

CREATING YOUR STORY

Your story creates Interest

Your story helps create your success

Your story helps get others involved

Make Great Stories

What Does Creating Your Story Mean

It means creating what you will communicate to others about what you have to offer.

It deals with many different situations and circumstances.

Therefore you will create many stories.

Your Story is All About Communicating

What is communicating or how do we define communicating ?

It must involve two or more people.

Both must be involved in the activity, back and forth like tennis or volleyball or catch

It doesn't work if only one person is playing.

One asks a question then the other answers the question.

Then there is a return volley back and forth

And there is more

The person who receives the communication is supposed to understand what is being received

And the person giving the communication must be aware that the person received it.

Is the person receiving it paying attention

Is the person giving intending that he is heard and understood

Does the person receiving it understand what was being said or asked.

Communicating isn't simply talking, is it?

What does this have to do with Creating Your Story?

Everything as you are communicating, not just talking.

MY STORY

“I had just basically gone broke with a franchise opportunity. My partner and I had started a distribution business in Los Angeles utilizing a colloid (makes water wetter) based cleaning product from the manufacturer 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.”

Setting the Stage Ask A Key Question

Now in the previous slide I started into my story. Was it interesting? Did it grab your attention?

Did that seem out of place?

Did it make any sense ?

What was it related too?

All good questions and before I would start telling my story I would need to set the stage and or ask my Key Question or a Key Question.

And make sure that whomever I was speaking with, was **READY** and by **READY** I mean interested to hear more, learn more communicate about it.

Therefore I need to communicate and ask a question or ask several questions

I need the person responding to respond positively

I need to know that they are interested to move forward and hear what I have to say

Scene: I am at the grocery store and I run into someone in line and we are having a conversation that then extends outdoors.

Me: So is this your local store?

The other person: Yes

The other person: Are you not from around here?

Me: Yes, I was going to meet someone that I was interested in hiring for my business but they got delayed so I thought I do some shopping.

The other person: Oh I see (but you notice that they kind of seem curious) OBSERVATION

Me: Would you know of anyone that would be interested in earning an extra 5K per month, I'm expanding my business and looking for someone to help me open this area up. (or something like that), **MY KEY QUESTION**

(Now based on lesson four from the Smart Networker, I know that if the person in front of me needs money and this has been a problem my request could be his answer and solution.

Therefore he / she could get very interested and want to hear more .

The stage has been set and the Key question has been asked)

The other person: Well that could be me, I've been looking for the right job but haven't found anything , Especially with what is going on.

Me: I understand, so you'd be interested in in earning an extra 5K per month?

The other person: Yes

Some Key Questions

My way was to ask questions then see how they were answered, how fast and with what detail. I loved to ask ‘Would you be interested in making an extra 5K per month.’”

Another was ”have you ever been interested in having your own business”
The key to the question is the ability for you to respond when they say yes.
The worst thing is to give a generic no substance answer, you look foolish when you do.

The Key to the question you ask is based on what direction you are taking and your observations.

Observing What is Going On

I was flying home and had a middle seat on a short flight back to LA, when a lady came up the aisle with a small roller bag. She asked the man behind her if he would help lift it into the overhead bin as she stated she couldn't lift her arm over her shoulder.

She then sat in the seat beside me. By the end of the flight she purchased a sleep-system and a few other products.

Now here is the story. We started a conversation and after about 20 minutes of that and feeling comfortable with each other, **I asked her about her arm** (in a nice way) and she proceeded to tell me and what the problem was.

This then **opened the door to present the SOLUTION** of Nikken Technologies and products. **I told her the Nikken Story** and my role and some success stories and that was enough to get her to purchase the products.

When I got home and based on a prearranged time we concluded the sale and she became a happy customer. All based on **OBSERVING WHAT WAS GOING ON** and then communicating.

Your Condition & Circumstances

Your condition and circumstance is based on who you are, your education, your values, what you have done or where you might be employed or have been employed what your race is, your gender and your age, married or single, where you live and most importantly what's going on around you.

Not everyone has the same circumstances or is in the same condition but there are many who have common circumstances and common conditions.

So the key to your story or stories is how well does it relate to the circumstances and or conditions that you run into.

In other words how could any circumstance or condition benefit from or be interested in your story and what you have.

The answer is simple by **communicating to their circumstance and condition** and using your story, your circumstance, your condition as an example.

The Role You Play

So to be blunt, the role you are playing is “the person that finds the potential buyers and then tells them a story, presents them with information that hopefully gets them to buy the products and or services that are being offered.”

