**The Ten Things you need to Know**

Well done. I can’t wait to get started working with you.

There are a few things that I recommend that you need to know to maximize your investment and not waste it. Now obviously you will benefit from the product but you are an Associate because you want to make some money.

In my reaching the top levels of Network Marketing I learned these Ten Things and wrote a book on them. Following is a description of each along with some suggestions for each to help your understanding.

Read this all through to get a flavor for all Ten things and then come back and really go through in detail each, one at a time. You will see how they all work together and I have found over time that they are all important and to the degree that anyone is not being utilized will be the degree of success.

**Step 1.** **Treat it like a business**

Essentially all this means if you expect to make something here then you need to make sure that you treat it like anyone would treat a going concern. If you were a teacher you would do your homework and prepare for your classes. You would know what materials you needed to use and you would do your best to get your students through.

It’s the idea of being a professional so you can be the best you can be. This would include your attitude, the time you devote to this, how you act and how you look to others and how prepared you are for any situation.

Show them you care and you will win. So to do this then, here are some recommendations.

1. Study the Nikken materials daily (something)
	1. Go to your website review and become familiar.
	2. Go to your back office and become familiar
	3. Watch any videos
	4. Get on as many calls as possible
2. Talk with your sponsor or me often
	1. If possible daily and for sure weekly
	2. If there are any training or mentoring type calls make sure you at least review these to gather valuable data
3. Create your list of people to talk with and never stop adding names
	1. Make a customer list
	2. Make a business builder list
	3. Get with your sponsor or me and strategize on how to approach each person and create a game plan # 5
4. Set up your office space and the system you plan on using to communicate, send out information and follow-up
5. Most of us use ZOOM so download and set up an account it is free and is very useful.
6. If you want business cards then order them. There are many sites that offer free business cards.
7. Create a follow up system. I use a simple note book or binder where I can write down contact information and what has been done. This can also be done on your PC in excel or some kind of spread sheet program.
8. Set up a training and reference file or folder to keep valuable information that you can use for your organization.
9. Some use a presentation on the internet and in person. This is covered in # 6 below but as far as creating it you should do that as part of this step. Once you have reviewed all of the 10 things you can create your presentation binder or Internet Power Point.

**Step 2.** **Know what you want, commonly referred to as your “WHY”**

Now I consider this one of the most important steps of the Ten. This step defines your drive and motivation and everything about WHY YOU ARE DOING THIS.

It must be important and meaningful and it must be something that you really, really, really want and that you become willing to then “DO” to get. You see it is then the Interest in the Benefits that causes the Action.

Now what I learned about this that was so important is this, whatever it is you want, must then be converted to a number. As an example I am doing this so I can retire is what you want, then figure out what that equates to economically or in numbers.

You might come up with I want 1,000,000 in savings and a residual income of $25,000 per month. OK great there you go. Now we have something we can really get our wits around, plan for and actually create. All results are created but you need to know what you are creating and if it is not specific then you don’t do the right Dos

You will see more on how this ties in on Step 4 and 5 coming up shortly. Now here are some simple steps to follow to create this step.

* 1. Write out what you want in detail, be very specific
	2. Make it economic a specific amount ( important later)
	3. Make sure it is important
	4. Decide that you want it
	5. The bigger the better
	6. You want to go over this with me
	7. Make sure it is realistic as we want to achieve it and once you do this you can always create another one.

**Step 3.** **Know how the business works in concept**

Now by this I learned that the business works in two ways and at two different times in anyone’s enrolment.

In the beginning when someone is looking, being presented too, thinking about joining, any of the activities that one engages in, the KEY FACTOR is WHAT IS OF INTEREST TO THEM or WHAT DO THEY NEED OR WANT period.

It is not about you therefore if you understand this then you can frame everything you do toward this KEY FACTOR.

Now you are going to be influential because of your relationship but they will only listen if you are talking about what is important and of interest to them. As an example of this you had a great product experience yet they don’t have any current health issues. If you present them with the product results this will probably fail because they are not in that need at this time so therefore no interest.

