

# Getting into Action A 90 Day Push or A Strategic Build

By Dave Rolfe



# Introduction

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I think that the idea behind the 90 Day Push was to create activity or commitment or lots of action, primarily as a way to get you doing more activities and keep your business on track, more on track or moving to the next level.

**Building a business is not typically a start and stop and start situation but a strategic plan of continual action, based on sound fundamentals.**

So with this in mind I am going to lay out some ideas that will help you to build a successful and profitable business while best using the next 90 days to do that.

Each of you is different and your situation, circumstances, skills and abilities are most certainly unique to you. One key is to quickly find out what works for you. I will show you the successful activities, the rest is up to you.

# Introduction

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In 1999 I wrote my first Book Vested Interest, Making Network Marketing Work for You.

The idea was to present the actual activities that needed to be learned and done. Once you knew what the actual activities were, then you could learn how to do them and get results. For example;

Put together a list of 100 to 200 names and then go out and present what you have, versus you get results when you contact people and present what you have. The more you can speak with, the greater your potential becomes.

When you talk to others and find out what they need or want and when you do that enough you get results. How much is enough is another question which we will answer shortly. Creating a Plan to follow based on a Strategy to get what you want, is the objective.

# Introduction

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Therefore the whole idea of this presentation is for you to understand the “Mechanics” (functional details or procedures) of creating a successful business with Nikken and then get things going in the next 90 days.

What is important is that the activities you do, move you closer to get what it is you want and not just for 90 days but long term.

So we have two areas to deal with; Building a Business and Time.

Today we are going to deal with these two things and what can be done in the next 90 days and longer. We will do the theory first then a practical on application.

# What do You Want

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A business is a “thing” that is created by an individual or a group and operates based on directions given and actions taken by those and other individuals that are associated with the business.

As an example, when I started, I first formed a Corporation as the operating entity, because of my experience, knowledge and advise from my legal council.

There were short term and long term benefits that this would provide once I made the business work and it was successful. (MY INTENTION & COMMITMENT)

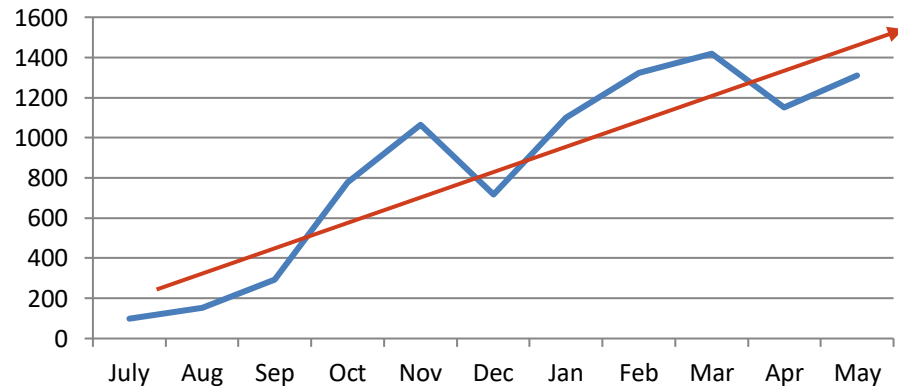
I also needed to know what I wanted as a result of being involved and doing this activity. Therefore before I DECIDED to play, I needed to understand the potential, which then made plans more exciting and the activities more realistic, not pie in the sky stuff but real potential and real results.

# What is Your Circumstance/ Situation

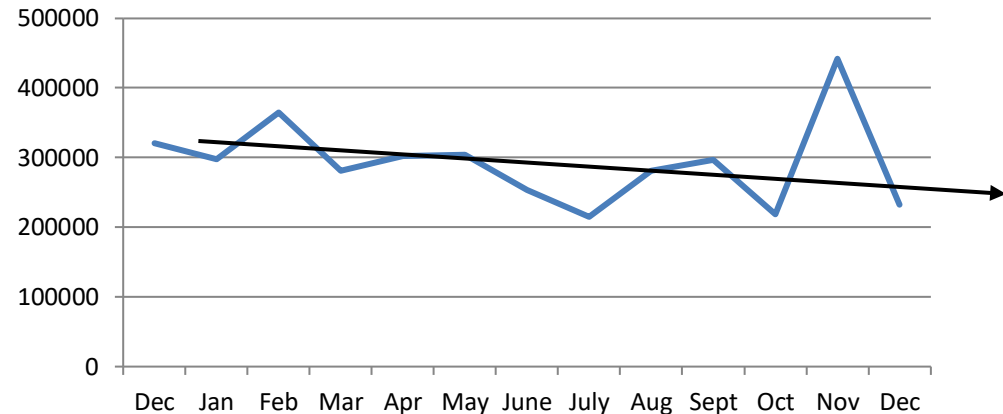
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This step is very, very important to understand as this will set the correct actions to take. Now I use and have used statistics and when interpreted properly, they tell me what condition my business is in and basically what to do next.

