



# Take a Look

# 6 What Does Your  
Business  
Make/Create/Produce

# Introduction

The Take a Look Series are short videos with instructions on specific topics to learn, plus instructions and homework in a practical exercise.

They are designed to help you understand exactly what needs to be done, one step at a time, so you can apply what is learned and then go build your business.

As you gain an understanding of each topic your skills and ability will improve dramatically.

I hope you enjoy the series.



## # 6 What Does Your Business Make/Create/Produce

Hello,

Today I'm here to tell you all about what your business makes or in other words what is it that is created because of what your business does, what does it produce.

When you are finished listening, you will want to get with your sponsor and fully discuss what you are making so you can make sure you are on the right track.



**Dave Rolfe**

# Defining a Product

If we review Take a look # 3 Show Me the Money, you saw that there are two basic ways to earn an income which then leads to two different activities to do what is necessary.

Retailing is basically an activity of selling products to customers and your activities create a product for the company Nikken, called happy and satisfied customers that want more Nikken products.

Building a business is a totally different activity and the activities you do create a different product, one with an ongoing value, with growth and longevity.

Both of these activities require the same basic skills, the ability to communicate and what is different is what is said or presented. Both handle needs, wants and desires. Both help provide solutions to issues or problems.

For this lesson we are going to focus on the Business Building portion.



# Defining a Product

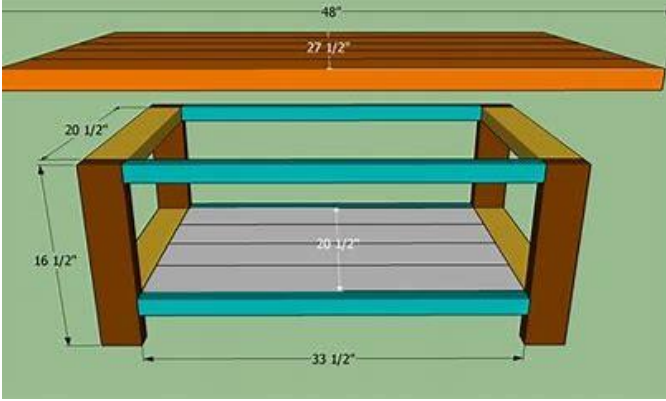
If you go back to the second **Take a Look, Getting Started** you went over the **Organize video** and one of the points discussed as part of getting organized was **What is the actual product that you are producing as a result of all the work being done.**

We can **define product as:** something produced: a commodity, something (such as a service) that is marketed or sold as a commodity, something that has a value that can be used to acquire other things; like producing a car that then gives you cash.

How would this be applied to your Nikken business.

What does your business produce that it can exchange for something you need, want or desire.

If you need income, what would need to be produced by your business that could be used to get the income you need. Let's look at an example.



# How Does this Work

You own a business that makes wood coffee tables. You have several designs that you make and these designs require raw materials, labor to make and assemble them plus facilities and equipment.

So your business then produces, as a result of all the work, coffee tables that people buy and pay money for. In other words the end result of what you do, planning, purchasing cutting, gluing, measuring, ordering, designing, **creates the product of a coffee table** and this coffee table **has a value**, which **can be exchanged for other valuable things, such as money**.

My wife and I just remodeled our home and bought a new coffee table for the living room and we paid the manufacturer good money to have it delivered and assembled in our home.

I mean this is what most of America does on a daily basis, it produces things that others want and buy.

Now if you were in business and **you didn't have a product that you produced then there would be nothing of value that could be used to provide you with what you want, Got It!**



What is Value?



# What has Value

Now let's look at your Nikken business in a sequence of activities and things being produced from start to finish that then create value

**Contact someone-** one is producing someone to talk to by creating a list or by advertising or using social media. If you want to move on then you need to produce contacts so you can communicate with them. A good list has value.

**Find out what is needed, wanted, desired-** one is producing important and relevant information that indicates problems and issues to be solved. Finding out areas that can be solved creates value.

**Provide a Solution that you found was needed, wanted or desired-** successful and workable solutions that those you speak with see, understand and move forward with. These can be extremely valuable.

**Create an agreement and understanding between the two of you to move forward-** create an agreement to proceed. Once made this agreement is very valuable.



