



Frequently Asked Questions on Building a Nikken Business





Question # 4

“How do I start to plan to get my Nikken Business started”



A Deep Dive

We just had Master day and today I want to cover in more detail what I presented.

The following 6 points that were brought up can be the make-break of your success with Nikken, they are that important.

I want to take each one and drill down to get all the details and the supporting information so you see and understand the importance for yourself and those you bring on and help.

This will make a huge difference in what you do and the results you get and you will be more attractive to those you speak with.

01

What do You Want

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Knowing What You Want

You can't get what you want until you know what you want,
You can actually decide on what you want and go and create it.

Income

Freedom to do what you want

The ability to enjoy your life and raise your family well

Help others

Retire better

Travel more

Each of these has a cost factor, that when known can be created

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Nikken is a Business

Nikken is a business that distributes lifestyle products through a network of Independent Distributors. The more products that consumers buy the more money the company earns.

Therefore the more products that an Independent Distributor moves himself and or from those in his organization, the more that distributor can earn.

Therefore when one understands how the business works, what structure best delivers what is needed and what methods should be used to get the desired end result one is after, getting them is simply mapping this out and doing the required work.

If it takes 10 people to move the furniture in your home to another home and you want to move then you need 10 people to make the move.



Knowing What You Want

Let's use "time freedom" as something you want.

What does that mean ... needs a definition, does this mean work less, or take more days off or the ability to do what you want when you want.

In today's world this means that either your job needs to pay you so you have the time freedom you want or you need to do something that will.

So, what then is the actual economic requirements, let's get real here as this is going to get you to confront what you actually need to DO!

Helpful hint...look at your monthly budget, relate that to your current income and then look at what you want. This should give you some kind of number.



Nikken is a Business

Nikken will give you a check when you create sales volume and qualify.

Therefore, if you want time Freedom, if you want to help others, If you want to put food on the table, a roof over your head and clothes on your back and you want to do Nikken to get that, It was going to require some kind of cash flow.

Once you know how much, then you can learn the rest of the puzzle, what to do, where to work, how you could earn, structure and the lot.

We will deal with that stuff next.

Write down what you want and then figure out the costs for that and then that's the number you will use to set the Goal.



Knowing What You Want

Most people I knew who made this work did this because of the economic success that could be created and because of that they saw that possibly they would be able to do things they wanted to do but couldn't before.

It's the product that allows us to build a business and get what we want, but it is the business that we create that creates the energy, fuel, money required to do what we want. It's not free for most.

This then understood gives you the ability to present to others. If you want something ask yourself this question, "Is there anyone else in the same boat as me?"

This is VITAL, CRITICAL, IMPORTANT, NECESSARY, a must and the only way you will really make this work the best.



02

The Nikken Plan

Choices

Learning the Plan

You saw what I did to learn the plan. The key to this was in really getting what activity would create the most for what I wanted.

So the first step and once you have your number for what you want is to look at each income area and then figure out what that means based on the method you choose.

Let's say that what you want is \$10,000 per month and this is simply an example to show you how to do this step or teach this step.

So the answer will be in understanding what is required to be done and what are your resources to get them done and those are time, people and money.

There are two ways to earn income selling product or signing up distributors that sell product and sign up other distributors that do the same.

You can easily figure this out by looking at each area and then see what would be required to to be done to earn the desired amount.

Earning and the Related Activities

Retail Pays 20 % of the Retail Price

Personal Retail Rebate pays up to 20% on the CV volume for a retail sale.

Personal Group rebates runs from 5% to 15% on the CV of the Directs, or Executives CV leadership bonus is 6% up to 6 Levels below. On their entire groups CV

Power Start is 100 Nikken Bucks plus the income on the 1,500 Points

Club Kiai is 500 Nikken Bucks Plus the income from the 12,000 Points

Club KIA Pro is a travel incentive valued at \$2500 Plus the income from the 40,000 Points

Team Kaizen Travel Benefits plus the income from the 50000 points.

Team Taishi Travel Benefits plus income from the 80000 points.

Life Style Bonus earn monthly based on Rank and Sales Volume \$500 to \$2000



Learning the Plan

In the video Frequently Asked Questions A & B “I’m new to this, how does it work and how can I earn a living” I use an example of earning \$10,000 per month.