So you have to find out first what is needed and or wanted and then this is what you present. You can then use your results to validate or in testimony to the idea and then it works.

So I found here the easy solution to maximize time and effort and that was 96% of the working population works yet 70% hate their jobs so I am going to ask “would you be interested or do you need to make some serious money” and see if that bites.

If they say yes I know they will listen and I have a shot at getting them to see and understand the opportunity that we have. From this point on what you will have done to prepare for what to do next is crucial and we will fully cover this in # 6 specifically but all of the TEN things are vital to make it work.

After the beginning is called **LATER ON** and is the second way the business works and it could simply be called **GETTING RESULTS**. With almost anyone I have ever worked with in this industry until a result is experienced the involvement in the business is usually somewhat unreal or the person is not “locked in” or completely focused. In other words there is a period of time in which you could lose the person if certain things don’t occur.

Now this fortunately is different for everyone but it is a **FACTOR** that you need to know and you need to understand so you can avoid having to deal with it. And this is how the business works in the long run or as stated “**later on**”.

I coined the term “Vested Interest” and defined it as “the personal interest in the state of affairs with the understanding of gain” and in terms of numbers you are making more money than it costs to participate.

It was based on the fact that in our business you **need to qualify** to get your check and if there is enough activity to earn a check that is greater than the amount needed to be spent or the effort needed to qualify you would always qualify no matter what.

Now this is a very interesting phenomenon to understand and to communicate because you can get many to join if you do. What is interesting about this and especially the way this business is structured it is a constant motivational factor all the way up the plan.

Everyone has the ability to do this business and I don’t think there is anyone who would not like to receive a weekly check for 10 to 20K for doing the job required and qualify if it was reasonable. The key that prevents most from getting here is the Willingness to **Create** it because their confidence in creating it is unknown or at some time in the past has been squashed or prevented in some way.

You know maybe they have tried something similar or something they think was similar and there was no success and all they are thinking is that they can’t create what you are talking about and therefore their Willingness to do doesn’t kick in.

But when they gain the confidence that their actions can CREATE a result then game over, Vested Interest kicks in and we are on our way. So the Law of Networking that is established here is that after you get someone to join you must get them to a point of Vested Interest, in simple terms get a check in their pocket, show them that their activities qualify them and they get a result and that they can create this.

Now one check is not going to be the end and creating Vested interest is going to be a constant but the only way to get to the top is to build the bottom, so it is step by step. Sooner than later one reaches the MAKE BREAK POINT where he or she is now making more than it costs to participate and his/her organization is growing and then the different Ranks and Compensations start to develop and you have again a different Vested Interest a higher band of the same concept. It’s a beautiful thing to behold.

Now the next steps # 4 and #5 are very important to help in achieving this step and until you get there here are some things you can do to be prepared.

1. Study the Compensation Plan
2. Watch any Nikken videos
3. Know all about the product and technologies
4. Become a product of the product either personally or with someone
5. Understand that the only reason one doesn’t reach their goal is that they didn’t work at it and do what was necessary slow or fast.

**Step 4**. **Understand you compensation plan How the Money is Made**

This is by far one of the steps that if not done or paid attention too will in the majority of cases prevent success.

I found that the compensation plan IS THE PLAN that everyone is on and is supposed to do, you know, go from one step to the next but unfortunately because they never studied the plan in the first place to really fully get it, they use an abbreviated version or something they heard and so it doesn’t become a part of them and then they don’t talk about it.

The law is **“what you don’t understand you won’t talk about”** Therefore if you want to play this game right you had better do your best to understand the PLAN.

Now what I like about Nikken is all the support and the websites that have been established to provide this understanding.

The more your team understands the plan the easier it is to build and reach your goals. So here are a few things that you can do to understand the PLAN and use it to your advantage.