This is done by providing INFORMATION, NEEDED BENEFITS, POTENTIAL SOLUTIONS, through a process of communication and that could be in person, by the internet, through a flyer or another means of advertising plus the means to finalize the transaction.

And the key depends on what is needed and or wanted by the potential buyer or consumer. And your success depends on your intentions , commitment, desires, needs, persistence and doingness.

Unique Roles and Circumstances

Some individuals have unique roles and circumstances that have contributed to their success in life and with Nikken that others don't have.

They have used their roles, circumstances and conditions to sell the products or the business. Their stories were a natural fit and results were reflected because of this.

What's important about this falls in the area of "how you use what you observe", "how you adapt your circumstance and condition" to the opportunity of Nikken.

Then how you apply what needs to be done to create the results you want.

How Does It Work

No matter what you want; to help others, income, good health, recognition or just something to do, you want to understand how the business works so you can do what needs to be done, to get what you want.

What I know is that we are all after something. Some of us know what that is and some don't but we spend our time engaged in activities that either help us get what we want or not. Most want, to be happy or avoid pain.

Circumstances and conditions dictate this.

Decisions can change this. Decisions come about from perceiving and the benefit comes from doing. How you DO is based on your circumstance and condition.

But no matter what that is in any of the above **Wants**, it will be achieved by doing what is known to work based on who you are and how you apply and do the activities.

In the early 80s I was involved with another Network Marketing Company. To attract attention I would put little paper ads on car windshields or door handles. The ads were real simple and gave my phone number. One day I went out early and put out a few hundred ads on cars and when I got home I received a call from one of them.

I suggested we meet at the local coffee shop where I would go over the program. We met , I told him the story, he liked what he heard and we then went to the warehouse where he signed up and got his product.

In only a matter of a few hours I went from not knowing who I was going to talk to next, to a newly signed Distributor that was excited and really wanted to play.

So in this case he really wanted to be involved and the opportunity to earn a living. I was the catalyst, the provider of information, the story teller and he was the buyer. The **stories** I told him were first the **Company Story** which was powerful then **my story and what I was after** and the combination **aligned with what he needed and wanted**. The rest was easy.

So in order to get to my story or the story, I needed to communicate with others and find out what might be of interest to them.

I found that when I did this activity in some form or fashion I ran into people who became interested once the conversation started and specific topics came up based on my steering them in that direction.

Now it is very important to understand **what you are looking for** to begin with, and you must have a clear picture of that. The reason is that **your intention and desire must be present when you are presenting.**

The idea is that when you enter into a conversation the objective is to get to a point where you can make a sale of what you are representing. Not everyone will play with you but by doing this activity you will find those that will.

The more excited and interested you are in doing this, the easier it is and the more fun it is.

Let me tell you another story about my neighbors Ralph and Geri.

Find Out As Much As You Can

I had a neighbor who was building a house down the street from where I lived. I was curious and wanted to meet him as I loved building projects. In the end he and his wife became very active Nikken Distributors, reached one of the top levels for income, made what they wanted and then retired.

Now here are the details of what happened and how they got involved and became active. In my initial meetings we never talked business as that was not the direction I was interested in taking but we started to create a relationship and a friendship. It was all about construction and I had a house project that I needed resolving and I asked him if he would help. He agreed and the job got done.

I offered to pay him but he wouldn't accept anything so I gave him some Nikken products, Magboys, a Kenko Seat and insoles. He thanked me and that was that. It was this communication that took us to the next chapter.

About a month later he called me up and asked me what I did and of course this was then my license to tell him but more importantly to see if I could get him interested in the business.

At this point I knew very little about his work history and what was important. By observation all I saw was a very successful individual building a million dollar home in a million dollar neighborhood.

You can't judge the book by the cover and this was true about Ralph and soon to meet wife Geri. I started to ask questions and he replied and he was curious and interested in what I had to say but I wasn't getting that he wanted to play or get involved.

Now what I didn't know was what the real reason Ralph was interested and that turned out to be his wife's situation and their potential problem and that Nikken might be the solution that would fix that.

And it was, once it came to the surface. The key here was to "find out what is needed and or wanted" as best you can, so that you can present the correct potential solution that matches what they need and or want.

And I did exactly that. It was a great solution, we all agreed and then we went to work.

You Are The Architect

Once you get involved this is no longer about you **but about those you speak with, their issues, their needs, their desires, their problems.**

And for the most part you are then speaking with individuals and sometimes couples that may or may not know exactly what they want or how to get what they want especially utilizing Nikken and the product line, including the business aspect.