# What has Value

**Help them get trained and educated-** a knowledgeable distributor that knows what to do to get what they want. This could be extremely valuable

**Help them learn what to do and How to do the required activities** – a distributor that can apply the knowledge and begins to develop skills and starts to get customers and distributors.

**Help them Plan and Strategize based on what they want and their circumstance-** a distributor that can create a plan and execute it to get what they want

**Help them get what they want by helping them build their business-** a support system, the aspect of team spirit and active help like ABCs.

**Help them become successful Independent Nikken Distributors-** successful independent distributors that are getting what they want which is accomplished by monitoring activities to results and providing guidance and support.





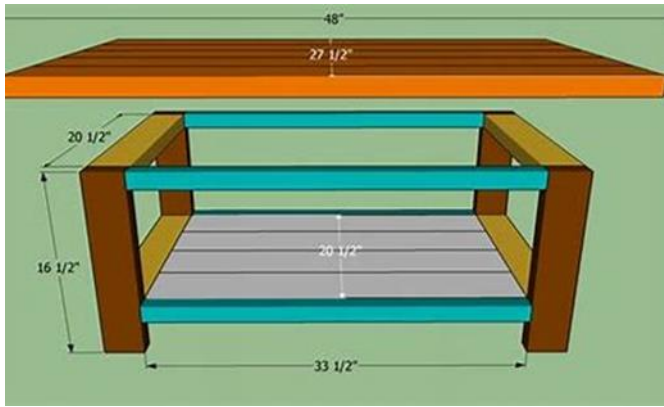
# The Product

The actual product that all your work produces is **successful Independent Distributors**, in your organization somewhere. Now there can be many descriptions that fit this definition.

You could have a Silver, a Gold, a Platinum, a Diamond or Royal Diamond ranked Distributor, that are successful so you then need to set the bench mark of what that means for you or more importantly what does this mean to them, the person you sponsor, or the distributor in your organization.

Therefore we really need to define and agree with each person/ distributor what a successful Independent Distributor is or we could define it in terms that everyone could agree with like a **successful distributorship makes more than they spend, is viable and making a profit and the distributor is working successfully toward getting what they want**, something like that.

Now there is a very important reason for this.



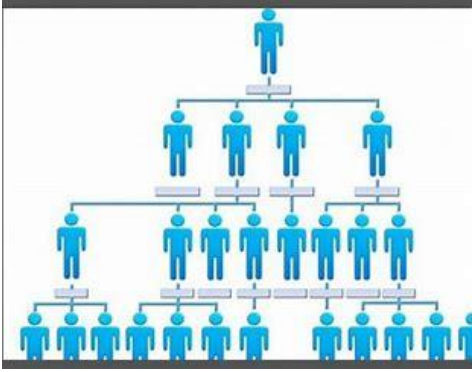
# What are You Producing

In the last **Take a Look, # 5 Plan and Strategy** there was an understanding that getting what you wanted depended on

knowing what you wanted, having the willingness and desire to go after what you want, having a plan to get what you want, making a decision and then doing the correct activities in a sufficient quantity based on who you are and your circumstances.

The key question is **“what are you producing, creating, making, that’s going to give you what you want ?”**

Let’s look at another way of understanding this as it is vital and that is your coffee table business. If what you make is not desired, needed or wanted then no one will buy the coffee tables you are making and you won’t get what you want.



# How does the Structure Play a Role

Now you go out and start building your business and you find someone that wants to make some extra money. You sponsor them and then do nothing to help them build, they struggle, they have a hard time trying to figure out what to do, they get sidetracked and end up doing something else.

As a result of not helping and supporting and making sure that you did everything possible to help this person become successful **the product of your business was not produced and you didn't get what you wanted.**

Now so this makes sense, not everyone will do what is required, which then suggests how important it is to help those that really want to and to understand how structure plays such an important role.

