



Frequently Asked Questions on Building a Nikken Business





Question # 3

“I’m new to this,
how does it work
and how can I
make a living”



Part A

Introduction

I think that the best way to understand how this works and what you need to do, is going to come from knowing what Nikken is and what they do, including how you can participate and benefit.

For me, I created a life long career and lifestyle that allowed me to take care of my family, do what I wanted when I wanted, while helping many others around the world become more aware of what they could do to enjoy their lives.

It's truly one of the most unique concepts where you actually get to live life and create a wonderful lifestyle all at the same time. All said, it took a few years to do, but in the end, far, far less time than what most do in other jobs to reach their goals.

How Does It Work- Consumption

If we look at our society, we are basically all consumers. Everyone is engaged in consumption of some kind, food, air, water, entertainment, sports, general stuff, cars, houses, clothes and this list I am sure could go on forever.

And that's why people work, so they can earn enough that allows them to go out and consume what they can afford to consume or what they can buy on credit and make payments for. Therefore people need to

work or do something to get the job done. The question becomes doing what? or where do people work? Wherever they can usually, based on education or what they have become aware of or where their personal interests lead them and of course based on necessity, desires, needs and what's available.



What does Nikken Offer



Here's a suggestion and it's called distribution and if you can find out what people **Need or Want** and put yourself in-between them and the manufacturer and then provide it to them, the rest as they say is history.

The Plan that Nikken created allows you to do just that, create a distribution business that is yours by utilizing their Lifestyle products and technologies, which are focused on what we all need and want and consume daily.

By positioning ourselves as the distributors of these technologies and products, we can provide what people need and want. It's really an awesome solution to creating the lifestyle you want by servicing others.

The Mechanics of How It Works

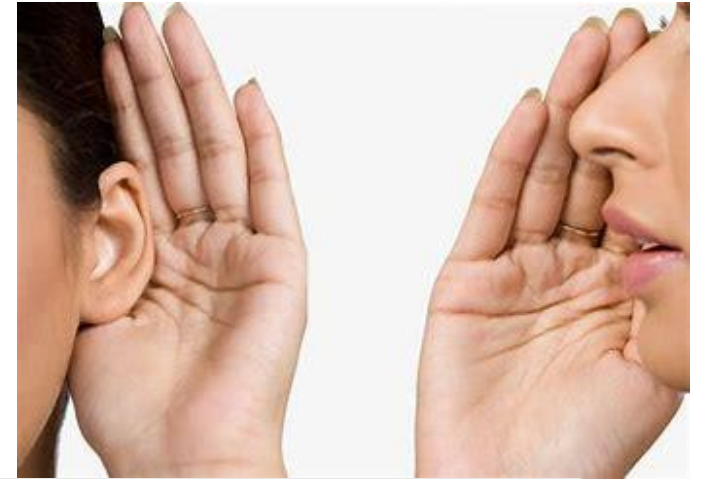
Word of mouth.

When someone gets a benefit using the products and tells others.

When someone does well doing this as a career and tells others.

By doing activities that have been proven to get these results, which is sharing them with others.

Finding out what others need or want in terms of their health, lifestyle or income needs.



Product Benefits



MONEY

Certain Activities Create Results



By using social media to attract attention

By placing ads in publications or on the internet

By contacting friends or family and finding out if they have a need

By presenting solutions using Nikken to those that have problems, challenges or desires

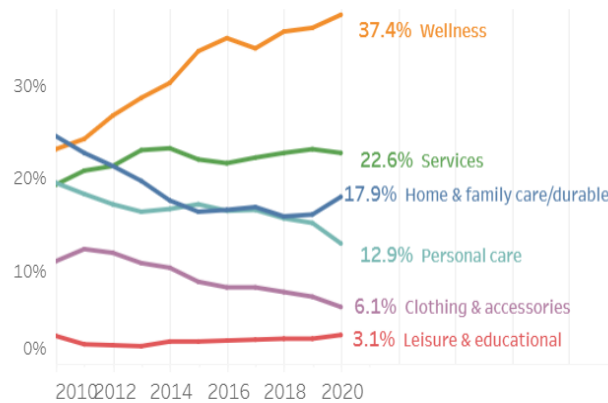
By being a professional and getting out in society and promoting what you do

By building an organization of like minded individuals that want to do the same as you, results are created.

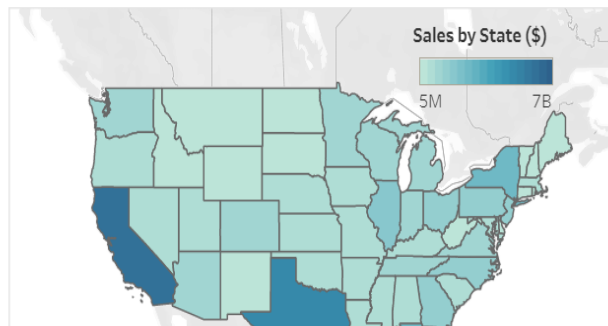
The Industry We Work In

This is a very lucrative industry that has significantly grown over the last few decades. With over 60 million sales consultants worldwide, contributing to over \$114 billion in annual sales, it goes without saying that direct Sales/Distribution certainly plays a large role in the economic sector.

Sales by Product Category



Sales by State



Discount Buyers

This total figure represents a 12.7% increase over 2019. (And, this figure excludes those who have not signed an agreement with a direct selling company).