**Gross Income**



**Sales Volume**



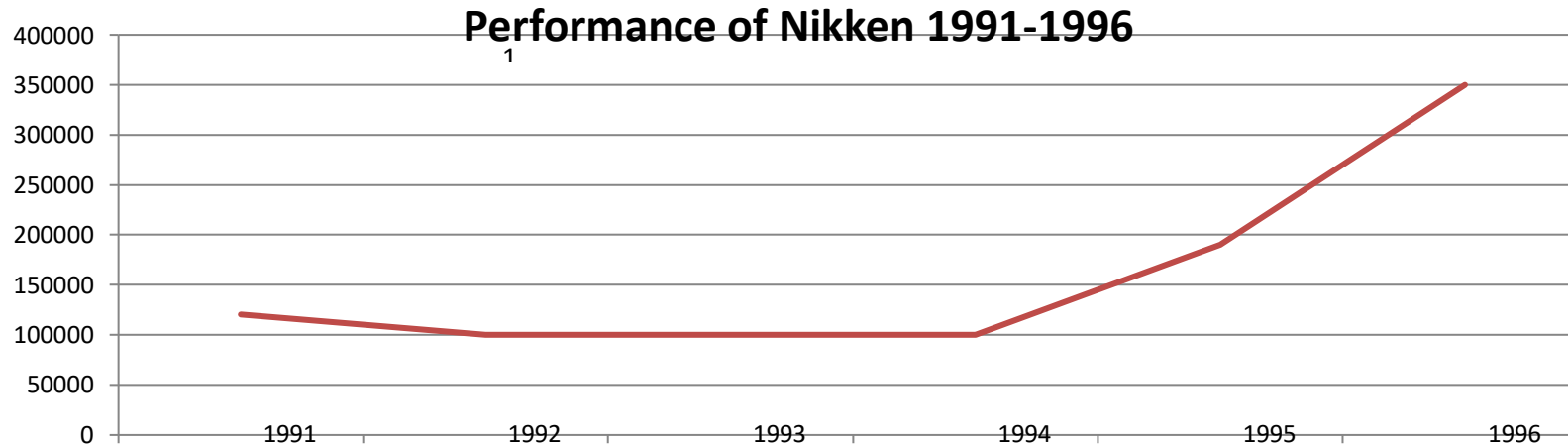
Here we have two different conditions, the one on the left is good and the one on the right needs some fixing. It doesn't seem to be growing so a different plan needs to be taken, whereas with the first graph, I wouldn't change a thing.

# Evaluation & Plan

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So where are you in relationship to what you want and is your plan working or does the plan need some tweaking or should you simply continue doing what you are doing. These are critical moves to your success. Here's an example of this idea.

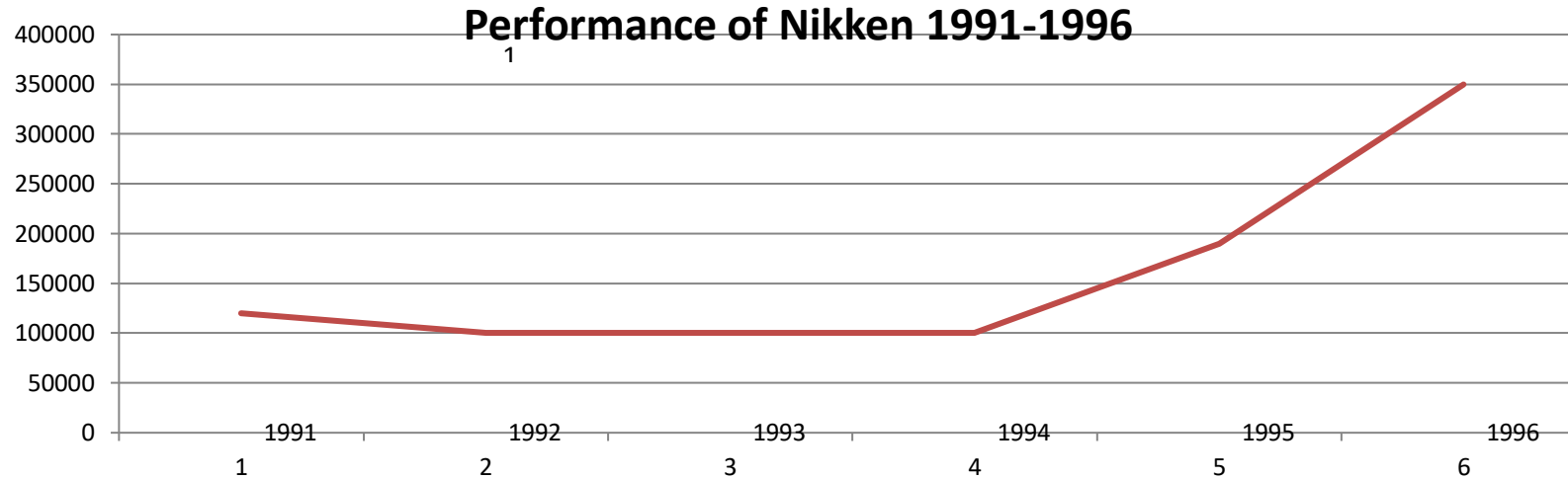
I just achieved Diamond in July of 1996.