# What Does this Look Like

Goal 8,000 per month

133,333 CV 8,888

205,128 PV 13,675

256,410 RV 16,424

Number of Leaders

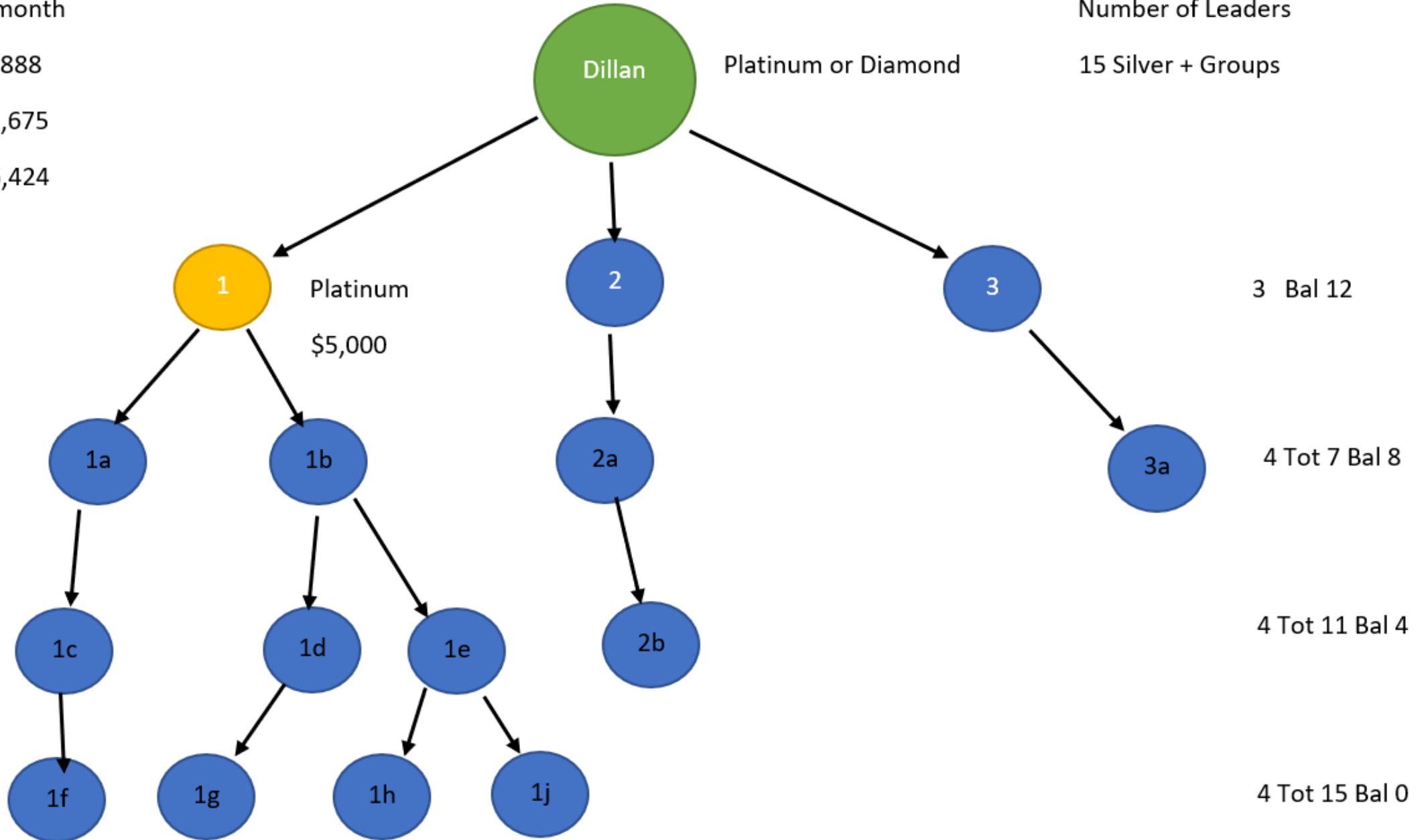
15 Silver + Groups

Level One

Level Two

Level Three

Level Four





# Number One Wanted \$5,000

In this example of earning \$8,000 per month you needed to have your # 1 distributor get to the Platinum rank with a team of 9 Leaders with their groups, generating a CV of 80,000.

If that was what # 1 wanted, \$5,000 income, then you would have produced with all your help, effort and actions this **Successful Independent Distributor**.

**This is what your business makes, creates, produces as a final result of all the activities.**

Why is this so important to know and understand.

Let's go back to the coffee table business for a moment. **If we produce a great coffee table that people like and buy then we can attract more buyers, it's how business works. Word of mouth, advertising, referrals and recommendations.**



# The Right End Product

What I observed while building my business was that it became easier with more results. In other words if I had a good result I could use that result to share and attract others.