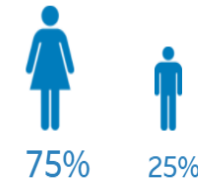
Preferred Customers
32.6 million

Discount Buyers
9.0 million

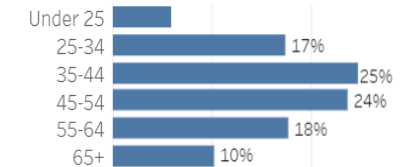
Demographic Breakdowns

(Demographics include both direct sellers and discount buyers)

Gender



Age



Hispanic Ethnicity:

22% Hispanic

Note: U.S. Census Bureau reports Hispanic Ethnicity and Race separately, and so does DSA.

Race



We are a Benefits Driven Society

The Compensation plan that Nikken has, allows one to earn **commissions, rebates, overrides, bonuses and incentives**. You can earn cash, rewards points called Nikken Bucks, travel allowances and major Trips, all based on doing certain activities and getting specific results by helping others get the benefits they want.

There is no set way you must do things but there are suggested ways based on what you need or want and your situation.

You can start off small and build over time or you can jump in at full speed. All results are based on what an individual does, the length of time that they have been involved, and the number of people they have helped.

No matter what kind of income or lifestyle you want, the ability to make it and get it, lies within the plan Nikken has created.



The Basics of Building a Nikken Business

It is finding customers then finding your team and then developing leaders that really want to make this grow and expand.

With Retail Customers



AND



Recruiting of Distributors



Let's see what this might look like.

RETAIL SALE



NEW DISTRIBUTOR



INDEPENDENT DISTRIBUTOR & TEAM



www.shutterstock.com - 1722218590

INDEPENDENT DISTRIBUTOR & TEAM



YOU



AND YOUR TEAM



INDEPENDENT DISTRIBUTOR & TEAM

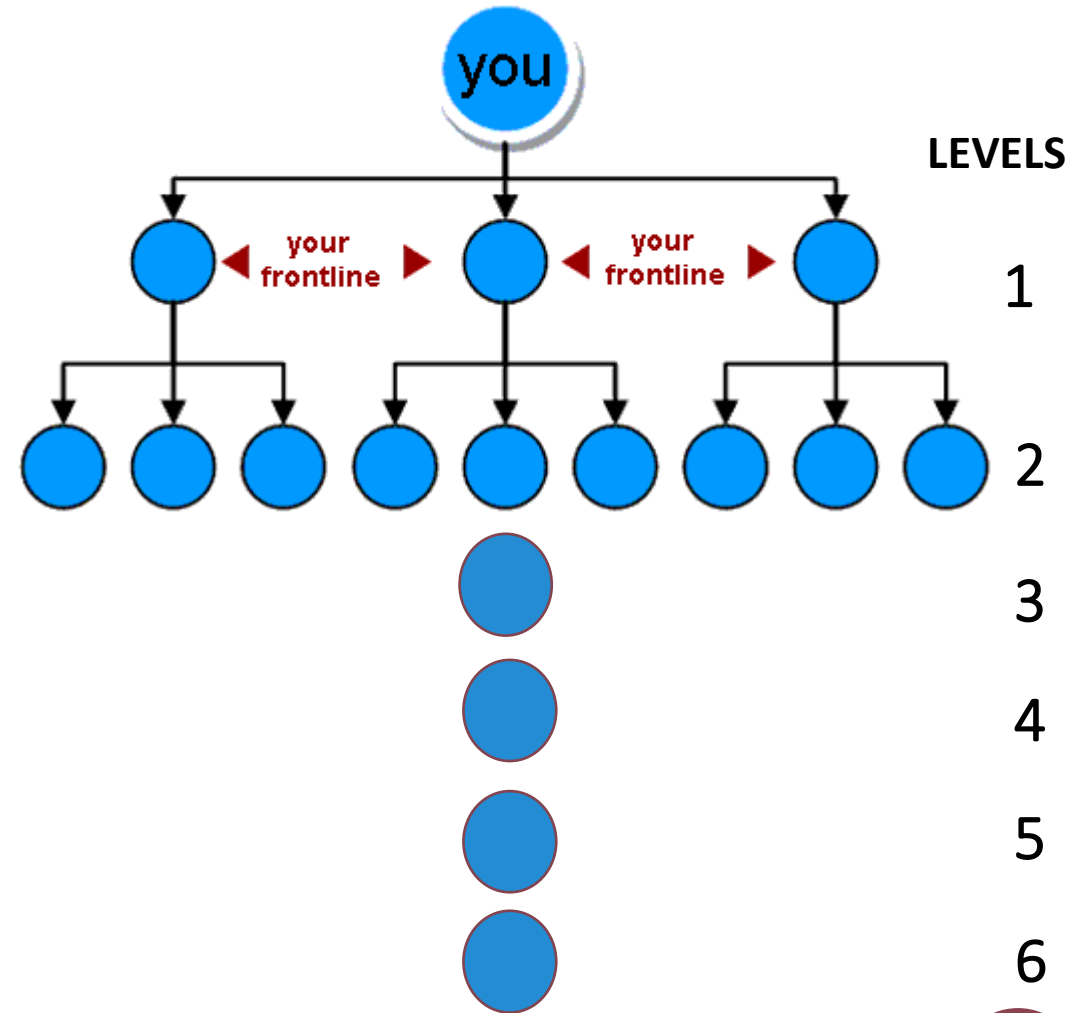


Your Business Starts by Building your Team

Your business starts by finding interested individuals who want to become Distributors and build a team, because they see that by doing so, they can get what they want.

The idea is **you build it once** and it continues to deliver. You get a distributor like yourself and then as they continue to build their business, it grows and you continue to earn from what they do every month that there is production in their group.