You can get the full <sup>1</sup> story on <sup>2</sup> [daverolfe.com](http://daverolfe.com) but it really <sup>5</sup> started to gel in 1994 and I was a Platinum. It then took two years to get to Diamond, 1996.

# Plan and Strategy

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Based on this, the graph showed a condition of affluence therefore I needed to strengthen everything that was creating this, which meant my next step was to continue what I'd been doing to get to Diamond, to reach Royal Diamond and for a couple of reasons.

First, was the potential increase in income; more than double where I was at

Second, was the accomplishment of reaching the top and the title,



## Create a Picture of Your Goal

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I needed to see what my goal would look like in terms of a **structure**, that would reach that Royal Diamond Rank so I could understand the **effort required and** the specific targets, then the specific production activities, then create a step by step build.

I was now looking at a new milestone for income, a huge jump. At that time I needed 3 more Platinums and each Platinum needed 6 Silvers just to get to rank, not to mention any depth or security.

I drew it out and put it up on my wall. Then I had to find the **first person** who would be the first of 3 Silvers who would then grow to Gold and then to Platinum. **Go to the end and work it backwards.**

**Now let's look at the next step in present time and see how this might work for your situation.**

# What Targets need to be Reached

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To bring this up to present time I am going to use the graphic from last weeks presentation and an over all goal of earning \$5,000 in monthly income based on the Nikken Comp Plan. Here is an example of what would need to be created:

- ❑ 20 + Retail Customers generating \$1,500 Retail PPV @ 20%= \$300.00
- ❑ Rebate from the Retail Customers CV @ 20% = \$150.00
- ❑ Executives -5 doing 1500 CV per month on average = \$750.00
- ❑ Directs -5 Directs doing average of 100 CV = \$75.00
- ❑ OV 100,000 from Leaders under you could be less depends on the CV and products sold
- ❑ CV 64,500 could be more depends on product mix
- ❑ CV Volume at 6% would be  $64,500 \times 6 = \$3,870$
- ❑ You would need 25 Leaders @ average OV of 4,000

# Keep Your Eye on the Prize - Constant Monitoring

## Set up your Production Boards

### New Distributor Production Board

Directs and Executives Volume of 8,000  
CV per month

Harry Direct 350  
George Exec 2200  
Bob Direct 100  
Bill Direct 1200

### Retail Sales Production Board

Retail Sales of 1,500 per month

Bob 110 AS  
Mary 500  
Jerry 250  
Frank 300

## The Ideal Scene Production Board



# Running Your Business

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As the CEO of your business your job is to get activities done that create results that you want and to correct things when you don't.

You put up a Production Board to get Retail Clients

You set a Target of how many and how much volume

You know what needs to be done as far as an activity, phone calls, social media, etc

You plan out doing the activities, using your calendar and events

You go do the activities until you get a result

You get Retail Clients

**Name what you want, want what you name and then go to work.**

# Running your Business

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As a CEO you expand your business when you delegate activities to others like in recruiting other distributors who get customers and other distributors.

You put up a Production Board to get Distributors

You set a Target of how many and in what time

You know what needs to be done as far as an activity, phone calls, social media, etc

You plan out doing the activities, using your calendar and events

You go do the activities until you get a result

You get Distributors

**Name what you want, want what you name and then go to work.**

# Running your Business

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As the CEO of your business, your job is to expand your business and this is done by creating other independent leaders, Silvers and above in your group.

