

**UNDERSTANDING
YOUR OPTIONS**



UNDERSTAND WHAT WE HAVE

We have many choices in what we do in life, but for most of us we don't have a choice to not work, as we all need money to live life and pay for what we want.

However we do have choices in what we do to earn a living and it is smart to understand what you have available.

Then you can make decisions that really impact your life and this can help get you what you want.

Dave Rolfe is an author and successful entrepreneur who now spends his time writing and teaching others on how to be successful by developing a business using a proven model for success in the direct sales industry. You can find his information on www.daverolfe.com and you can reach him at daverolfe@earthlink.net.

INFORMATION

HIGH NET WORTH INDIVIDUALS

There are 1,821,745 Households in the US with an investment portfolio of \$3,000,000 or more

There are 115,630,236 Households in the US

SUCCESS

1 out of 5 earns \$100,000 per year

1 out of 25 has a net worth of \$1,000,000

94 % of the very successful have a clear purpose in life

FACTORS RELATED TO RESULTS

As a whole the group is obsessed with good health

Most own their own business and according to the Federal Reserve they are worth way more than wage earners, way, way more.

HOW TO USE THIS INFORMATION

If you need to earn a living you owe it to yourself to understand the benefits of building a business for yourself and one of the benefits lies in the data above. It is important then to know what choices you have in a relationship to the work you will do.

TRADITIONAL NEEDS

5 Things You Must Do to Successfully Launch a Business

1. Validate your idea.
2. Shore up your plan and budget.
3. Build the right team.
4. Establish a support system.
5. Respond to feedback and refine your model.



WHAT ARE THE STEPS IN STARTING A BUSINESS?

- 1: Write a Business Plan
- 2: Get Business Assistance and Training
- 3: Choose a Business Location
- 4: Finance Your Business
- 5: Determine the Legal Structure of Your Business
- 6: Register a Business Name ("Doing Business As")
- 7: Register for State and Local Taxes
- 8: Obtain Business License and permits
- 9: Understand Employer responsibilities
- 10: Possibly find Local assistance



There is a lot of work that one needs to do just to get started and then there is the capital required, the time to do all this and then the statistics on success are another thing to deal with.

WHAT ARE THE SUCCESS RATES FOR NEW BUSINESS

It's mostly said that 9 out of 10 startups fail. So, the success rate is roughly **10%**. But hardworking, creative and persistent people maximize their odds of success by rapidly improving on all aspects of their startup.

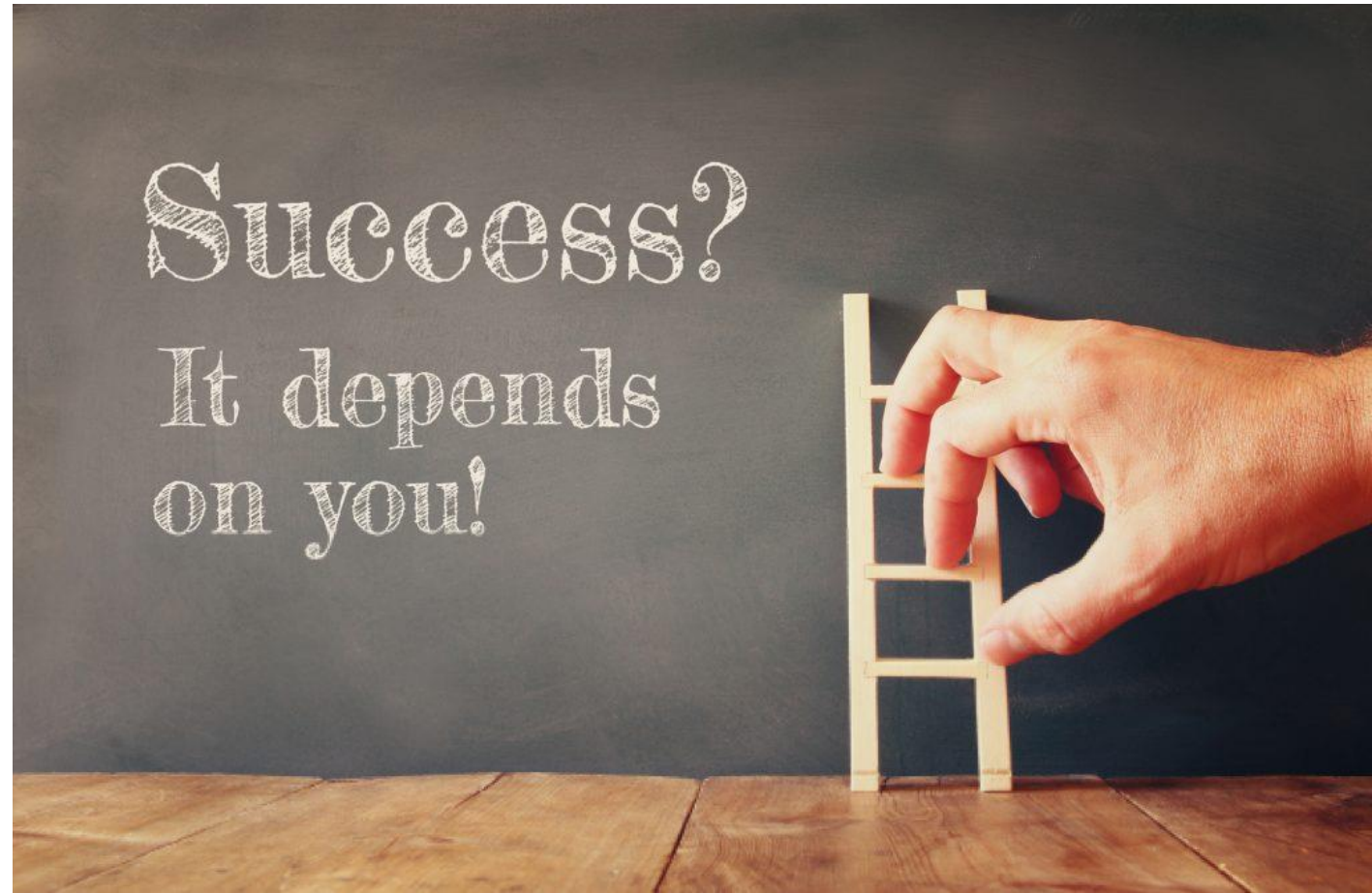
The Small Business Administration (SBA) defines a "small" business as one with 500 employees or less. In 2019, the failure rate of startups was around **90%**. Research concludes 21.5% of startups fail in the first year, 30% in the second year, 50% in the fifth year, and **70%** in their 10th year.



