



**Take a Look**

**# 5 Plan & Strategy**

# Introduction

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

They are designed to help you understand exactly what needs to be done, one step at a time, 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.



## # 5 Your Plan and Strategy

Hello,

Today I'm here to tell you all about creating your plan and your strategy, where to start, what to talk about with your sponsor and what to do to put it into action.

When you are finished listening, you will want to get with your sponsor and fully discuss your plan and how you will proceed to implement your strategy.



**Dave Rolfe**



# What is Your Plan

**A Plan by definition;** a drawing or diagram: such as a top horizontal view of an object; a method for achieving an end; a method of doing something; a detailed formulation of a program of action; goal, aim; to have in mind : INTEND; to have a specified intention. For our purpose; going after something wanted.

**The plan would be on how to go about getting what you wanted.**

I wanted \$8K per month in income so I needed a plan, something I could follow, something I knew that if I did the job, I could get what I wanted.

**The Strategy by definition:** the art of devising or employing plans towards a Goal.

**Synonym:** method, style, tactics, way. For our purpose; how are you going to do it.



# The way it works

Everything you do or I do is based on a decision to do. So you are sitting on your couch, watching TV and you feel like a snack. You can

do one of two things, either get up and go get a snack or ignore the idea and not get up.

**Each requires a decision to do. You can decide to get up or you can decide not to get up.**

If you recall from the previous lessons that your business communicates in numbers, it doesn't understand emotions just numbers and if you want something then what needs to be understood is what needs to be done(an amount) or produced( a number of) to get what you want.(another number)

Let's say you're a Dairy Farmer and you contract with a Milk producer to provide 1000 gals of raw milk daily so they can produce milk for sale in the grocery store. What numbers would you need to know? How much milk does one cow produce? And How many cows do you need, to produce 1000 Gals daily and what about contingencies for a non producing cow.

Next how many milk producing cows do you have?

# You Need a Plan



You realize that you are short a few cows and so you need to get an idea of how you are going to get the cows you need. How much does a cow cost?

Where can I get the cows I need? What is my budget to purchase the cows? What will the extra feed cost? How much will the milk produced return? All kinds of numbers are required to help you think, plan and strategize right!

**You know what you want; so this then needs a plan, then decisions need to be made, that cause things to get done versus decisions made to not get things done.**

It's like sitting on the couch and you know you need a cow so you can decide to get up and go get one or you can sit there and forget about it. They are both decisions that you could make.

So if you want to be able to produce the milk then you need a plan that will make sure that you have plenty of cows to get the job done and the first thing you need is to top off your existing herd, so you need to get off the couch and go to the cow auction. Got It!



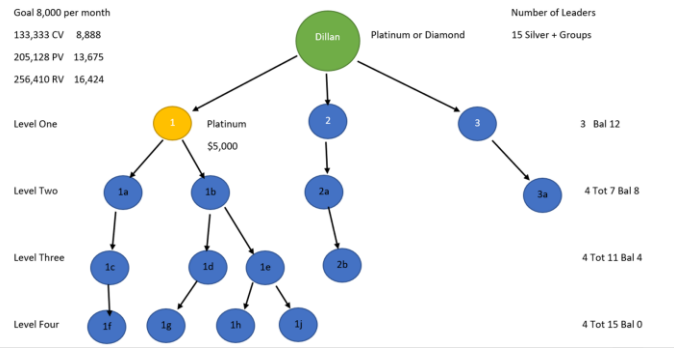
# The Strategy

Your Nikken business is just like your cow business. If the goal was that you wanted to get a monthly income of \$8,000 how would your business interpret that request and what kind of decisions would need to be made, right!

**First** what is the rate of pay. Now in **Take a Look # 3 Show Me The Money** you learned that to make \$8,000 per month the best method would be the 6% Leadership Bonus or residual income aspect of the commission schedule.

**Secondly** if the rate is 6% of the CV then how much CV is required to earn \$8,000. Take the amount and divide that by the rate  $8,000/6\%= 133,333$  CV.

**Thirdly** if you need 133,333 in CV how many cows do you need I mean people to create that amount based on company historical information. Lets say the average is 1,000 CV then you would need  $133,333/1,000= 133$  individuals or 15 teams that average 8,888 CV.



# How does the Structure Play a Role

From your homework after Take a Look # 3 you were to watch a Video, I'm new to this, how does it work, How do I make a

**living.** In this video you saw how the structure of what is built looks like, when you go about doing the activities that are known to create results.

Now we have just found out that in theory if you want to earn \$ 8,000 per month your entire team needs to create 133,333 CV each month and that could involve about 133 individuals or approximately 15 groups.

Now lets say that these groups consist of many individuals and can produce with the right amount of work, 8,888 CV per month each and they can consist of 15 to 25 individuals.

Now we have more numbers and a different potential outcome to get what we want. Therefore we would need 15 of this kind of group, do you see that.



