

## What Do You Want

Let's define "want"; to have a strong desire for; to have an inclination toward; to have a need of; something wanted: need, desire

So, want can be almost anything that is either needed or desired and it doesn't necessarily mean a thing, an object, money, although it could. Also, when you work on want, you are constantly creating and focused on the future which is very positive.

Therefore, what you want is what YOU want. And this is one of the most important areas you need to understand. And once you are in, then it's no longer about you but it's about the person you are speaking with and what they WANT and following that it's building a team of individuals that are going after what they want.

This is true on all fronts, ideas, philosophies, goals, hopes, desires, understandings, realities, outlooks and beliefs. It's great when you are on the same page but it's ok to just be in the same book. Now most of the population needs to work or likes to work or must work in order to live life and this is very important moving forward. Also, most need to do something to remain sane and healthy and working, especially where they are getting some kind of benefit is important.

In other words when you ask yourself the question what do you want from doing this business understand that this is something that is important to you and in many respects unique to you and very relatable to work and the results of work and how other people see it as well. It represents freedom, choices, self-determinism and it will relate to others.

If this question comes up, **why are you doing this business**, the answer must be to get what you want, whatever that is, but it must include the aspect of the benefits as they relate to work or working. When we communicate with others part of what we are doing is finding out what they want or like or dislike so that

we can then show them how doing Nikken can help them eliminate something, replace something or get something.

What you want is important to you and what they want is important to them. They can relate to you going after what you want and you can relate to them going after what they want.

The objective then is that **they see they can get what they want by doing Nikken** and the fact that this is what you are doing and making progress with, becomes the validation and the encouragement to make decisions to join you.

Now in the “**want category**” so to speak this can mean many things. When you ask those in Nikken why they are doing the business they will always come back with a **want or a wanted answer**. It was kind of a bit of a missed idea as it had been labeled as “You Need to Find Your Why” and when asked what it was, it was always something that was wanted, desired or needed. So, in fact you need to identify what you want so that you can do what is necessary to get it when doing Nikken.

Trying to find your why opens up areas that you don’t want to go to and can lead you on wild goose chases as can be observed for some seeking freedom, peace, joy and love, when they question why. If you stay focused on want then the **why becomes obvious, to get what you want.**

This is a business that can provide the wherewithal to do what you want, get what you want, allow you to go where you want and all on your terms, on your time, based on your decisions, I know I accomplished this and I have observed many others who have also. If you Google Search this topic you will find that people who own their own business end up with way more that the workers with a job so it is well worth the effort and the energy needed to make it work.

Now what I ended up doing and what I got as a result of being involved is what I did and what I got and what I wanted to do and get and it may not be what you want or it may. Whether it does or not, the key is in the understanding that you can get pretty much anything you want by being involved with Nikken especially living on this planet when it involves work and survival related activities.

It's in how we look at this and how we understand this that then allows us to apply this that becomes important. So, first we need to look at the various areas of "want" and by this, I mean some ideas of what people want. This could be exhaustive but it is important to get the concept we will talk about next.

A want can be a feeling, a sensation, an emotion, an experience, a thing, a purpose, a desire and not necessarily just money or some specific physical thing. It could all be related to being accepted, accomplishment, being recognized, being a part of a group.

It could mean financial success, lots of money, ability to be philanthropic, being looked up to, being acknowledged.

It could mean gratification, satisfaction for helping others, empathy, purposeful, duty, a calling of sorts religious or not.

Any of the above could be the basis for drive, commitment, persistence, and getting results because the results end up giving you what you want or the results help you decide what to do more of or get on top of.

It's been said that the whole benefit is in getting there, the journey, and once you have arrived it's time for a new game. So, knowing what you want can also change. At first, I wanted \$8,000 per month to handle basic needs and survival.

When that was achieved, I discovered a "New Want", set a new Goal and went after it, and this kept going for years. When I reached the seven figure incomes, I now wanted something different and that was the feeling of helping others reach the top as well and that led to a whole new game.

It's a journey and a process but the reason for setting the stage with that information is for the next part and that is **how to get what you want**. Now the business is not you, it's a thing you create and it does what you tell it to do or in other words when you decide to do an activity and go and do it, and thus a result is created which is something that you want.