WHY DO SO MANY SMALL BUSINESSES FAIL?

According to Investopedia, the five most common reasons why small businesses fail are;

1. lack of sufficient capital;
2. poor management;
3. inadequate business planning;
4. overblowing their marketing budgets.
5. cash flow problems.



WHAT IS IT THAT WE DO AS FAR AS WORKING IS CONCERNED?

According to Websters

Work is defined as

1.a: to perform work or fulfill duties regularly for wages or salary

b: to perform or carry through a task requiring sustained effort or continuous operations

c: to exert oneself physically or mentally especially in sustained effort for a purpose or under compulsion or necessity

d: to function or operate according to plan or design

e: to produce a desired effect or result: SUCCEED

WHAT IS IT THAT WE DO AS FAR AS WORKING IS CONCERNED?

The U.S. labor force reached a high of **164.6 million** persons in February 2020, just at the start of the COVID-19 pandemic in the United States.

Therefore one could conclude that the majority of our working population works at something.

There are 31.7 million small businesses in the US. Out of which, 25.7 million small businesses have **no staff member**, and 6 million businesses employ paid workers.

CHOICES



WORK FOR SOMEONE ELSE

Under their control
They are making the profits
They get to play while you work
You can be fired at any time



PURCHASE A FRANCHISE

These can be very expensive and most can't afford them.
There is no guarantee
Stuck to the business and very little free time



START YOUR OWN BUSINESS

Validate your idea.
Shore up your plan and budget.
Build the right team.
Establish a support system.
Respond to feedback and refine your model.

BUILD A DISTRIBUTION BUSINESS WITH NIKKEN



You basically do the same things except you are building a team and creating residual income that you can then enjoy for a long time. You're not stuck behind a desk or in any geographical location. You choose and you decide

WHY IS THE NIKKEN BUSINESS MODEL UNIQUE AND DIFFERENT?

The idea has been validated
The ability to have and get
feedback is already in place
Training, coaching and mentoring is
readily available
Global markets already exist
Purposeful technologies and
products that everyone needs

Research and Development ongoing
A warehouse with shipping and
handling, no stocking required

It provides a complete support system
It has a built in team to help with
customer service
It has a proven and easy plan to
follow

Complete financial administration
Receipt and payments processing
Internet presence
Personal Web-page
No major outlay of cash required to
start
No product purchase requirements
Healthy income and rewards
benefits can be earned

WHAT IS THE BEST WAY TO MAKE PRODUCTS OR SERVICES KNOWN AND LIKED?



Why does big business use celebrities to endorse their products?

What happens when someone you know tells you about a great restaurant or movie?

What happens when you ask a friend for a reference for a service provider, construction or repair?

The whole idea is based on WORD OF MOUTH. You tell Bill who tells Irene who tells John who tells Mary.

It's like a video or comment on the web going viral. Someone is telling someone else many times and this gets repeated, over and over and over.

WHAT DO WE PROVIDE?

Solutions, benefits, potential alternatives
to issues in life that everyone deals with on a daily basis.

What do these consist of

Dehydration

Poor sleep or lack of quality sleep

Poor energy

Elimination of discomforts

Reduction of stress

Lack of Income

Lack of purpose



SUPPORTING BENEFITS

Nikken was founded in 1975

Nikken has done billions in sales

Nikken has a proven track record of success and longevity

Nikken has technologies with a purpose

Nikken has products with a purpose to resolve issues.

Nikken has a business model that allows your creativity to be used so you can create whatever you want to.

You can do this when you want and why you want.

There are no limits to what can be done

There is no such thing as failure, simply a lack of doing enough of the right activities

Success is learned behavior and results come about through doing activities.



THANK YOU



Here's how you can reach me
Phone 617-388-9109 PDT
E-mail rolfeman@earthlink.net
Website: daverolfe.com