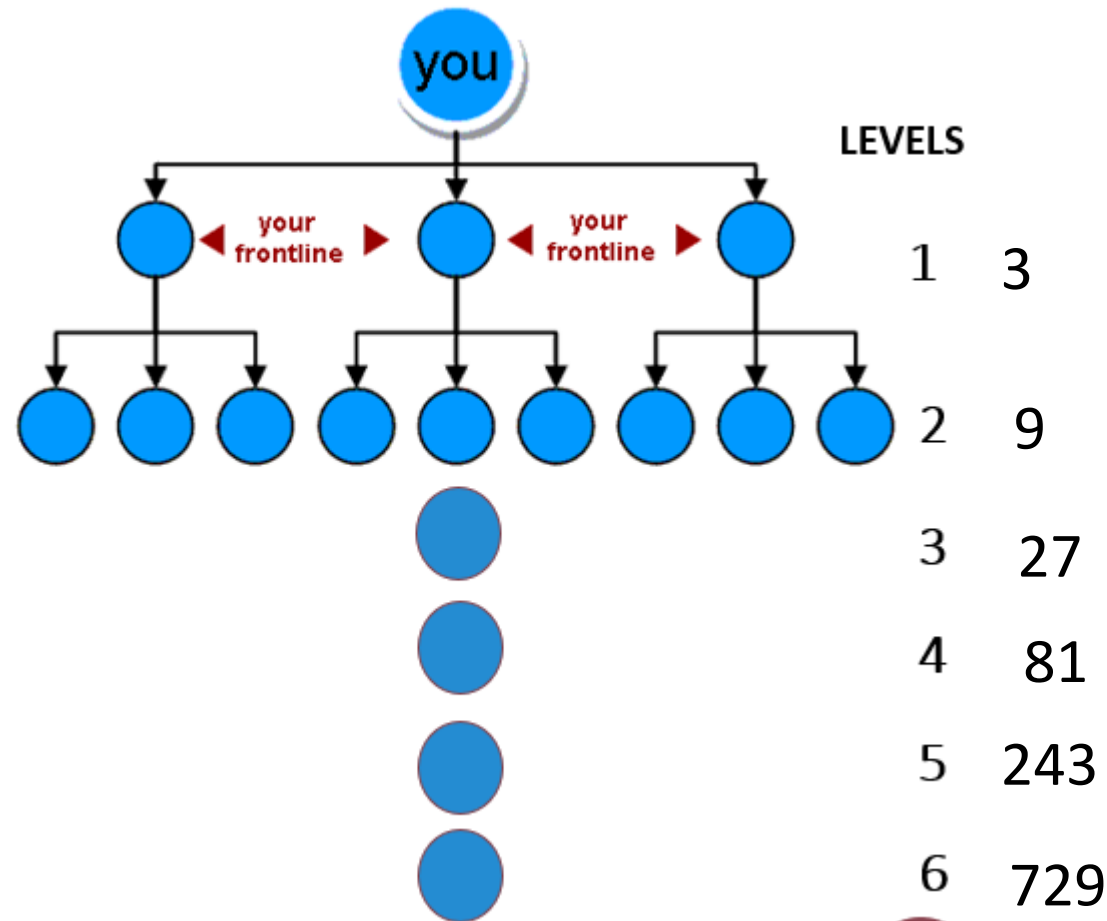
Now in this category of earning the company will pay 6% of any leaders commissionable volume and up to **6 levels below** when you are qualified. (See the Policy & Procedures for the exact details)



The Theory of Organization Growth

From my own experience the further down you develop your group, the larger the number of distributors you will have. You can see an example of this on the right side of this page.

The concept is, If your goal is to get 3 and you teach that, then in theory it grows at the same or a similar rate, all the way down.



Sponsor 3 on the front line who each do the same and this would create 9 who sponsor 3 each and this would give you 27 and each would create 3 which would create 81 and each would create 3 which would create 243 who would each create 3 which would create 729

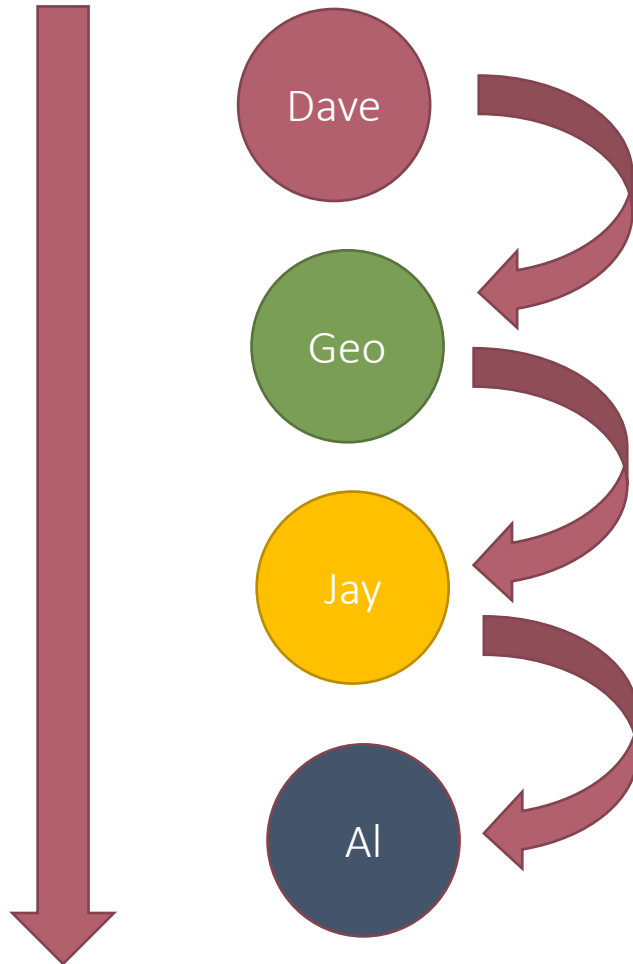
Starting the Process -My First Distributor

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.