# What Does this Look Like

Goal 8,000 per month

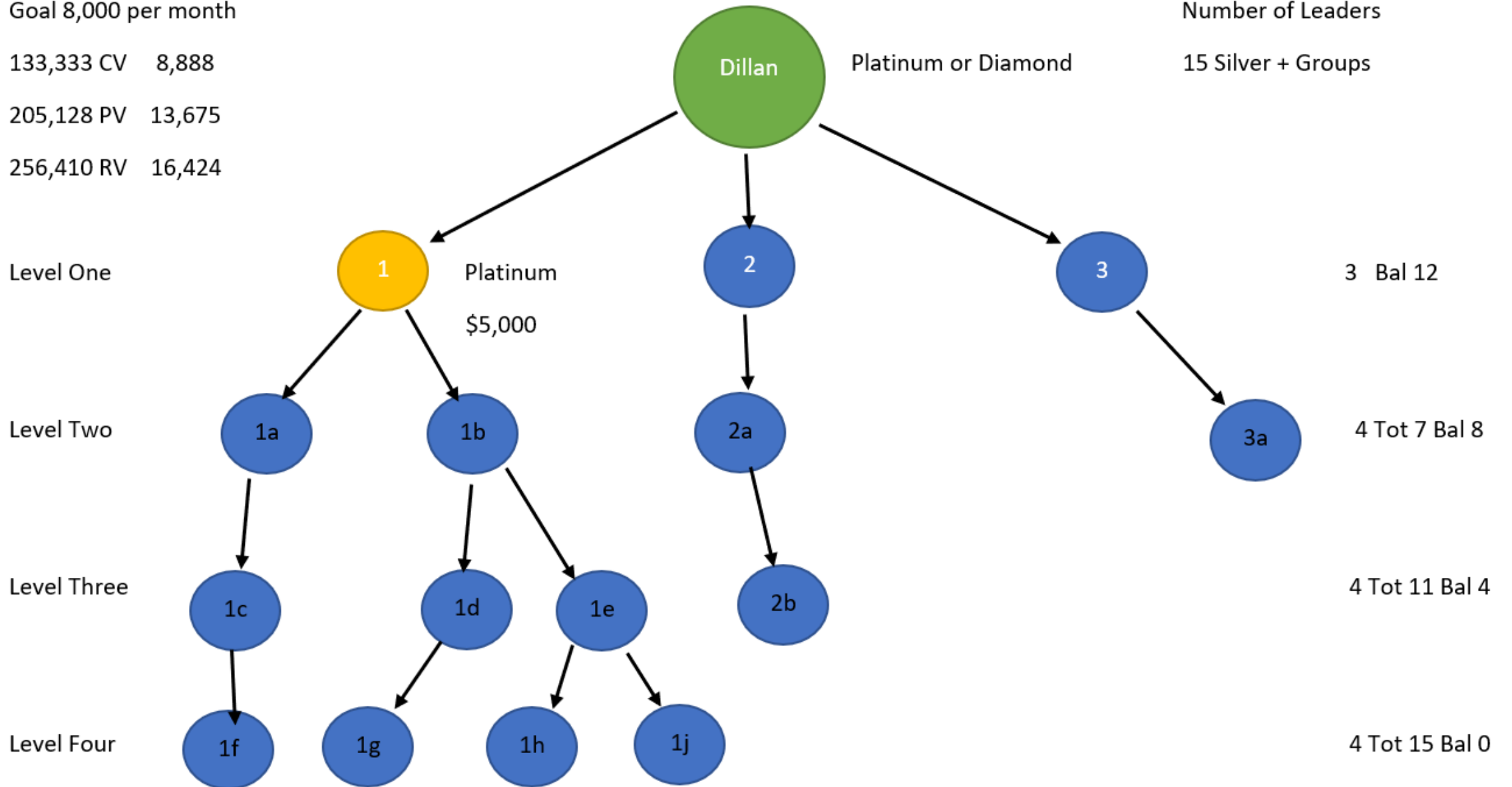
133,333 CV 8,888

205,128 PV 13,675

256,410 RV 16,424

Number of Leaders

15 Silver + Groups



# Make the Decision



Now it's decision time. You can see what it takes to create a Structure that can produce the volume to create the income that gives you what you want correct! And you can see how many individuals, how many groups, and on what level right!

Now what makes this happen?

A decision to go do the work that is necessary. That's it. Just as you sat on the couch watching TV and you made a decision to get up and get a snack and just at you decided to go buy a few cows so you could produce some more milk.

It all operates the same way.

First there is a want followed by decision and that is followed by an action and the more the action is geared toward what is known to work to get what you want, and the faster you learn how to do this work, the faster you will get what you want.

# Steps to Take



I think that it is also very obvious that the end result of what you want is made up in steps that need to be taken or done. Here is an example.

Decide that you are going to be a very successful Nikken Distributor that makes a minimum of \$8,000 per month.

