



**Take a Look**

**Thinking**

# Introduction

The Take a Look Series are short videos with instructions on specific topics to learn with instructions and doing homework in a practical exercise.

They are designed to help you understand exactly what needs to be done so you can apply what is learned and then go build your business.

As you gain an understanding of each topic your skills and ability will improve dramatically.

I hope you enjoy the series.



How to Think About Your Business and figure out what to do.

Today I'm here to talk to you about thinking and how it relates to your business. We are going to explore the process thinking plays in creating your success.

When you are finished listening, you should do your homework and then review what you have learned with your sponsor, then go out and really build your business.



**Dave Rolfe**



**Do You Know What To Think  
About ?**

**Building a Successful  
Business**



# What is Thinking

When this topic came to mind, I was **thinking** of how important being able to **think about** what needs to be done was, and how easy it is today to figure out how to solve most if not all the problems I run into.

For example if someone were to ask me “what do you need to do to build a successful distribution business?”, I have tons of information that I can draw on to answer that question and I can answer that question in many ways.

The question then is, what am I doing to come up with these potential answers? **I’m thinking** about various situations that I was involved with or knew about, that relate to this and in **thinking** about them I can then provide an answer that makes sense and is totally relevant to the question being asked or I could solve a problem by thinking of a solution.



# How Thinking Plays a Role

If I am thinking about expanding my business and want to expand my business, I have all kinds of things I can **think about** to create a plan and a strategy to move forward and get this done, again based in knowledge and understanding. Then I thought if you were new to this and had no formal training or education how would you know **how to think about, plan and do what you need to do.**

Many distributors start out really interested, they sign up and want to become successful but they aren't guided properly so that they can actually think of what needs to be done because they don't have a knowledge base or someone experienced to guide or teach them.

So how do you make this work ?



Focus on  
What's Important

# What is Important

The most important piece of information I could share is the “Beauty is in the eye of the beholder” and this applies to everything and everyone. Beauty is a consideration one has toward someone or something. A consideration is how one feels or determines when they interact , engage or view.

In all my years in this industry and this business I was completely amazed at who got in and did things and who did not.

At first it was very puzzling and it didn't seem to make sense until I understood this concept of “beauty is in the eye of the beholder.”

I loved this business concept and Idea of Network Marketing and I know tons of people who didn't. So what's the key, or the answer, it is simply in what, how, and to whom you present the information you have.



# The Right Ingredients

The better the picture that is created, the stronger the need for what you have, the more familiar one is with the activities that are known to create results, the better off you are. I believe this to be true.

As we explore this idea it all boils down to how does the individual digest the information and think about the benefits that are proposed and how willing are they or confident that they can accomplish what needs to be done.

These are all very important aspects of building a successful Networking business.

But remember the business and what it offers can be awesomely wonderful and attained by most if the shoe fits, and this then is the Cinderella story.

It can be learned , applied and succeeded at. Let's take a look.



# Experience or Knowledge

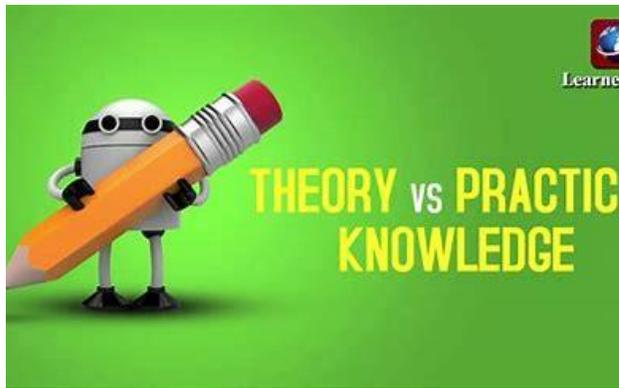
Let's take a look at how this idea works in terms of

searching for answers or potential solutions to something you need answers or a solution for. Lets look at those that cook in the world, you are one, now it's time for Thanksgiving Dinner and you are asked to have a Thanksgiving dinner party for 15 people.

What are you going to **start to think about**? What information are you going to think about? How would you then come up with a plan? What are the logistics involved?

What sequence would you work on this? Can you visualize in your mind how this party might go down and what might happen ? Could you even imagine the responses that guests would have , the fun, laughter and good food.

Could you tell a story so someone else could learn and see what needs to be done. Could you write out a plan for someone to follow.



# Theory vs Practical

Now you are not a cook and you have never ever had a Thanksgiving dinner where you had to do everything and you have no idea of how to cook or figure out the logistics for planning a large scale dinner. So you get asked to put together a dinner party for 15 for Thanksgiving.