Wants are usually emotional in nature and the business doesn't understand emotions, it only understands mechanics, numbers basic functional activities. It

won't call you when there is an issue but if there is a fire and you have an alarm that you set up, you will be notified.

The business operates on numbers and when activities are done that produce results the business knows about these results and if it is associated with a group that pays for results then the business will receive an income which gets deposited into a bank usually. The business keeps records on this stuff and you can then use what is in the bank to live, have fun, travel, pay bills, buy food, anything you need to or can do based on the amount that is in the bank.

There are two aspects to your business. One is what you do to create results and the second is what you do to get others to create results. These are two different activities that we will explore over time. Results are created by doing specific activities and when they are done brick by brick or step by step the process is simple.

Now let's tie the two thoughts together, **you want something and you want to do this business** then **the business needs to know the numeric value of that something** or the numbers associated with that something. For the sake of really understanding this I will keep this to an income focus as the majority over 90% of those that sign up with Nikken want to earn something and some want to make their livelihood by doing Nikken and then later, we can branch out to other wants that may not be economic in nature.

## **SITUATION**

You want to do Nikken so you can earn enough to live decently and provide for your family. Now that's a very worthy want and also a very common want for a large number of individuals. They want to earn a living and do well.

Now we need to translate this into what this means in terms of Nikken. It's quite obvious that income is income wherever it is earned from, whatever the job, the key here is how do you get the income, what do you **need to do** and what is the same as everything else, and what is different from everything else, and what is so unique and wonderful and different about this business model.

With this model you have the ability to write your own ticket, create whatever result you want. What's required? A complete understanding and willingness to do the activities that are known to work in a sufficient quantity that produces the desired end result whatever that is.

Now I got way, way, more than I could possibly have dreamed of, and in the end, it was what I wanted and interestingly most of the benefits of what I wanted were emotionally based and the organization that was created and the results that were produced were absolutely fantastic and it all started by going after what I wanted and seriously.

Ok so the business is a thing and you direct the business. It operates on numbers and with the right direction activities get done to produce those numbers. Those numbers represent something that can be exchanged for other things, things that you want. Therefore, the key here is understanding what needs to be done to get what you want, no matter what it is.

Let's look at an example.

You want to live a lifestyle that allows you and your family to enjoy life, travel, save for the future or however else you want to define this. In order to make this happen you need an extra \$5,000 per month. The dollar amount is the representation in society of what is needed to get all the things you want and it's your doingness and creativity that will put it there.

Ok this is a **worthy want** something that is important and something that you should be willing to do, and that is the work necessary to get the job done.

Now with that being said what is it that must be done for Nikken to pay you \$5,000 becomes the question of the day.

This would be the first glance you would want to have, an understanding of what would need to be in place to get a check for \$5k and what needs to be done, what are the activities that make this happen.

Based on the plan that Nikken has issued there are a few ways one can earn income and get a benefit and these must be known and known well if you expect

to make this work. There is a reason for this statement which will come up shortly. The ways to earn are Retail Income, Rebate Income, Production Bonuses, Residual Income, Travel Bonuses. The key is to understand the correct effort required and the appropriate areas to focus on.

Initially understanding each of the various income sources will allow you to plan and create a strategy based on who you are, your circumstances and what you want. This would also mean that this is the same for anyone but in the beginning, you need to understand whose role it is to do specific activities and when do the roles change to move on to other specific activities.

This is like any other career where you are providing answers, solutions, ideas or strategies. Knowing the various ways gives you the possibility of many choices that can be used and or employed and that fit the personality and abilities or lack of abilities of the person you are speaking with.

## The Details

One of the key reasons for the following look is to get a basic understanding of the reality of what needs to be done, the time required and what needs to be learned. For most some or all of this could be totally unfamiliar and thus learning what to do is very important. There is no such thing as failure and for those that didn't get what they wanted is due to not understanding what needed to be done and then doing it.

### **Retail Income and Personal Rebates**

How much retail volume, in other words if you want to earn 5k what would have to be done by just doing retail sales and this would also include the rebate for those retail sales. Now let's make it easy and you get 20% therefore  $\$5,000 / 20\%$  equals  $\$25,000$  in Retail Sales but wait, you would also be getting a rebate and based on these numbers then that would be 20% of the CV for those sales as well.