You can review this video and then continue on with this one.

From experience building a Network is going to give you everything you need and want because you get both retail customers and independent distributors while doing the activities that are known to work.

Learning what all the aspects of the plan are will allow you to maximize your efforts and get the most out of doing this.

The fun is in the journey and you will get all the prizes you want buy building an organization of Independent Distributors and these are individuals that want to solve a problem, an issue or get something they desire or need or want and they are serious about doing so.



03

How Does it all Work

ACTIVITIES

The Mechanics of How It Works

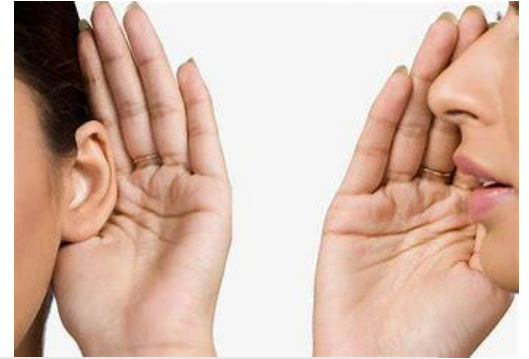
By helping those that called in, this is what I found out
Word of mouth.

When someone gets a benefit using
the products and tells others.

When someone does well doing this
as a business and tells others.

By doing activities that have been
proven to get these results, which is
sharing them with others.

Finding out what others need or want
in terms of their health, lifestyle or
income needs.



Product Benefits



MONEY

Go to Work

With all the people I ever spoke with, the checks I saw, the results I observed over the years, there was no secret to what made this work and there was no special sauce or super science on how some became successful. It all boiled down to basically a few simple things.

Communication

Finding out what is needed and wanted followed by

The ability to present what you offer

The persistence to continue asking and

The willingness and desire to do what must be done to reach a goal

In other wordsGO TO WORK and do the activities that are

known to create results, and don't quit till you arrive.



This was the Next AH HA moment



**Beauty is in
the Eye of the
Beholder**

Check out Take a Look on www.daverolfe.com https://youtu.be/sE5Ymh_4Q2w

Once you are in it's no longer about you, it's all about the person you are speaking with. Remember "Beauty is in the eye of the beholder"

1. George my first distributor - out of work
2. My second partner Howard – benefits from products
3. Chuck from an ad in the paper – needed work with lots of upside
4. Jim from Colorado - products curious
5. My neighbors Ralph and Geri - lifestyle solution
6. My new next door neighbor Michael – lifestyle economics potential

Each of these individuals got involved based on solving a problem, fulfilling a need or desire and when they saw that they could possibly get what they wanted by doing Nikken, they joined.



The takeaway here is that your results depend on how you approach someone and the questions you ask and the direction you take.

Another hint: you are not looking for those that won't or those that disagree with you or those that don't believe in what you do or what you represent.

You are looking for those that will. Those that need to and want to survive well seem to be the best candidates.

Not everyone will play or should play

Your front line partners need to be on the same page as you are and not forced into it either or convinced. You usually have to convince them that what they want is doable but that is easy to do today.

Focus on income and you will have a much easier time finding distributors and building a team.



04

The Potential

Where the heck are you going

Your Distributorship is a business and **You are the CEO** and your job is to solve problems and get results.

The potential of doing Nikken is truly unlimited. It all depends on your dreams and desires and how much work you are going to do to make it happen.

You expand and grow by delegating and when you create a Leader then they become Independent and repeat what you do.

This is delegation and this then creates the expansion and growth you need to meet your goals.

Find some good reading on CEOs, big help.



There are basically **two activities** you do to generate Income with Nikken; **Retail and Sponsoring Distributors.**

Depending on what you want, determines the activity that is going to work best for your situation.

We just saw that the retail activity will pay a potential 20% plus a rebate based on your Rank.

The **Leadership Bonus** activity will pay a potential of 6% up to 6 Levels below you.

It was this last area that gave me the biggest ah ha. This was where the **potential earnings power is the largest** and based on our history has been **the primary area for Residual Income.**



Leadership Bonus: a bonus of 6% of the CV of a Silver or above in your organization and these can be earned up to 6 compressed levels below you.

