

My Story- 1991 and Beyond

Let me tell you my story.

I had just basically gone broke with a franchise opportunity. My partner and I started a distribution business in Los Angeles utilizing a colloid based cleaning product. The manufacturer was in Arizona.

This was a revolutionary water based product that would eat oil. We had most all the La District Schools, many government offices, but margins were small and we needed huge volume.

We had set up territories and as the Master Distributors, supplied to all of Southern California.

Now the manufacturer went broke and could not deliver and basically we were left holding the bag so to speak and I was stuck between a rock and a hard place.

I had a new blended family with 3 kids and needed to make about \$8,000 per month to pay the bills. This was not something I had planned, and I was basically unemployable.

It was late summer and I was wrapped up in dealing with all of our dealers and working on making sure we could deliver what had been sold and was in inventory, when I got a call from a past business associate, Clay.

Now I had done business with Clay 8 years earlier but I had not done well.

He called me up and here's what he said.

"Hey Dave there's this New Japanese company in town, they are selling Magnetic products and I think you should get involved."

Needless to say, this didn't get my attention other than thinking about "refrigerator Magnets". I thought that well there was a guy who made a fortune with the "Pet Rock" maybe there is something here.

I didn't give him the time of day to explain, as my head was wrapped up in wrapping up my business and paying the mortgage. You know the drill.

Anyway I had done Herbalife with him and had been involved with Networking since 1975 but without much if any success and I had basically come to the conclusion that it wasn't for me and I couldn't do it.

I'm sure you can relate to that right? (*usually they would make a comment of if they had tried Networking or that they agreed with me. I would then deal with this now or at a more appropriate time*)

Anyway being the entrepreneur that I was, I was a bit curious so I did some homework. First I found out that these were not refrigerator magnets but health benefiting magnets, this was huge.

Now he kept calling me and sending me tapes with testimonies and information on the technology and along with my research he was beginning to peak my interest.

I knew that timing was everything with opportunity. I knew that Networking had a proven track record but I was very uncertain about myself based on my track record.

Christmas time was pretty bleak and no one was calling me regarding a job and I needed to put food on the table.

I saw that the product worked and created results. I saw that this company Nikken was growing like a weed and Clay provided me with support and agreed to help.

With that I joined the company.

I borrowed \$3000 from my mother in law to get started and Clay paid for my membership. I mean this was a bit embarrassing but I was broke. The cleaning business literally cleaned me out (*usually got a laugh there.*)

Well I'm on my way to making about \$120 K this year and I would love to work with you as I know we would make a great team.

By now you should have his/her interest and it would be at this time I would ask if they were ready to hear the whole story, and this is your Presentation.

Notes about my story:

My story basically remained the same throughout my first 8 years of building the business. The only real changes were the amounts earned.

In speaking about earnings I always used “**I am on my way to making_____**” and this was based **on the Goal I had set and my plan I was following.**

In 1991 I ended up earning \$119,000 and my Goal was \$120,000.

I was gone for the next 3 years 92, 93 and most of 94. In those years I averaged close to \$100 K per year.

In 1995 my income doubled to over \$200 K

1996 it went to \$400 K

1997 it went to \$800 K

1998 through 2000 was well over a million each year.

I wrote my book in 1999 and it was published and sold starting in 2000.

Now each year my story would change but only in the success area and results.

Remember in telling your story, the idea is to stimulate in your contact, the problem, issue, challenge that he/she has and show how the Nikken Opportunity is the right Solution.

If they are in a similar situation as you, then they can relate totally with your story and they will be ready to hear the whole idea which opens the door to make the presentation.

Remember How the Business works in the beginning. Lesson 4.

Therefore, you want to write out your story and you can use mine as an example and this then will be what you say over and over again.

Remember that each new person has never heard your story; it's all new to them.

Stay excited about it.

Now as a hint you can make short versions and long versions as you practice because sometimes you only have a short amount of time. These have been referred to as your "elevator speech".

Here is some more important information.

If you had a great product experience then use that as support, validation for the reason of there being a huge opportunity.

Sell the opportunity; validate it by the results of the product. Remember what you have learned, if you want to build a large business. It is opportunity driven, backed up and supported because the product creates results.

Now go write out your story and go build your empire.