1. When product is sold and bought.
2. Study the compensation plan
3. Watch my compensation plan videos
4. Speak with me or your sponsor or mentor and practice talking about it

I have started and will continue to create written descriptions for each step on the Plan that you can add to your training materials and use for your organization as well.

These will be posted on daverolfe.com

**Step 5.** **Create a written plan of what you want**

Funny thing I observed for years was that when asked at meetings who had a written plan of what they wanted only the hands of the top leaders ever went up. It’s no wonder that people don’t make it. The Law is NO PLAN NO ARRIVAL.

It is very simple. Planning and having a plan are a constant in any business or activity if you want to get what the Plan dictates. You have a lot going on and trying to remember all the details and what to dos and where to goes, becomes an impossible task unless you put it to written form.

Putting it in writing also confirms what you are going to accomplish and how you are going to accomplish that and over time the plan can get changed by identifying what works and what doesn’t work and changing those things.

The Plan also identifies the actions that need to be done, the targets that need to be met and by when and the benefits attained when those actions are done and complete.

It’s kind of like a story board of some specific time frame and everything in-between.

Now a plan should start out for at least one year and then broken down into quarters and months and finally weeks. The longer the time frame the more broadly the look and the shorter the time frame the more detailed the look.

Now having a good plan can pretty much assure your arrival anywhere you want to go or accomplish anything you want to achieve. It’s almost magical and you want to practice this, a point I will discuss in # 10 later.

In the meantime here are some things you can do to get into the habit of creating a plan.

1. Write out from # 2 what you want in terms of economics
2. Really establish why you want this
3. Take a look at # 4 and roughly determine where you will need to be on the Comp Plan (Rank) to.
4. Next then is work each rank backwards in other words write out what you would need to do to go from one rank to the next.
5. Now with that list at hand take a look at the time you have to do this and estimate the achievement starting from the bottom and working up to accomplish each step.
6. Then get together with me or your sponsor or mentor and go over this so you have it down.

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**Step 6.** **Your Story, Presentation and What’s going on in Society**

I realized very early on in my career that all we really do is communicate but I also realized that the successful associates really did this well and with little effort.

Now I also found out what the secret to their success was. **They knew what they were communicating** so well that it seemed smooth and effortless and they seemed to have a lot of confidence and control. It all seemed easy when I watched but it took some time to get myself.

The key is # 10 and preparation. Now as an example I am typing away on these Ten things at a mad rate and because I have done this so many times I know it cold. I can take any circumstance and I can tell which one is not being done, get it.

It’s number of times over creates confidence and certainty. This then applies to this Step YOUR STORY, YOUR PRESENTATION and WHAT”S GOING ON IN SOCIETY.

Your Story is what you use to start the communication with someone after you have been given the green light. Now what do I mean about Green Light.

This is when someone asks you what you do or after you have prospected someone and they say yea I am interested. It’s your story that “they” get attracted to you by. It is the identifying piece of the whole puzzle and it MUST BE REAL.

It must identify with whom you are speaking. It must relate to the solving of a problem or situation you had in life that they can relate to and identify with and grab onto as well. That’s the whole purpose. There must be some reality.

Let’s quickly look at why we are doing this # 2, to get something we want. Now the more real and down to earth this is the better it communicates to someone else. The perfect end result is **“I want to do what you are doing”** why do they say that because they identify with your story because it is in some ways their story.

You then want to write out your story so you can #10 it. Now this doesn’t need to be a 12 volume novel, but simply a story that can be stated in 30 seconds, 5 minutes or more. It depends on the situation you are facing.

You bump into someone and only have a minute or so to attract their attention to set up a later meeting, get it. Or you are meeting someone for lunch and now you have a lot of time to elaborate on your story, get the idea.

Your PRESENTATION is going to follow a similar route in that is will become a standard way to present the Nikken program.

I use a Power Point Presentation which I received from my up-line and I have also made it into a hard copy presentation book.

The key is that you have some standard way to present and after a period of time you will know it cold and then you can be flexable.