Titles of Leadership – The Ranks

In our business and pretty much all throughout the Industry, **Titles of Leadership- The Ranks** were given names of precious metals or precious stones. **Diamond, Ruby, Emerald, Silver Gold, Platinum** or some version of these names.

In Nikken each of our Leadership levels has a name and each opens the door to the ability to earn more income based on the depth of your organization*.

A Silver is the first leadership Level, you can earn 6% Bonuses down 2 levels

A Gold Leader can earn down 3 Levels of Qualified Leaders below him

A Platinum down 4 Levels

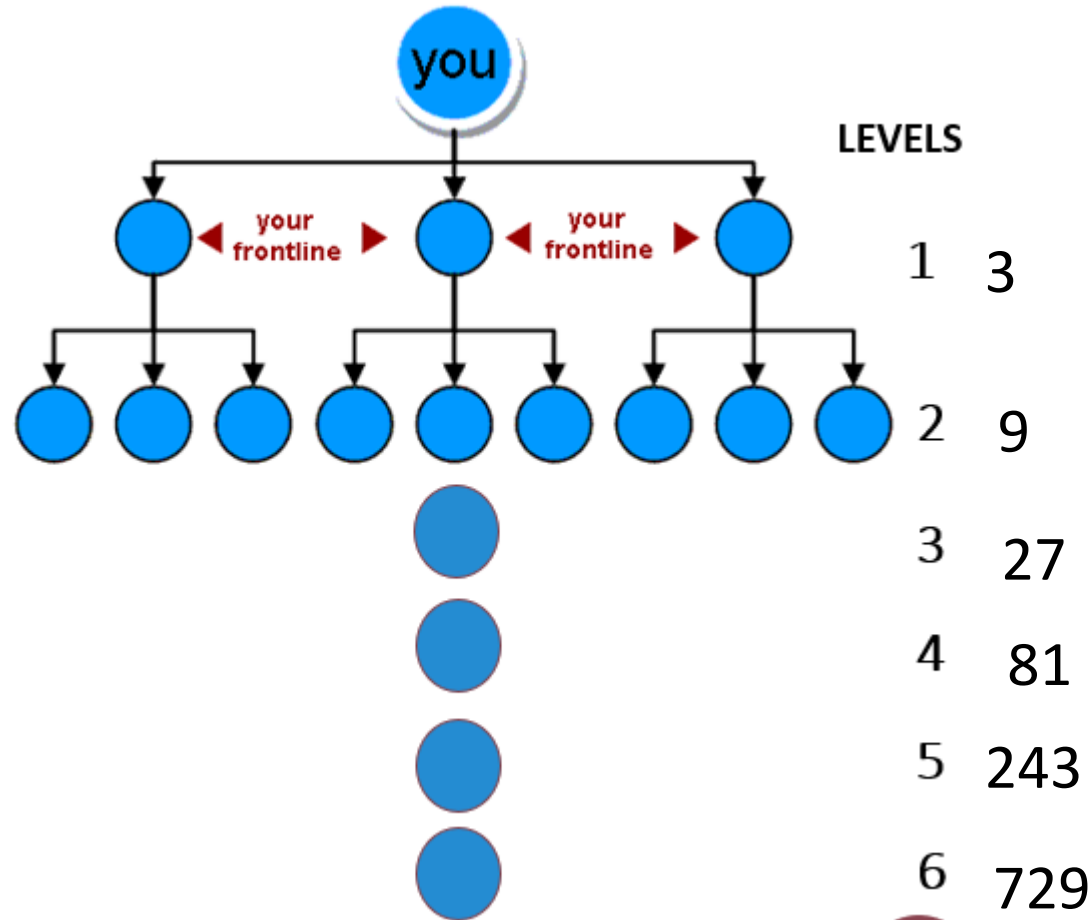
A Diamond down 5 Levels

A Royal Diamond down 6 Levels

*You want to consult the Policy and Procedures for all the specific details and qualifications to earn from these bonuses, they can be pretty spectacular. Let's see how this works.

The Theory of Growth in Your Organization

So now when we look at this picture of the structure and how it grows, all of a sudden the value of building “DEPTH” by creating Distributors below you takes on a whole new meaning. This is how one can create a business of Distributors and earn a great living in the process. *



Sponsor 3 on the front line who each do the same and this would create 9 who sponsor 3 each and this would give you 27 and each would create 3 which would create 81 and each would create 3 which would create 243 who would each create 3 which would create 729

* In the part B Video, I will show you specifics on how this grows and how much you can earn.

Summary: How it Works & How You make a Living

This is an opportunity to create a distribution business with Nikken.

We market Lifestyle Products that everyone needs and uses every day.

The business works by Word of Mouth, by finding out what people need or want.