A Theoretical Distributorship

In theory, if you sponsored 6 on your front line that all went Silver, first Leadership Level and they in turn did the same sponsored 6 on their front line, and they all went Silver and then this group did the same and all went Silver, you would have a total of 258 Silvers/ Leaders in your organization on the first 3 levels below you that you could earn 6% on, based on their Commissionable Volume (CV).

First Level 6 Front Level Silvers who expand by getting 36 below them

Second Level 36 Second Level Silvers who expand by getting 216 below them

Third Level 216 Third Level Silvers who in theory would get (1296)

As an example, lets say you earned \$30 for each Silver (258) each month.

First Level Earnings $6 \times 30 = 180$

Second Level Earnings $36 \times 30 = 1080$

Third Level Earnings $216 \times 30 = 6480$ See how this increases the deeper you go

Remember **this is theory** but at the same time, if it were created it could be reality.

What Activities do I do ?

Therefore, **I needed to sponsor individuals** and then based on how the Compensation Plan was designed and pays out, **build each as deep as possible**, the deeper you go the more you make, build depth and earn the Leadership Bonuses, **built deep enough and you create “residual Income”**

I was taught how to build and the name given was “Tap Routing” build 3 levels of leaders in any leg you start. If you were a Gold it would mean 3 Golds deep no matter what level they were on, 1st ,5th or 10th, same for any Rank.

This of course would take time, how much, was not yet known. But that was not as important as my “ah ha moment, **identifying the right activity that would produce what I wanted.**



05

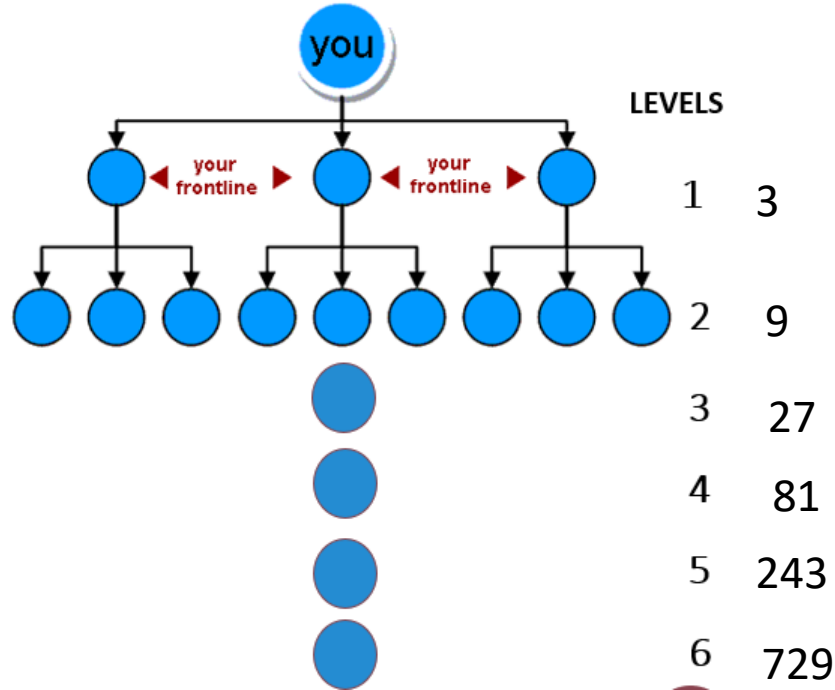
What to Do

How it all comes together

The Theory of Organization Growth

The further down you develop your group, the larger the number of distributors you will have. You can see an example of this on the right side of this page.

The concept is, If your goal is to get 3 and you teach that, then in theory it grows at the same or a similar rate, all the way down.



Sponsor 3 on the front line who each do the same and this would create 9 who sponsor 3 each and this would give you 27 and each would create 3 which would create 81 and each would create 3 which would create 243 who would each create 3 which would create 729

The Plan and Strategy

This is an opportunity to create a distribution business with Nikken. We market Lifestyle Products that everyone needs and uses every day. The business works by Word of Mouth, by finding out what people need or want.

We are all on the same plan created by Nikken, which makes it easy to learn and pass on.

The plan pays out in many different ways, commissions, rebates, overrides, bonuses, travel rewards, product rewards programs and company travel bonuses.

From experience for almost 32 years, the majority of the income that can be earned comes from building a Distribution Network and earning Bonus Income from that activity.