Now WHAT”S GOING ON IN SOCIETY is a great way to stay in tune with the latest in Alternative Health Care and to gather data as to the problems going on. There is a lot of data flying around on this and you can find some great third party references that will back up your story and presentation.

Here are some specific things you can do on # 6.

1. You want to have a story to start conversations or tell others how you got involved or why that relates to them and creates interest in them to want to talk to you and find out more.
2. You want to have a presentation that will be used to present
	* 1. Internet and Power Point
		2. In person presentation book
		3. Verbal elevator speech
3. You want to keep your ears and eyes open to trends especially with health as it could relate to the product. There aren’t any people who can’t benefit from our products but there are some who would be better than others.
4. Watch the testimonies videos and listen to the recorded calls
5. If it is income focused then prepare all the examples I have talked about and share on daverolfe.com

**Step 7.** **Gather your Tools and Resources**

You are now in business and the whole idea of this is to make it work, make a profit and get what you want. You accomplish that by being intelligent and knowing what to do and when to do it.

You also do this by using strategies to accomplish some of the tasks of your plan. I identified over my years in the industry that we have three resources TIME, PEOPLE and MONEY. Now these apply to you and to those in your business.

All three of these are valuable and need to be understood so you can make calculated decisions moving forward. Now for this we need to look forward and understand the effect of a Consultant in your organization.

One person can go to the Top of the Plan and generate millions of dollars in sales volume and you would be financially set, provided you met the qualifying requirements, you know what I mean. With Two, you would be rich and with more, well it is hard to imagine, however I think you get the point.

The challenge then is determining WHO and of course we don’t use crystal balls. But we can evaluate in the early stages and make good decisions that will pay off in the future.

There are some rules then that you want to understand here;

1. Sponsor as many as you can

2. Help them sponsor as many as they can

3. Spend the most time with those that are doing the work and building like you want

4. Always spend time on the bottom level of anyone you sponsor and keep it going

In evaluating the three resources you want to determine in each prospect the amount of time they have , the number of people they know and the amount of money they have available to use to build this business. Not that you pry but to determine the value of your involvement and effort.

Now you will find that everyone you talk to is going to be different. Some have time but no money and some have people but no time or money. There are many combinations and obviously the best is someone with all three but the most important and yet mentioned is someone WHO REALLY NEEDS TO MAKE MONEY.

He or she will then go like the wind. If you find someone in this boat, but they don’t have the money and rightfully so, you have a business decision to make. Do you wish to help them. If they have the other two parts of people and time you see what I mean.

I wouldn’t go around and fund the world but I would evaluate on a one and one basis. Know your resources.

You have many tools and one of the impressive aspects of this company and business is the fact that all the right tools are in place and readily available to use. You are backed up 100% and everything is done to support your success.

Here are some helpful tips to this step #7.

1. You have 3 main resources
	* 1. Time
		2. People
		3. Money
2. You have this site to help educate
3. You have all the support calls
4. Company research
5. Up-line and cross line associates
6. Talk with me
7. Register for Zoom

**Step 8.** **Daily Battle Plan**

This is another area that gets missed and misused and not used at all but if understood this is your life saver and success builder all in one. It’s like have a good breakfast to start your day.

If you don’t plan your day not much gets done and if you do plan your day you can get 10 times more done. Organization is the key to efficiency, production and control.

Here some tips on # 8

* 1. Get some sort of daily planner
	2. Plan each day to do something for each of the 10things
	3. Set daily goals and reach them
	4. Keep track of what’s next
	5. Be able to set appointments moving forward
	6. Keep track and set up follow ups

**Step 9.** **Lead by example Leadership**

The whole key to leadership could be summed up in this statement **“a leader is one who establishes activities so production can occur”**

* 1. Become a leader and build your business
	2. Establish activities that will create results
	3. Demand that of those you sponsor
	4. Lead by understanding more

**Step 10.** **Practice, Practice, Practice.**

This was the last chapter of my book Vested Interest and it is a simple one but the only way to get good and make it, is to go out and do it and that means practice.