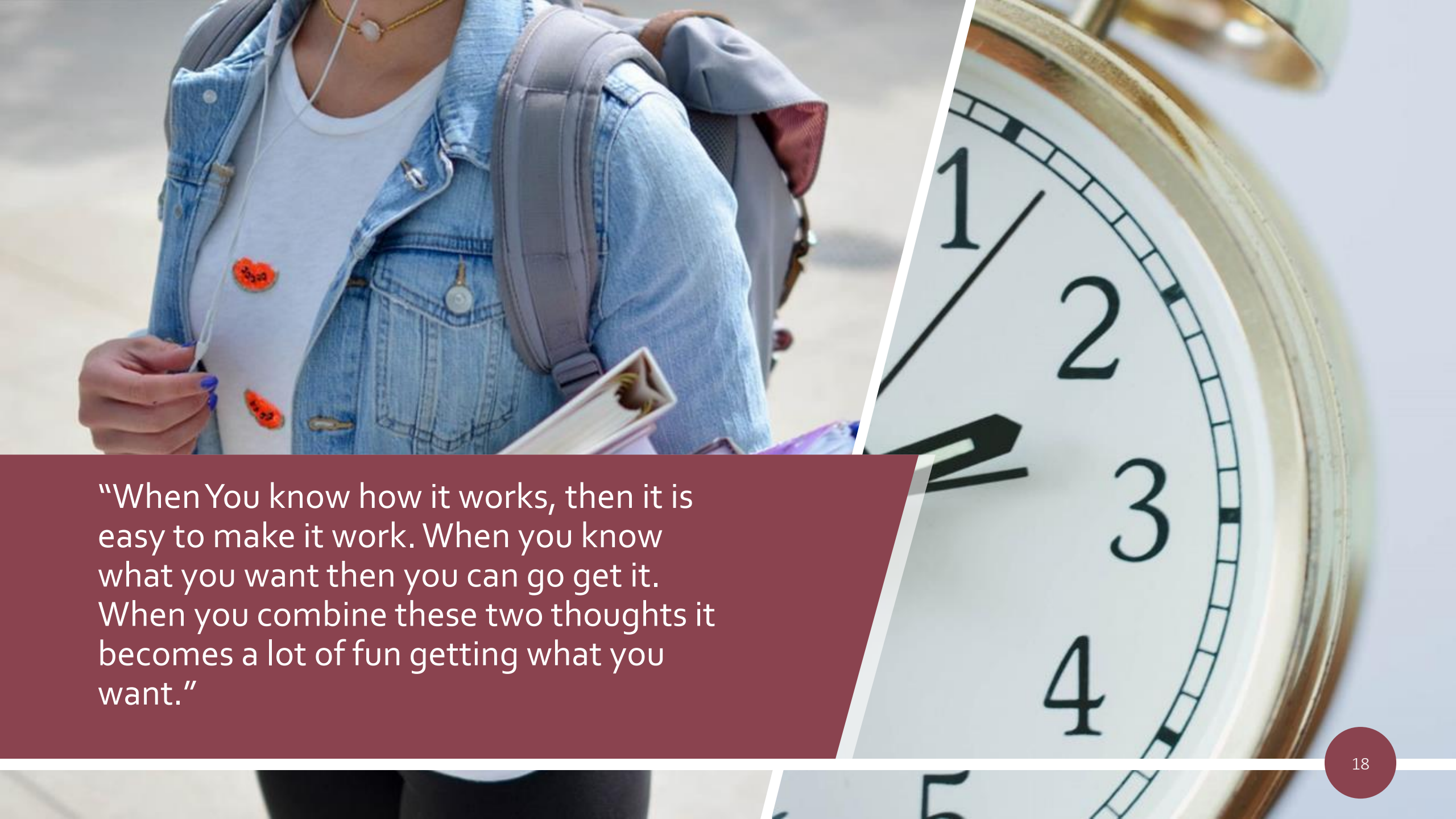
We are all on the same plan created by Nikken, which makes it easy to learn and pass on.

The plan pays out in many different ways, commissions, rebates, overrides, bonuses, travel rewards, product rewards programs and company travel bonuses.

From experience for almost 32 years, the majority of the income that can be earned comes from building a Distribution Network and earning Bonus Income from them.

In the next video, Part B, I will show you a detailed plan of this in action, designed to create an income of up to \$10,000 per month or more, how this all plays out and what you need to do to make it work, so you can take advantage of this very unique program.

In the meantime now would be a good time to get any questions you have answered or if you are good to go, then please proceed to the next video, Part B.



“When You know how it works, then it is easy to make it work. When you know what you want then you can go get it. When you combine these two thoughts it becomes a lot of fun getting what you want.”

Thank You
....



Dave Rolfe



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**Please contact the
person that sent you
this video to get
started or press pause
to take a break then go
on to Part B**



If you have had enough, it's time to take a Break, Press the Pause Button get your questions answered then move on to Part B ●●●●



Frequently Asked Questions on Building a Nikken Business



Part B



Question # 3

“I’m new to this,
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PART B

Review

Welcome back, this is Part B.

So Let's do a quick review and then dive into an example of building a Distributorship.

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The plan pays out in many different ways, commissions, rebates, overrides, bonuses, travel rewards, product rewards program and company travel bonuses.

From experience for almost 32 years the majority of the income that can be earned comes from building a distribution Network and earning Bonus Income from them.

You saw in the Part A video, how that works and what you need to do.

In this video I will show you a **detailed look at creating a residual income** of anywhere up to \$10,000 per month and more, based strictly on what the plan states you could earn, when you create the right structure, number of distributors and the necessary volumes.