How easy is this going to be and where do you start? What are you going to do?

Guess what to do? What would you think about? How would you plan things out?

The answers are going to depend on how important is this event? How serious are you about this event? Who do you know to get help from?

But most important, how do you think about what needs to be done? This is difficult when you have little if any knowledge or experience or understanding.



# Experience Matters

Someone tells you a great story about a great business opportunity and you join what they are offering, and you are told “what you need to do in order to get the benefits that were described, is go to work and build your business” but you have no experience in building a business like this or any business for that matter.

How do you think about this situation ? How do you think about what to do ?

You are told to put together a list of people to present what you are offering. However you are not told the purpose of this exactly so you really don't know how to think about the names you put down and what you need to do with them.

You call them up and you don't get very far and no one seems to want what you have or at least that's how it seems.



# Knowledge

When I started Nikken I had already been involved with 12 other Network Marketing Companies and I had my own businesses and had been a major sales representative for many different products and services.

So, I had **KNOWLEDGE** and **EXPERIENCE** on how to think about what to do. I knew the basic idea of what this was. I knew what my job was. I found a coach right away. I learned how the company plan worked right away and I learned what to say right away.

I knew what I needed and wanted. I quickly learned what that meant in terms of what Nikken stated I needed to do to earn that. I then could think, strategize and Plan and do the activities that I had learned to do throughout my whole career.

I knew it was all based on communication. I practiced that, I created scripts, developed stories and talked to whomever I could but I knew what to look for and how to think about that.

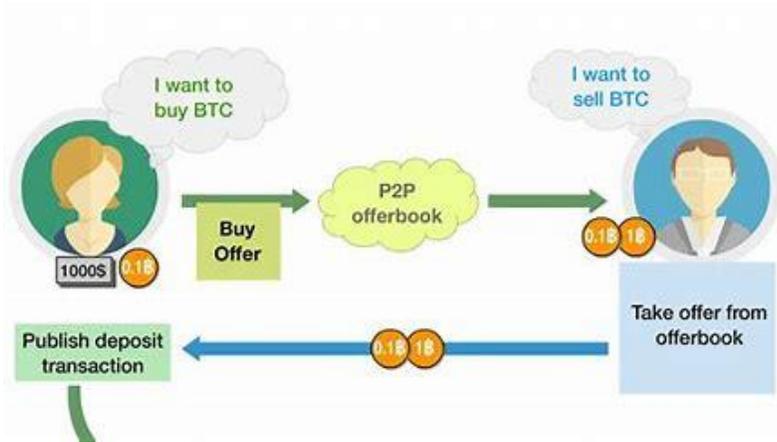


# Experience/Knowledge/Action

I knew that some would and the majority wouldn't, so I would think about how to find those that were qualified versus those that weren't. I knew that if I set up activities that were geared to create results I needed, then I could think about doing that and be creative in the process.

I remember when I set up an Expo at Universal Studios Hollywood at the Hilton hotel and over 600 attended, with many of the top leaders in the business speaking. A very successful event that pushed my business to a new level.

Having experience and first hand observation I was able to think about putting this together and pulling it off. If one didn't have any knowledge this would have been hard to do.



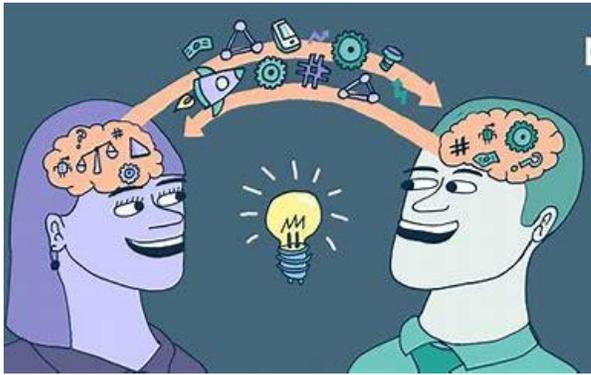
# Learning Comes First

What I found helpful was the ability to quickly see in concept the prize. So many distributors try and introduce this to others without having the full picture or the correct information to show and tell with.

I was talking with a distributor and she happened to mention that one of her distributors talked to a prospect who stated "I don't have time to sell products". So when I heard this what triggered in my mind was how did she approach this person in the first place, what was discussed and why did this end like this.

I then thought of how I did this and the approach I used and the people I talked to and the results I got and they were not like that at all.