So, if I built one leg and got it going and created a team and built it in depth down 4 or 5 or 6 levels below me, things started to happen and people started to make good incomes and I was able to use that information to then support the idea of what Nikken represented to begin with or what I was asking for.

This then made it easier to get others involved. Now I did start from Zero and I focused on building the RIGHT STRUCTURE and the RIGHT END PRODUCT of a SUCCESSFUL INDEPENDANT DISTRIBUTOR.



# Create What is Needed or Wanted

Now let's take another look at your coffee table business.

The product you are producing is a coffee table that people like and buy and based on demand that you create by promotion and other means to attract more attention.

Now if you didn't produce a good coffee table would you be able to attract attention, would you spend a lot on promoting, would you feel good about what you were doing.

However if you did produce a good coffee table and people really liked it then they are going to tell others and sales are going to increase.

You can use this data to attract more attention and then sell more coffee tables.

This is business 101 and what makes or breaks any company.



# Success Breeds Success

You start your business and you know what you want. You get out and find someone who wants what you want, \$5,000 per month, and you do whatever you can to help them build a nice Platinum business like the picture showed and they are earning \$ 5,000 per month, producing 80,000 CV per month.

Do you think that this would help you find others that wanted to build a nice business, especially if they knew that that \$5,000 could easily double to \$10,000 with the right guidance and direction.

Now this would mean that when you sign someone up the objective is for them to be a successful Independent Distributor by definition. Anything short of this doesn't really work.

Success then is a relative term and can be very different to many people, so you need to create that agreement with anyone you are working with. Got It!





# Make the Decision

Now it's decision time. You can see what it takes to create a Structure that can produce the volume to create the income that gives you what you want correct! And you can see how many individuals, how many groups, and on what level right!

Now what makes this happen? Understanding how it works and what activities need to be done and what you are going to produce as a result. You can then monitor what you are doing and correct what isn't working and add more of what is.

Go over the Take a Look series and you will see what Nikken has to offer and what you need to do, it's like you are the conduit that allows others to find out.

The next Take a Look will show you what is important about your Back Office and then following that will be all about monitoring your business.



# Steps to Take

Based on the Map step one would be to find # 1, a key partner to your team and a future Platinum or Diamond with a minimum of 9 groups below creating a total monthly cv volume of 80,000 plus points.

That is the product that you want to create, make, produce. When you do, it will have a great value. Now add into this more of these products and before you know it you will reach your goal and objective.

Now let's really put this into perspective because it's what you produce that must have a value so that it can give you what you want.

How much value does a successful Independent Nikken Distributor create?

Let's say 5,000 per month \$60,000 per year, \$600,000 in 10 years \$1,800,000 in 30 years and that's just one successful Independent Distributor. Got it!

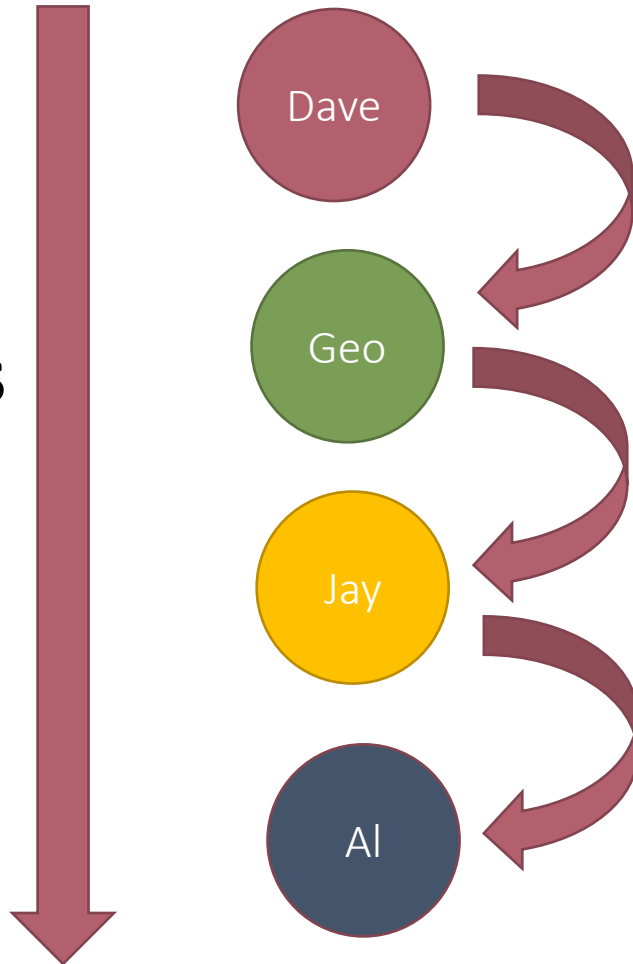
# Starting the Process -My First Distributor

**Dave sponsors**

**George who Sponsors**

**Jay who sponsors**

**Al .**



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 Al.