An Illustration of a \$10,000 & Up Residual Income

Based on experience and my own business this is what it might look like, for a monthly income of \$10,000. This is the result of what doing the right activities creates.

| Level | Q Leaders | A L CV | Total CV | Wlse Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| Team | 144 Q | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |
| 5 th | 40 Q | 1081 | 43240 | 63532 | 83153 | 2048 | 13 | 600 | 2594 |
| 4 th | 60 Q | 1000 | 60000 | 92307 | 115384 | 1923 | 12 | 900 | 3600 |
| 3 rd | 30 Q | 1333 | 39990 | 61523 | 76903 | 2563 | 16 | 450 | 2399 |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 180 | 1199 |
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 45 | 270 |

Qualifications: In order to earn any of the benefits offered by Nikken, there are specific requirements that need to be met and these are called "Qualifications" They are not difficult but they need to be known and understood. **Please refer to the company Policy and Procedures.** Example in order to earn any income one needs to create \$100 in Volume either from a sale or a purchase. In order to earn any bonus from the leaders in your organization you need to meet the personal group volume requirements of either 1,000 or 1,500 in Personal Group Volume Points, either Wholesale or Retail

How the Bottom of the Structure Gets Built

Working it backwards you can see how it grows and who is creating the growth on the 5th level and below that is mostly coming from the 4th level with the help of the 1st, 2nd & 3rd

| Level | Q Leaders | A L CV | Total CV | Wlse Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
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| 5 th | | | | | | | | | |
| 4 th | 60 Q | 1000 | 60000 | 92307 | 115384 | 1923 | 12 | 900 | 3600 |
| 3 rd | 30 Q | 1333 | 39990 | 61523 | 76903 | 2563 | 16 | 450 | 2399 |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 180 | 1199 |
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 45 | 270 |

The development of Level 5 will come from the Leaders on Level 4 building their teams. The potential here is huge. If the 60 created an average of 3 then that would equal 180. In this example I stopped after 40 in order to reach the objective. Also look at the earnings prior to the 5th level being created a bit over \$7,000.

How the Team Works to Build Depth

The 3rd Level is going to build the 4th and beyond that with the help of the 2nd and 1st.

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| Team | 144 | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |
| 5 th | | | | | | | | | |
| 4 th | | | | | | | | | |
| 3 rd | 30 Q | 1333 | 39990 | 61523 | 76903 | 2563 | 16 | 450 | 2399 |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 180 | 1199 |
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 45 | 270 |

Once again it will be the leaders on the 3rd level with the help of the 2nd level that creates the 4th and the 5th. As far as income the first 3 levels are going to generate around \$4,000.

The Beginning of a Large Group

The 1st and 2nd Level Distributors will create the 3rd and beyond under your direction.

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| Team | 144 | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |
| 5 th | | | | | | | | | |
| 4 th | | | | | | | | | |
| 3 rd | | | | | | | | | |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 180 | 1199 |
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 45 | 270 |

Your underway. You have your teams starting and growing and the rest will happen by directing the attention of building the depth.

This does take some time but the key to understanding time is “how long does it take to create a Silver/Leader” Each new Distributor is on the same plan and it is a simple process of what we call “Duplication”

It All Begins with the Right Partners

With your 3 Front-Line, game on. Help each do the same and find their 3 Front-Line +

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------------|------------|-------------|-------------|-------------|---------------|-------------|-----------|-----------|------------|
| Team | 144 | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |
| 5 th | | | | | | | | | |
| 4 th | | | | | | | | | |
| 3 rd | | | | | | | | | |
| 2 nd | | | | | | | | | |
| 1st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 45 | 270 |

You have your 3 key Front Line and each will probably be created differently. Usually the first will get to the 5th level growth before your 2nd or 3rd partner does but they all will in time when you focus on developing them to do so.

This is why it is so important to have partners who are on the same page as you, then together you create and build, it's a lot of fun, takes work and effort but the rewards are spectacular.

It's a Journey that Starts Here

Level Q Leaders A L CV Total CV Wise Points Retail Points A L GV A # Sales T Size Earnings

You

Team 0

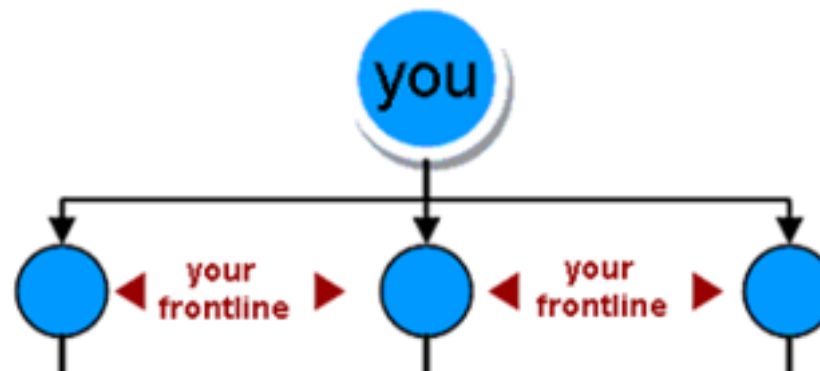
The object is to find the **3 frontline partners** that are on the same page as you.

This is done one at a time.

Who they are is not yet known, but by going out and finding out what is needed and or wanted and showing them the Nikken solutions, then asking them to join you, will find them.

We have proven this for the past 47 years. I did this personally more than once and many 1000s of others, all over the world have also done this.

To start you want to create a list to talk to and plan with your sponsor how to approach each. It could be a one on one , Zoom meeting, 3way call, or any number of ways but the results will come about because you communicate the concepts and ideas you are learning here.