This then led me to take a look at what is missing and how could we improve on the results.



# Communication Skills

All leaders had an ability to communicate the opportunity well and explain it to others so that they could see and understand what it was all about. Now why is this such an important ability? Because this is all we do, **communicate with others** and the more you do the bigger your business.

I have found that if you communicate to enough people about anything you are trying to get them involved with you will eventually find enough people who are **“Qualified”** for what you are promoting or selling. In other words they need or want what you have.

But the key was how did you go about what you say to others and how do you think about what to say and then do.

To start out with you must have a really good understanding of what you are involved with, how it works , what needs to be done, what is the best structure and where to work effectively to make it successful.



# Something Worth Talking About

Let's put this in perspective. You have a distribution business with 400 locations around the world headed up by like minded individuals that want freedom and independence, just like you.

Your annual retail sales volume for your business is around 12,000,000 which means an average of 1,000,000 per month. The Commissionable Value of this is about 600,000 and you earn about 6% or \$36,000 per month.

This requires about 15 hours per week of administrative time plus once a month you travel to one of your distributors area to help with an event or training.

You have a couple of other corporate events to attend and once a quarter you are a guest speaker. The rest of the time is yours to do what you want.

This is what we are talking about creating. Can I show you what needs to be done. Would you be interested in finding out.



# Who Might Like That

We saw in the last Take a Look- Qualifying that not everyone will do this, not everyone is qualified but with the right amount of work and effort and asking the right questions you will find enough that will.

But what do you need to do before you go out there and make a mess. Know your stuff, know what to say, have your presentation dialed in, know how to paint the big picture and have all the details and steps laid out or have someone to help who has.

If you asked me If I would be interested in making 20K per month, I would answer yes and I'd want to hear your plan to do so. This is how it works. This is the key.

If you asked me to come over for Thanks giving dinner, I would say yes, and I would want to know all the details.

If you asked me If I'd like to sell 8 track cartridge tapes I'd defiantly say no.

# Different Strokes for Different Folks

Now if we understand the previous example we know that it can be made up with many smaller parts that don't require the same intensity. Therefore, this would be easier with help.

If you had 3 partners that did 333,000 each; at 60% CV they would be earning about \$12,000 per month. So how many people do you think would like to know how to do this and earn \$12,000 per month.

Find three and guess what happens to you. So, when I started, this is what I looked at . I needed to earn \$8,000, then how much would others need to earn and how many would I need to find became what to think about.

Now if you have no idea on how this all works then it is very difficult to think about this. Just like if you had not been around the building of this and then took over a business it would be very hard to continue building it, unless you had a coach or teacher with know-how.



# It Takes All Kinds

In the previous Take a Look the whole idea was making sure

that the person you talked with was qualified for what you wanted and the key to find out was asking questions and then listening to the answers and then provide further data.

Now lets ad more information here with regard to the make up of your business and the types of people and the amounts of activity that can go on.

We have retail activity., wholesale activity, distributor activity, full time activity, part time activity, some time activity, we have referrals, one time only activity and serious full time commitments.

Now the ultimate is to know what to do with each situation and if it presents itself, provide a solution and direction with the ultimate objective of success for that individual. In other words help them get what they want and in the end so will you.



# Know What You Want

However, the key is you need to know what you need , what your goal is made up of, what kind of player do you require because if you don't it becomes very difficult to end up with what you want.

Howard was my second main Distributor. He was not on my original list but soon after he was. I called him up and told him I found the “goose that laid the golden egg” and wanted to know if he'd be interested in taking a look.

Now the reason I mentioned this, was I knew that he liked to make money and live well as he worked for me in another business. I went over the details, the potential and what we would need to do, in very general terms. I sent him some product to try out.

Two days after he received the product and used it he called me back and said “I don't know what this is all about but I'm in” , the rest is history.



# Understand the Real Potential

Now here is what is important. He understood the relationship of potential to his ability to work and get it and once he started to gain a benefit, started to think about that potential and what that meant to him, that got him excited.

Howard was like me, he wanted to make sure that if he got behind an idea, does it have the potential to do well if he works at it and he was not afraid of working hard. It was his thinking and evaluating his ability and the data I provided that got him to say I'm in.

Howard was a great story teller and he was able to convey what this was as a solution to others that were qualified and interested and as a result he built a very nice business and as a result so did I.

The rest of those I signed up and worked with were very similar in they saw a solution to their needs and wants and they understood what needed to be done so they could think about how they would do it. The rest is now history.