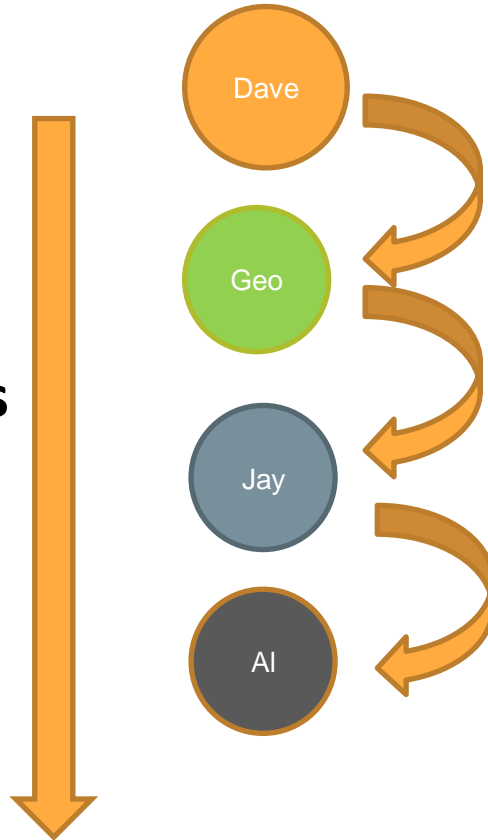
Build Depth/ Build a Team

You sponsor

George who Sponsors

Jay who sponsors

AI .



I sponsored George because he wanted to earn a living, was between jobs and liked what Nikken had to offer.

Once he was on board and based on the way I was taught, my first priority was to help him build his team.

He found and sponsored Jay who got very excited and he sponsored AI.

AI was motivated and built a team very quickly. With all of our help we went down another 4 levels, created a team of 43 Distributors and customers and this made the 4 of us Silver Distributors/ Leaders.

06

The Structure

A picture says a thousand words

What is Structure



Gold Qualifications

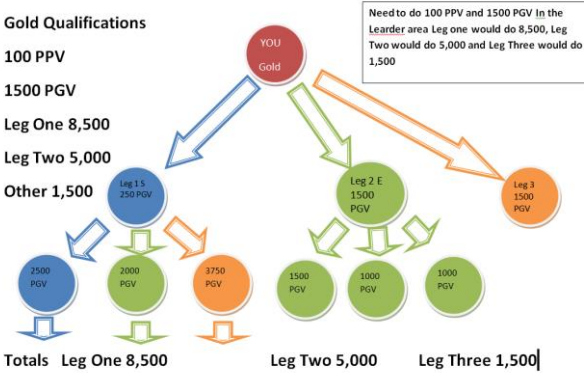
100 PPV

1500 PGV

Leg One 8,500

Leg Two 5,000

Other 1,500



RETAIL SALE



NEW DISTRIBUTOR



INDEPENDENT DISTRIBUTOR & TEAM



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INDEPENDENT DISTRIBUTOR & TEAM



YOU



AND YOUR TEAM



INDEPENDENT DISTRIBUTOR & TEAM



Structure

From a picture, one can **create a Plan and a strategy to build it**, just like an architect would to build a building or a house, as the end result is made up of components and based on resources and activities.

This business is the same and just like any other business. You have Goals and you have methods, you have rules and you have activities. You have a plan to operate on and it's up to you to utilize this plan and create what you want by visualizing the right structure to build.



If you don't know where you are going it's difficult to arrive, and by experience and observation, the only reason that someone doesn't make this work; is either **not understanding what to do (Learning)** or **not doing enough of what needs to be done based on the situation at hand. (doing and Intentions)**

Success is learned behavior and results come about by doing the activities that are known to create results.

Summary

How do you make this all work

How to Make it Work

1. **What you want**, so you can work on what to do to get it
2. **The Compensation Plan**, so you understand your options
3. **How it all works**, so you can focus on the right activities for what you want
4. **Potential**, so you get motivated and inspired to go to work
5. **What to do**, so you build depth and build a team and get help
6. **Structure**, gain vision so you can plan and strategize and show and tell

The rest is all about **DOING, DOING, DOING**

You can't just sit on an mountain top and dream about building your business and hope, pray or wish it happens, you actually have to DO what is necessary. GO TO WORK It's actually a blast

Thanks

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