Help Each Partner Get to the 1st Leadership Level

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------------|------------|-------------|-------------|--------------|---------------|-------------|-----------|-----------|-------------|
| 1st | 3 Q | 3120 | 9360 | 14400 | 18000 | 6000 | 15 | 45 | 3000 |

Team 144 Q 1157 166,666 256409 320511 2225 14 15 10,000

Once you have **someone who wants to join you and play** then the first Goal is to get that person to the first leadership level with 6000 Vol Points

The best and easiest way is to push deep like the chart on the right. We call this “Tap Routing” or building depth. Obviously each new Distributor is following the same plan as we all do and this will create Leaders, customers and a productive organization.

This is repeated until you have at least 3 legs with a team leader(reached the first leadership level) and a group of Distributors and customers in their personal groups.

This will set you up for more growth and expansion.

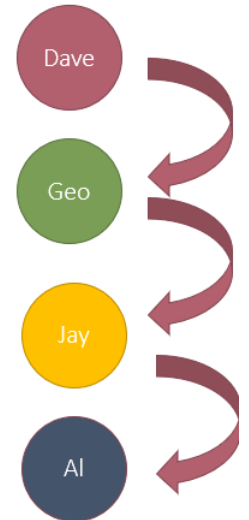
Leg One - George

Dave sponsors

George who Sponsors

Jay who sponsors

AI .

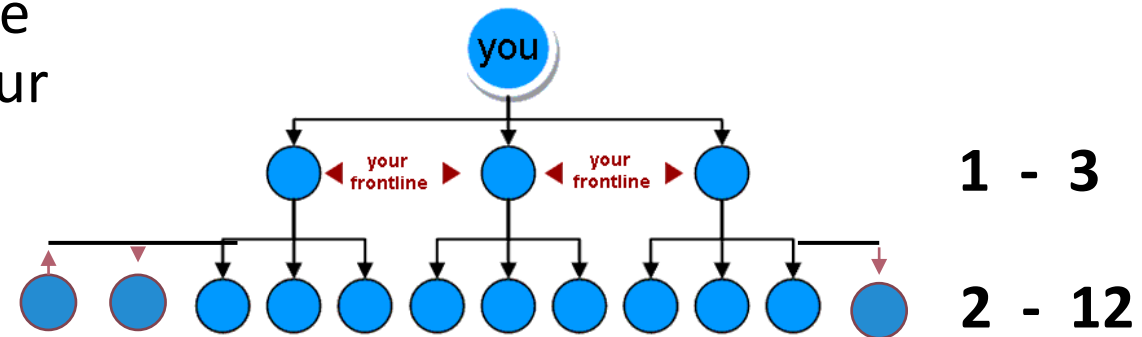


Duplicate Your Activities to the 2nd Level & Below

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| 1 st | 3 Q | 3130 | 37440 | 57600 | 72000 | 6000 | 450 | 45 | 2500 |
| 2 nd | 12 N | | | | | | | 135 | |

Team 144 Q 1157 166,666 256409 320511 2225 14 15 10,000

Once you have your 1st, and then your 2nd and 3rd Front-line the objective is to help each get their three front line or more and keep pushing the depth. The activities are then more focused on your teams activities below you. You also want to ensure that your personal group, those other than the leaders, are busy enough to keep your qualifications in place so that you always get paid on what you create.



The Growth that will occur comes from each new level's participants, their intentions, desires, needs and wants and of course your direction and the overall guidance given.

Keep Pushing Depth Wherever You Can

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 6 | 270 |
| 2 nd | 12 Q | 3130 | 93900 | 144461 | 180576 | 6000 | 1128 | 135 | 5634 |
| 3 rd | 30 N | | | | | | | 450 | |
| Team | 144 Q | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |

Now the 3rd level of 30 New Leaders, will be created by the 12 Leaders on your 2nd Level and the 3 from your 1st. There will also be a number of Distributors who will reach Gold, Platinum and Diamond. Including yourself you will now be able to get paid down further once the group grows to the lower levels, 4th, 5th and 6th and beyond.

You will now have leaders that are also making this happen along with your help and direction. I'm not showing anyone under level 3 in this example but based on experience there will definitely be plenty as it grows in random patterns based on who is driving it.

The key is understanding how it grows and who basically makes it happen.

It's Primarily the 3rd Level that builds the 4th

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 30 | 270 |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 135 | 1199 |
| 3 rd | 30 Q | 3130 | 187800 | 288922 | 361152 | 6000 | 15 | 450 | 11268 |
| 4 th | 60 N | | | | | | | 900 | |
| Team | 144 Q | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |

Building the 4th level will happen by the 30 Leaders on the 3rd and this could generate some real nice income as you can see on the right, 11,268 plus the 1,199 from the 2nd level and about 270 from your first. Also you have enough volume for Royal Diamond, the top Leadership Level

Now you should also understand why the “deeper you go” the larger everything gets. As this is an illustration for training purposes, the real results can be much different as it depends on who does what. I have seen both smaller and larger numbers.

The key point is to see how the income is made and what activities must be done to create the organization that then creates the volume that then provides the benefits.

Building the Fifth Level

| Level | Q Leaders | A L CV | Total CV | Wise Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 40 | 270 |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 135 | 1199 |
| 3 rd | 30 Q | 1333 | 39990 | 61523 | 76903 | 2563 | 16 | 450 | 2399 |
| 4 th | 60 Q | 3130 | 125200 | 192615 | 240769 | 6000 | 1504 | 900 | 7512 |
| 5 th | 40 N | | | | | | | 600 | |
| Team | 144 Q | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |

In this picture the team, of Levels 1,2,3 and 4 are building the 5th level and deeper for sure. If you add up the potential income showing it is well over the 10,000 mark and it will continue to grow down many levels as each new level brings in new life to build their dreams.