You put up a Production Board to build a team of Silvers and above

You set a Target of how many and in what structure

You know what needs to be done as far as an activity, phone calls, social media, meetings, follow ups, training, 3 ways, one on ones'

You plan out doing these activities, using your calendar and events

You go do the activities continuously

You build a team and you get others doing the first two building blocks

**Name what you want, want what you name and then go to work.**

# A \$5,000 per month Business

# 25 Leaders @ 4K

Directs and Executives Volume of 8,000 CV per month

Retail Sales of 1,500 per month



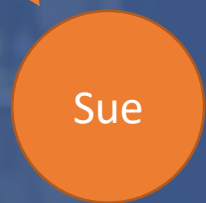
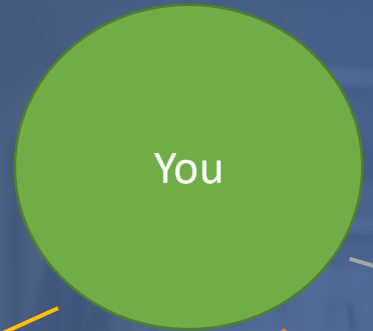
# A \$5,000 per month Business

# 25 Leaders @ 4K

Need to recruit Directs and Executives and generate Volume of 8,000 CV per month

Need to have the customers to create the Retail Sales of 1,500 per month

Leadership  
64,500 CV  
3 Teams with 22  
K in CV each





# Activities Building a Team

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I want to look at all of my successful actions so far or what I am learning and then apply that.

1. The first action was to find someone who wanted to play
2. Once I had someone who wanted to play; help them get to Silver, build a team, then onto Gold and beyond, put that root in the ground solidly.
3. Pay attention to the bottom of any leg as this is the weakest part and help them get activity below, this then creates a team.
4. Make sure that you maintain all your relationships with previous customers and or Distributors and continue to help where needed and most importantly keep building previous legs if any.

# A \$5,000 per month Business

# Built One Leg at a time

Leadership  
64,500 CV  
3 Teams

You

If the total goal is 65K Then  
this leg should be built to at  
east 25K  
In this example that is 10 x  
2500 = 25,000  
Bob is now a happy person  
and you have freedom  
Simply repeat this concept

BoB

L-2

L-3

L-4

This picture also supports the relation between you and your frontline and vice versa. We are a team sport and when we work together the results are greater. When you help Bob here he wins and you win.

# Activities Just Starting

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I would get with my sponsor or Mentor; create my action plan and go to work learning and doing as much as possible.

1. My best advice to beginners is to learn as much as you can quickly before you start
2. Create a plan and strategy with your sponsor or mentor
3. Use your sponsor to start out if needed or if you have confidence go on your own
4. Start contacting people
5. Get your Retail accounts and as many as possible.
6. Follow the previous strategy when it becomes applicable.

# Calendar and Battle Plan

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1. Line up what time you have to play and do the work
2. Get out your calendar and know when all the key events are including any local events.
3. Coordinate with your upline or mentor who you will want for help. to make sure they are available
4. Set up a **Daily Battle Plan** early to establish activities to do or to finish
5. Start and go to work.
6. Review each day your progress and set up the next day.
7. Review each week and then the month to set the stage for what's next.

# Monitor Your Activities and Results

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Now depending on the target you are working on or the Goal you want to reach, each will determine how much or how often you want to monitor your activities and results.

Nikken operates on a monthly, quarterly and annual basis and for somethings that is fine, but for you I would operate more on a daily, weekly and monthly basis as the tighter you keep tabs on your production and results, the quicker you can change things if they are not working properly.

The graphs that I provided earlier are examples of what you could do but until you get a real good handle on your capabilities and skills really monitor closely what you do and the results you get and discuss with your mentor.

# Conclusion

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**This is important;** I can't tell you who will join you, all I can tell you is that if you talk to lots of people and you do a half decent job you will find both customers and distributors.

The actual results you get depends on what and how you communicate what you have to offer, and how much do those you talk to need or want what you have.

This then is a numbers game but the more you do the activities the better you get and the more results are created.

I wanted to go Royal after Diamond and I had a plan and a strategy each month to get it done and after 24 months I got it done. I kept doing what worked over and over and over until I reached my goal.

# Let's Put this into Action

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**What do you want?**

# THANK YOU



Here's how you can reach me  
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