Therefore you must provide this information, present this information and guide them so that they get what they want in the end. This is exactly what I did with Ralph and Geri. I used many **stories** with them, **The Isamu Masuda Story, The Nikken story, my story, some success stories.**

Each story was based on what was needed at a given time. The stories helped validate the objective.

I also used the **what do you need to do story** so they knew what to expect and weren't surprised. As the architect you really need to know the route and the plan and you need to communicate this which becomes another story.

Therefore your stories become the key ingredients to create reality and understanding for those you speak with. Credibility and being real will communicate well to others, so will enthusiasm and intention. So will knowledge and direction

So who you are, what your circumstances were or are, what you saw and understood, help create interest for those you speak with especially if they are in alignment with your views or a specific topic in discussion.

And timing is everything. You noticed with Ralph and the women on the plane, that I didn't just blurt out my story but when the time was right, I was ready and usually that was when they asked me, What do you do, I knew what my ROLE was, I knew what to show them based on their needs and wants.

With Ralph And Geri I answered their questions. I drew out the plan of what they wanted and listed out all the steps that needed to taken along with a reasonable expectation of time based on their activity and results. The key was their interest to solve their problem using Nikken as the method. If this wasn't the case it wouldn't work.

We did their ten step organizer and they knew exactly what their role was and what my role was and for the next two years we had a blast playing the game together. They became real true leaders and successful.

The real end result was they got what they wanted and I got what I wanted, a total WIN, WIN.

A very important aspect of creating a plan for someone else is that you must be real and it must be based on their participation and doingness.

The importance here then is the right estimation of effort required to make the goal. There is nothing worse than underestimation and not arriving, where with the right plans and information you could have easily arrived.

Delivering such a plan relates to you and what you are doing or have done and is communicated through a story that you tell or share, very simple but effective process.

Rome wasn't built in a day, a retirement portfolio takes years, building a successful business takes time as well. The amount of time is based on what is done and what results are created by that activity. The key is applying the activities that are known to work and monitoring the relationship of activity to results. This will create the realistic expectation of effort and time to get there.

In the beginning I had no idea of what was going to happen but now after 30 years the reality is I created a residual income that has lasted 30 plus years and it looks like it will continue well into the distant future. The value of this is HUGE and a big part of how you present the information or "tell the story"

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Where To Start

I first learned to “sell“ stuff in the insurance industry. Now their approach, which was very scientific and proven many times over, was by a ”script visual presentation”. I was trained to do a presentation following a script and using pictures in a book. Open the book, read the script(or recite the script) and show the picture presentation at the same time. The customer would follow along and usually intently.

This was a form of telling “the story” or telling “my story” The script presentation had a starting point and an ending point which was called the “close” or in other terms “when the buyer would buy” when you asked them to.

It was designed around benefits based on problems and situations that might or might not happen but the emphasis was on “what if” and would it be nice to make sure your family didn’t need to worry. It was affordable and easy to acquire.

When I started with Nikken we used a Flip Chart (visual) and basically followed a script that the presenter communicated to the audience with the intention of them getting involved.

This was familiar, so **the next step then was to learn this script and make it my own** as this would be the format for the rest of my career.

I made notes and listened to as many presenters as possible. My objective was to gather what I wanted for my presentations and still to this day I listen to others to see if there is anything I can use.

The format that I used was based on the Flip Chart

The Industry

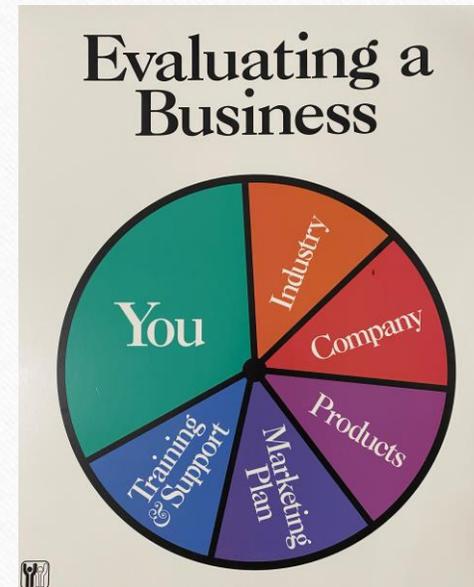
The Company

The Products and Technology

The Opportunity

What you needed to get involved

Support and training



Know Where You Want To Go

By observation successful people have confidence in what they are doing and you see it, hear it and feel it in their communication.

Their communication is direct, purposeful and positive.

Questions are answered and never avoided.

Their intention is always focused on the buyers needs and wants

They know where they are going which makes it easy to follow them.