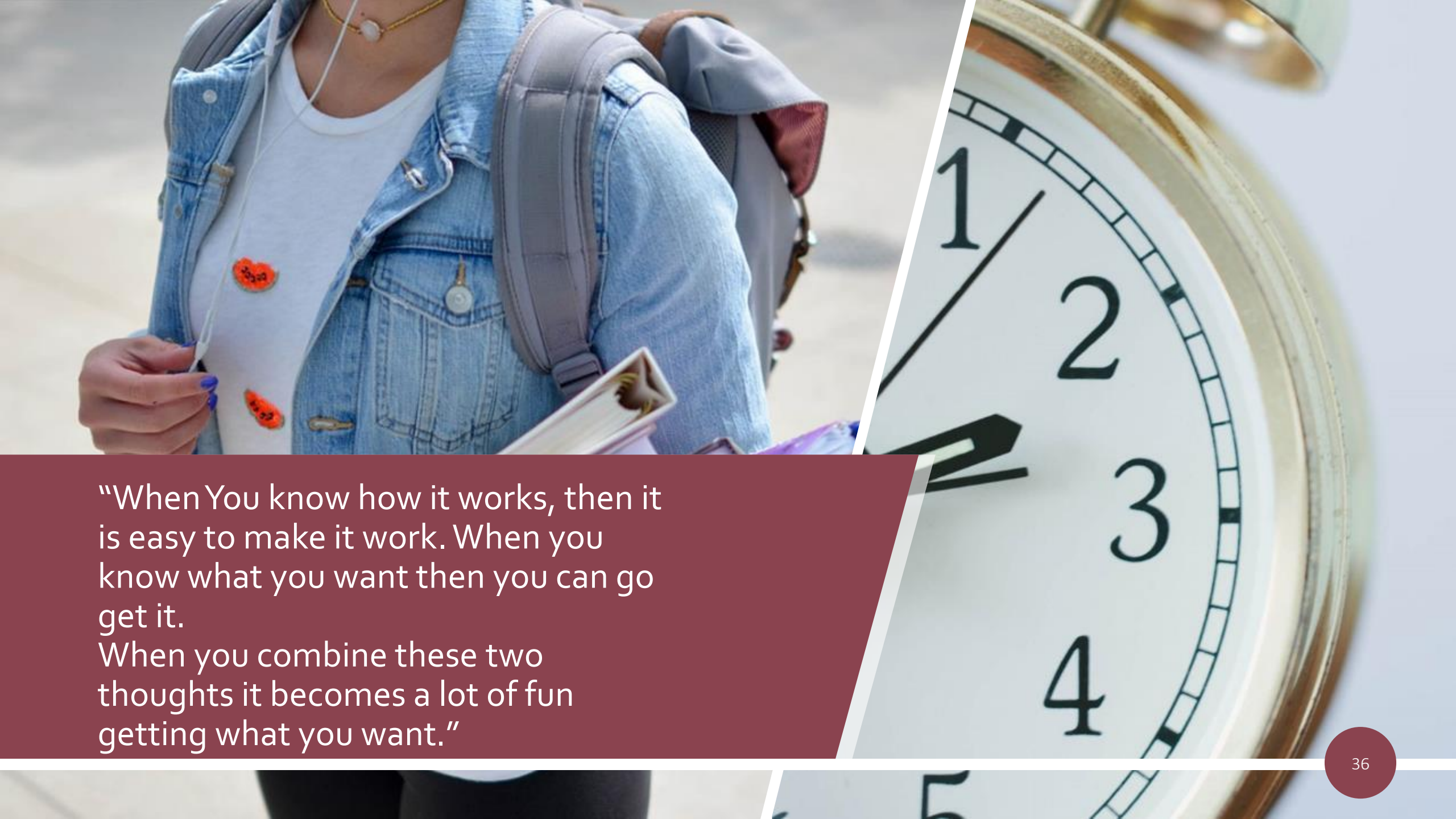
The key to the growth, is the direction the organization is given and the intention of those that are doing the work. From my experience I have seen this grow 10 to 20 times larger.

Goal Made \$10,000

Now we are back to where we started which was achieving the Goal of 10,000 per month.

| Level | Q Leaders | A L CV | Total CV | Wlse Points | Retail Points | A L GV | A # Sales | T Size | Earnings |
|-----------------|-----------|--------|----------|-------------|---------------|--------|-----------|--------|----------|
| 1 st | 3 Q | 1500 | 4500 | 6923 | 8653 | 2884 | 18 | 45 | 270 |
| 2 nd | 12 Q | 1666 | 19992 | 30756 | 38446 | 3203 | 20 | 180 | 1199 |
| 3 rd | 30 Q | 1333 | 39990 | 61523 | 76903 | 2563 | 16 | 450 | 2399 |
| 4 th | 60 Q | 1000 | 60000 | 92307 | 115384 | 1923 | 12 | 900 | 3600 |
| 5 th | 40 Q | 1081 | 43240 | 63532 | 83153 | 2048 | 13 | 600 | 2594 |
| Team | 144 Q | 1157 | 166,666 | 256409 | 320511 | 2225 | 14 | 15 | 10,000 |

Now you have a complete picture working the plan backwards then forwards. The key is finding individuals that want to go after what they want, and they realize that by being involved with Nikken and becoming a Distributor, their goals can become a reality.



“When You know how it works, then it is easy to make it work. When you know what you want then you can go get it.
When you combine these two thoughts it becomes a lot of fun getting what you want.”

Thank You
....



Dave Rolfe



617-388-9109



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www.daverolfe.com

**Please contact
the person that
sent you this
video to get
started.**