Al 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.

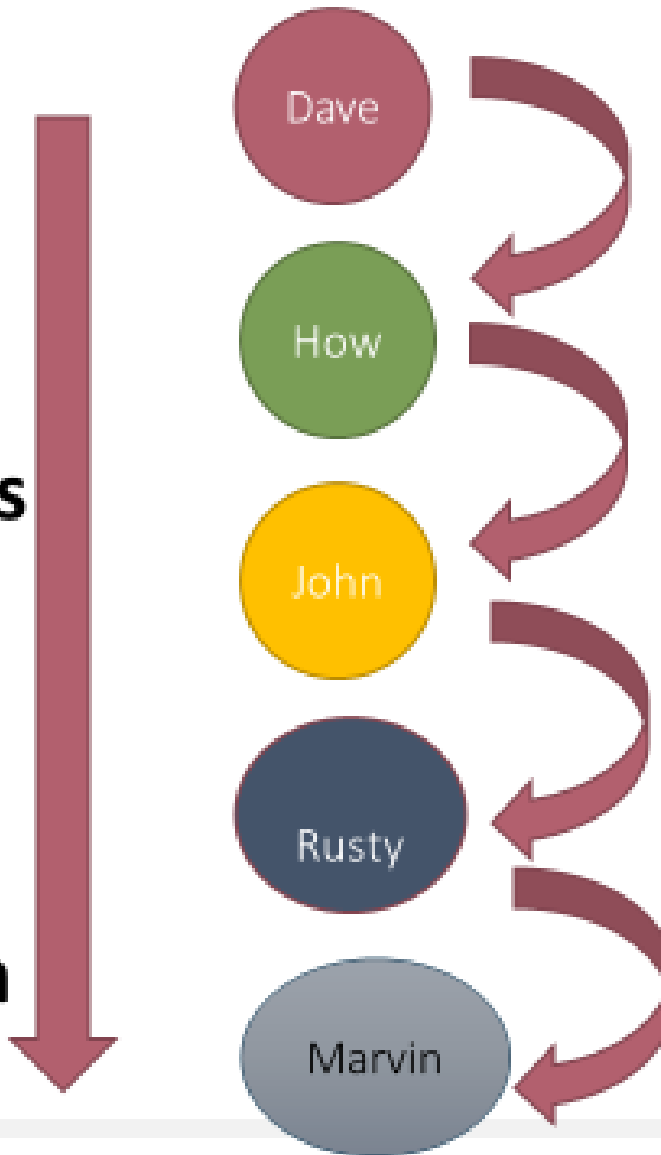
# Howard My 2nd Distributor

**Dave sponsors**

**Howard who Sponsors**

**John H who sponsors**

**Rusty who got Marvin**



I sponsored Howard because he had a great product result and he saw the potential and wanted to go after that.

We simply repeated what had been done with George, my first leg and he found and sponsored John who got very excited and then John sponsored Rusty.