In using the Flip Chart and talking about the Industry, Company, Products, Opportunity and support the story began to unfold on how to talk about Nikken.

My job was to duplicate this but in my way and based on who I was and my style. Over the years I must have heard a few hundred variations but the bottom line was we were all saying pretty much the same thing.

Now the importance here on this aspect is based on the direction you are taking. For me I took the business builder route but it had to be based on the whole package. In other words the product had to work, the company had to be strong and viable, support had to be there for both the customer and the distributor.

In the field, there were even more criteria that were important. There **NEEDED TO BE** individuals that were playing and who were doing well. Over time then these needed to increase and they did.

It became obvious that this was a “team Sport and activity” with all of the required functions being handled by many qualified individuals. Now this information became crucial in telling the story as it provided credibility and size potential, especially as we started expanding.

Persistence on a Given Course

In the early 80's after moving to the United States I was in need of a job and a way to earn. Getting a job was not a easy thought for me but finally I got up the courage and found a job that I was hired for.

I found out much later that it was not necessarily my skills that were required but my activities based on their direction and guidance.

The company was somewhat of an investment advisory for the governments federal land lease oil and gas auctions. Anyone could file an application and win the drawing which would then allow for oil exploration and possible lease purchase. Some of the clients got 100s of thousands. The risk to reward was decent.

The job itself was simple in that I was given a script and told to call from the leads provided then read the scrip. At first this was not easy but after practicing and doing I got to a point where I knew it inside out backwards and forwards..

But my most valuable lesson was that of “doing an activity that created a result.” If I made the phone calls eventually I would find a buyer. If I did this a lot, I got better and got better results.

I also found out that if I made more dials, I found more buyers.

I also found out that I had to ask them to buy and that they didn't just automatically buy although the odd person did. The majority had to be asked and in some cases many times.

I also found out that once I asked someone to buy then my job was to shut up. When they spoke then I knew the deal would close. Very interesting technology.

Experience and lots of practice were helpful but in the end it was learning how to apply the activities for anything I got involved with.

It was figuring out what were the Key Activities that created results and how could I perfect them based on who I was and my circumstances. That came about by doing and lots of it.

What are the Key Activities that are Known to Work

- Asking people who you observe that might need or want what you are offering if they would be interested in taking a further look, or a more in-depth look or if they would like more information.
- Providing people with information, answers, potential solutions, directions on what is available.
- By making presentations, communicating, discussing possibilities, collaboration, going to meetings or events, using Zoom, Facebook, in person, emails, texts or phone calls.
- By then asking them to buy or join or engage or refer.
- And if they don't moving on to someone else and repeating the above.

What kind of Stories do you need to Create

- Approach Story
- The Masuda Story
- The Nikken Story
- The Business Story
- The Product Story
- The Help Story
- Your Story
- The what do you need to Do Story
- How to get started Story
- The Presentation Story
- Your follow-up Story
- And possible more

Back to My Story

“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. I saw that there were Distributors making Big money.

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.”)
Are you interested in taking the next step?

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. I also used others incomes as well.

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

If you are product focused then your benefits in using the product become the validation or someone else's works just as well.

Now the key to a good story is the reality and how it causes others to pay attention.

In a sense it's like a good Movie.

You are so interested in the story nothing else seems to matter.

But the idea here is to relate and find someone who sees what you see and wants to move forward to get what it is they are after, what ever that is.

What you want to convey is that however horrible or grand your story is, it led you to Nikken and what you saw got you excited and now you want to share this with the world.

Each step you take allows you to add to your story and keep it current and related to what's going on in society.

And if it doesn't relate to others it will not be very ineffective.

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 residual income.

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.

I'm still receiving a residual income now 31 years after I started and I am about to add a new chapter to my story.

Remember in telling your story, the idea is to remind in your contact, the problem, issue, challenge that he/she has and show how the Nikken Products or Opportunity is the right solution for what they needed and want.

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(another story).

Remember “How the Business works in the beginning; Lesson 4 Smart Networker”

Therefore, you want to write out your stories and this 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 stories and go build your empire.

Summary

Pretty much everything you do to interact with someone else regarding the products or the business will be done by some form of communicating and will likely be in the form of either your story, a story using an example, a story that is an explanation, a story with detailed information, a story of someone's success, a story of Nikken as a solution, a story of how it works, a story of what the benefits are.

Each of these depend upon your knowledge and the circumstances you find yourself in. The more you get out there and practice the easier it becomes and the more effective you become as well and over time you become the expert.

It boils down to plan what you say and say what you planned based on what you observe. Timing then is everything. Especially for those you now speak with.

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