# Take This Seriously

If you want what was described earlier or some part of that and it sounded good then realize that you are not alone and there are many others that would also like it.

The challenge is that they don't get the right information, the right story and the right perspective, so that they can think how they will get it done. You see that is actually the purpose of your mind, to pose and solve problems related to survival.

If you think about this for a moment, that pretty much is all it does. Now it is separate from you imagination and creativity, that's something you do, but the mind operates when it is given a situation to deal with.

Take a look a your life so far at all the problems related to survival you have had to deal with and what the outcomes have been. I'm sure if they are anything life mine , what a ride so far, right!



# Creating the Results

Now let's take a serious look at creating a business that does 12,000,000 a year and that only requires 15 hours a week and all the other benefits. Now do you know one person who you could show this too that would also say this is for me.

Well lets say you do now what's next. Let's make a decision that the two of you are going to build this business that is going to be doing at least 12,000,000 per year if not more.

I want to now get into what it might look like in terms of structure and numbers of people along with the average production volumes and potential earnings for some of the team members.

Now as this is a map for you, it is also a map for everyone else. Remember that not everyone will play and that is a given but it's the average that is important followed by the total.

# The Proposed Model

	Generations	# to Sponsor	Total in Team
12,000,000 per year			
1,000,000 per month	1	3	3
Commissionable Volume 60%	2	9 (3x3)	12
400 Distributors	3	27 (9x3)	39
6 Generations below	4	81 (27x3)	120
Average sales 2,500 per month per Dist	5	120 (81x 1.5)	240
Create 3 Front line making 12K per month	6	160 (120x1.3)	400

Now this doesn't show activity below you 6<sup>th</sup> level but believe me there will be plenty and you will have all kinds of leaders doing very well.

This is the idea and where it starts, is with the two of you.



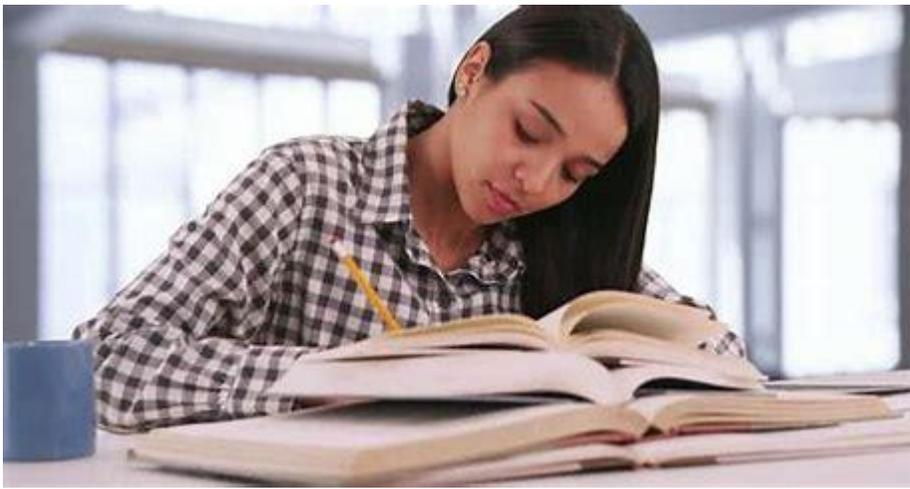
# How to Think About This

Now you can see what the big picture is and what it is made up of. How much would you like this result? OK go to work you have all kinds of people to find but the most important is the first followed by the second then the third.

**What is also most important is where you go to work and how you build your teams and your business, one person at a time and one leg at a time.**

**In this scenario one is not left alone to try and figure this out. It's a team business including upline, coaches and mentors that know what to do and who can teach you what to think. You are the only one you can solve your problems but without the right information it becomes very tough.**

Now with this viewpoint then I would sit down with my new partner and dream about how to make this work. Formulate a plan , find the coach and get ready to get into action. All of this is located in videos on the site [daverolfe.com](http://daverolfe.com). If you want to know more about coaching help let me know.



# Homework

This is going to be an interactive homework assignment that you want to do with your partner, your upline or mentor or someone you work with now and in Nikken. The idea is to create a plan for a business that does 14,000,000 per year.

You want to know how much you could earn, how many distributors do you need to have, how many generations do you build to.

Write the strategy down and really take a look at how you could present this and potentially who you might know that would take a look and possibly be your new # 1 partner. If you already have # 1 then work this out with and for them.

Let me know how this goes and any success you have.

Thanks for being on today and now we will end and go into our Q & A session.

See you next time



# Thank You

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