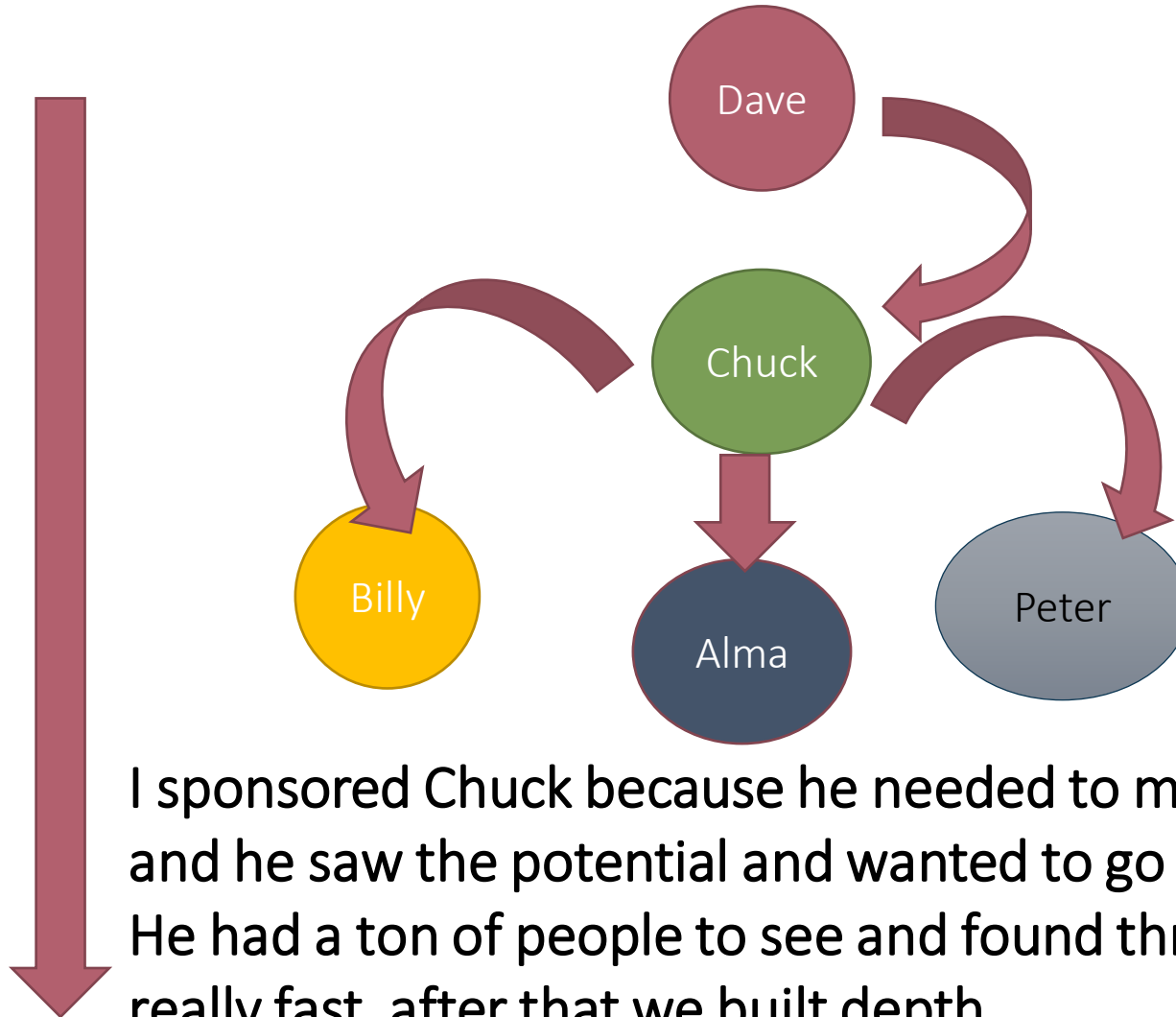
She was motivated and built a team very quickly. With all of our help we went down another few levels, created a team of 60 Distributors and customers and this made the 4 new Silver Distributors/ Leaders.

# Chuck my 3rd Distributor

**Dave sponsors**

**Chuck who Sponsors**

**Billy. Alma and Peter  
all front line**





# Define what You are Making

When you define what you are producing and you understand what needs to be done to produce it and like your coffee table business you line up all the necessary steps that are required and you create a desired result then you will be able to get what you want.

Your success depends on how many you help become successful.

Now what makes this happen?

Understanding how it works.

What activities need to be done and what you are going to produce as a result.

You can then monitor what you are doing and correct what isn't working and add more of what is until you create the right product and one that has value.



# Your Homework Assignment

What we covered today is the idea that your business actually produces a product that it then can exchange for other goods and services. So, if you produce a Platinum Distributor in your organization that earns \$5,000 per month and generates 80,000 CV then I would say you have produced one heck of a great product.

**Knowing what you want:** Get together with your sponsor and work out what kind of products you need to produce to get what you want. Once this is done, map out the activities that are required to get there.

Review all the Take a Look series as the answers and examples are all listed in those videos.

If you run into anything that doesn't make sense, stop ask you sponsor or mentor to clear things up and then proceed. If you can't get any help please contact me.



# Thank You

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