com)

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*To Sebas, Johan and Sammy, my diamonds.*

## DEDICATION

This book is an invitation to transform the world through network marketing. It is dedicated to the 100 million of networkers in the world and in particular, to the more than two million Colombians who have decided to take real control of their lives, changing the course of their history forever.

It is dedicated with love to the thousands of courageous women who opened the trail with their hands, doing the double sacrifice of being housewives and entrepreneurs while the world thought that perhaps they were mad, unoccupied, or desperate.

I dedicate it enthusiastically to all the dreamers of the world, those who believe with the certainty of madness, that we can all build a better world. I dedicate it to children, to their gaze of hope and their naive sweetness that makes it all worth, that makes sense.

I dedicate it with passion to those who almost lose faith, who almost abandon, almost die of fear, who almost leave it all at the middle of the road, but that they did not, and on the other hand, came to the top, conquered the summits and left laid strings to make follow them thousands, millions. I dedicate it to you, who took the decision to read it by curiosity or faith. But more than anyone in the world, dedicated to those who are my world, Sebas, Johan and Sammy, the engines of my life, my diamond.

## THANKS

I want to give a very special thank you to all who have accompanied me on this epic journey of knowledge and understanding of network marketing. List them all would be endless, but I want to highlight among them Martha Silva, Daniel Aguirre, Feyve Giraldo, Héctor Fabio Pineda, José López, Andrés Cicery, Marcos Caicedo and Jhon Roa.

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Thanks to Santiago Marín and Graphic Styles Design Studio for the design of the cover and layout.

Thanks to my team without whose confidence, determination and discipline, nothing would be possible. Of course, thanks to my family for all their love that becomes my life energy.

Thanks to those who decide to transform the world every day, only wielding a fierce will and determination as a gun.

## PROLOGUE

The Caesar's effect? I did not understand it. Only when I drove myself to that ancient time I could feel the great frustration of that ruling man to take a look in the mirror and did not look like a man whose dreams were fulfilled.

The story of Gaius Julius Caesar, undoubtedly resembles the reality of millions of human beings whose lives have been immersed in a routine in which achieving their dreams is not a priority, or in the tangled day to day feel a great desire to escape and get freedom.

However, when I stop for a while to observe the reality of our environment, I can say that we live in an era of instant gratification; If we want to listen to any song or read any book, we can download it within minutes. If we are hungry, we just ask for food and it comes to the door almost immediately and so much more. Unfortunately, we expect that kind of speed when thinking about fulfilling dreams and for many, a dream is to achieve financial freedom.

Yes, freedom... To do what you like more, share with people you love the most, when time and money are not an obstacle. The amazing thing is that many people go wandering aimlessly, in spite of having studied, many degrees, or in some cases, without any study, very few with great determination; but they all try to solve the question of if they can achieve their dreams...



Until a moment ago you could ask where are we going to stop? I have so many years and I've not fulfilled many dreams, will I achieve them? I want to tell you that from this moment it will be fascinating to explore carefully, every paragraph of this wonderful book.

From my experience as a professional networker, I dare to say that this clear content was needed, to put in context the people to a new economy, a new profession or better, a "new revolution", the *Network Marketing*.

It returned me the opportunity to share more time with my children, with my family and make lots of money. Thanks to it we are hundreds of thousands who live an experience of financial freedom.

After meeting such a wonderful person as my friend and profession mate, Moses David Hernandez, I have discovered his greatness from the being and his great interest to help those, who like him have looked themselves in a mirror and disappointedly, have only seen a sad reality: that the years have passed and are not people of fulfilled dreams.

I admire of Moisés, his discipline, his capacity, his knowledge and his great professionalism, but with all this, reading the contents of this magnificent book, his previous achievements are dwarf.

The reason is simple! He had the ability to enlighten us through a historical framework, the different stages of the revolutions that left indelible traces in mankind, and

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therefore puts us in a context that clearly shows a way to fulfill those dreams.

Because of this, you will know that the secret to achieve everything that you've dreamed of going directly linked to being, through this industry or better, this new revolution, *Network Marketing*, you will be able to impact as many lives as the purpose of your life is.

Because of the above, you can be sure that studying each chapter, you will understand how simple that is and what necessary it becomes to use this new tool to achieve your dreams.

So, let us move forward, and let's don't stop. It's time to explore the new revolution, the new profession, Network Marketing!

Moisés, I appreciate you and appreciate your simplicity to express such great knowledge that without a doubt will impact thousands of lives and thereby you will help so many people to get a look of hope in those who will be given as a legacy, the building of a better world.

**Martha Silva**

Professional Networker