Based on the Map step one would be to find # 1, a key partner to your team and a future Platinum or Diamond with a minimum of 9 groups below creating a total monthly cv volume of 70,000 plus points

Make a decision to find that person, then go do the activities that are known to find such an individual. What might those activities be?

Talking to as many people as you possibly can with the intention of finding # 1

What are you going to need to learn to help you?

What are you going to need to practice to help you?



# Providing a Workable Solution

In creating the Plan you want to write down all of the potential activities that you could do so that you can find # 1 and then move on from there.

Here I would get with my sponsor and create a list of activities that will

put you in front of other individuals so you can find # 1.

Examples

Talking to friends and Family

Talking to anyone I run into

Joining social groups or clubs

Doing surveys

Placing ads in publications or on social media





# What do you do after you find # 1

From the map you can see that there are many pieces that are required but the key is that these pieces are all designed to help you. It's like if you need 10 more cows to produce the required amount of milk then you go get 10 more cows.

Based on the Map once you have found # 1 then you can see that his job is to go get two or more personally sponsored partners and then push it down so that they repeat this and so on.

Now in this Map I have stopped at 4 Levels Deep but in the REAL WORLD you want to push this down as deep as you can.

Now simply write out an instruction for each activity or result you want. You can expand these instructions and provide as much detail as you require to ensure that the job gets done.

But I want you to understand that when you create an instruction you are at the same time making a decision that this is to get done. If you do the activity then it will, Got It !



# Beauty is in the Eye of the Beholder

# How it Works

Here is what I observed and probably with every thing I have ever been involved with that requires the other person to make a decision, to do something, buy something or get involved with something.

If they can see and understand a benefit is possible by moving forward, and they like who they are dealing with and they have a real need or desire for what is being presented, offered or suggested, and they can understand clearly what needs to be done there is a real good chance that they will proceed, to either buy or commit, or join or participate in.

Not always, but more often than not, if many of the right ingredients are in place and line up. You saw what those were in the previous Take a Look.

What you learned today is now the action part, the steps to follow which will allow someone to realize that they can do this, it is real simple versus being afraid or fearful.



# What's the Objective

So, here is how to use this information and play to win. Keep in mind that what you do now as a business and as a career is **SO VALUABLE** it is sometimes hard to explain until after the fact.

In my career now almost 32 years with Nikken, I have made this my life's work, I have helped 100s of thousands learn how the importance of taking care of themselves is, I have helped 1000s learn how to take control and earn their own living and enjoy more and I have pulled the thorn from the lions paw many times.

There simply is nothing more gratifying than seeing someone else become happier and more successful because of what you helped them with. I had an absolutely great time doing this and you can too, provided that you do what you need to do based on you and your circumstances.





# Homework

Now for some homework. You now understand that the key to making this work is really in the answers you provide or in the solutions you present and how smoothly you do this.

You ask the Questions ***“If I could show you how to earn \$8,000 per month and you understood what needed to be done and you were willing to do that, could we sit down and have a serious conversation about you doing this?”***

I have learned that practice makes perfect and this really applies to doing Nikken. I then suggest that you get with your sponsor and practice not only asking this question but also showing the answer or solution that I have presented today.

Now this will take some time but in the end it will be so worth it. To help you get used to doing this start with say \$2,500 per month, then do \$3,000 then \$5,000 these will be good practice.

# The Procedure Details

**Step One:** find out what is wanted or what amount they need.

I might ask **“What kind of income do we need to be talking about to get you to really look?”**

Or **“If I can show you how to earn \$4,000 per month and you see how you could do the work can we sit down and have a serious conversation?”**

You can create many questions along those lines and remember from the last Take a Look the idea of asking questions and what you are looking for, desire, need of change or dissatisfaction.

**Step Two:** Because you know the approximate answers from doing your homework you start out by giving a direct response **“So you want to earn \$8,000, then we will want to create a team of about 15 groups that does around 133,000 in CV per month, very straight forward”**

# The Procedure Details

**Step Three:** “Now let me show you the details” and you either have a premade Map or you draw one on the spot.

Desired Income AMOUNT

Take Amount and Divide by Rate equals CV

CV divided by average of say 1000 equals total number of Individuals

A Leadership group has 15 to 25 people so how many Groups is next

Now look at Retail values

Look at Rebate Values

Finally add in incentives as the bonus.

# Summary

You have some homework to do. If you have finished the previous videos and the associated homework proceed with the homework from this lesson.

Watch or listen to the Video **What's The Best Way to Present Nikken**

Watch or listen to the Video **What do you need to understand about the Nikken Plan**

Practice creating income plans with your sponsor for \$2,000, \$3,000, \$4,000 and so on.

Also take a look at a plan for retail activity and income and then look at the incentives as a bonus.

Practice all of these or combinations as a solution or answer to a question you are responding to .

The Next Video will be What Does Your Business Make, this is a fascinating lesson.

Remember if something doesn't make sense or you seem puzzled about what to do, ask your sponsor, mentor or reach out to me.



# Thank You

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