The CV on this would be approximately 65% of wholesale cost and it varies from product to product but for this example I will use the 65%

Retail of  $\$25,000 - \$5,000 = \$20,000 \times 65\% = \$13,000 \times 20\% = \$2,600$

In this example with both retail and a rebate the total is  $\$7,600$

What we learn from this is that your rebate is going to be about 50% of your retail profit. Therefore, in order to earn \$5,000 from both retail and rebates then you would need to sell about \$16,500 Retail.

Retail  $\$16,500 \times 20\% = \$3,300$

Rebate  $\$16,500 - \$3,300 = \$13,200 \times 65\% = \$8,580^* 20\% = \$1,716$

$\$3,300 + \$1,716$  equals a total of \$5,016

Now you have a formula of sorts or a method to figure out all kinds of different scenarios that you could use to give examples. More importantly you can now start to see what activities need to be done and how many or how much. And the reason to know this is so you can have conversations with others and suggest the ways that they could go and what they could do to get what they want.

It's so very important to understand that there is not only one way but an unlimited number of ways based on the person you are talking to. This is KEY.

In all likelihood earning \$5,000 is not going to come from just retail and personal rebates on the retail but will also include the rebate from distributors and also the development of other breakaways where you earn 6% Bonuses and up to six levels below you. And remember that \$5,000 is not the end game, it's simply a target to reach and the basis for what needs to happen to create a greater number

Looking at this and understanding how it works and what you can earn makes for good story telling and it helps provide solutions or answers and most importantly it creates the correct perspective and a reality of what needs to be done to get what you want, instead of wishful thinking and a hope that you will arrive. In other words, you are in total control of your destiny.

### **Group Rebates and Residual Income**

We have had a quick look at the Retail and personal rebates and you want to now look at the group rebates which are not going to be huge but they will add up and lead to the development of key distributors in your organization.

We want to look at this from the viewpoint of at least Silver for the purpose of estimating Income and figuring out realistically what to do, once one gets going the specifics might be a bit different but not by very much and the key here is to understand the concept and the idea of what to do. At this level you can earn from 5% to 15% on the CV value on sales made by the directs and executives you have in your group that qualify, 15% on a directs and 10% on an Executive and up to 20% on those that don't personally qualify. It takes 1,500 points to become an executive.

Let's look at the details

You want to earn \$5,000 from this area and again we will use the same idea and half, \$2,500 will come from Directs you sponsor and the other half, \$2,500 will come from Executives you sponsor.

On the Directs  $\$2,500 / 15\% = \$16,667$

On the Executives  $\$2,500 / 10\% = \$25,000$

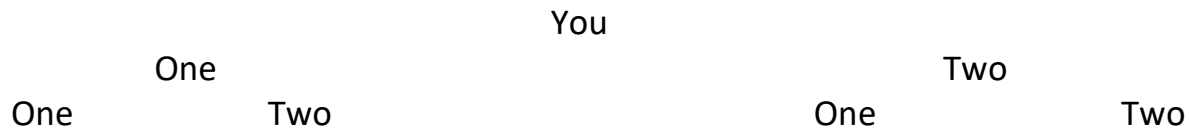
Now based on experience this would mean that you have 100 Directs and 100 plus executives and that's a lot and not that realistic. Therefore, we now must look at the next area and that is the Leadership Bonus area and the development of breakaway leaders Silver and above.

To earn \$5,000 in Leadership Bonuses you need to generate  $\$5,000 / 6\% = \$83,000$  CV which is approximately \$140,000 in Retail Sales. Now in this area a good leader can generate tens of thousands of retail sales, so you now could see that if the average group did \$7,000 Retail per month you would need to have 20 Groups averaging \$7,000 each in Retail Sales. If the average group did \$20,000 you'd need 7, get the idea on this.

The next part that you want to see here is **the structure** and how the result of 20 groups can be realized and created and then grow from that point. Our comp plan allows one to build depth and get paid on up to six generations below one. This is pretty amazing especially if you look at the potential of how this works.

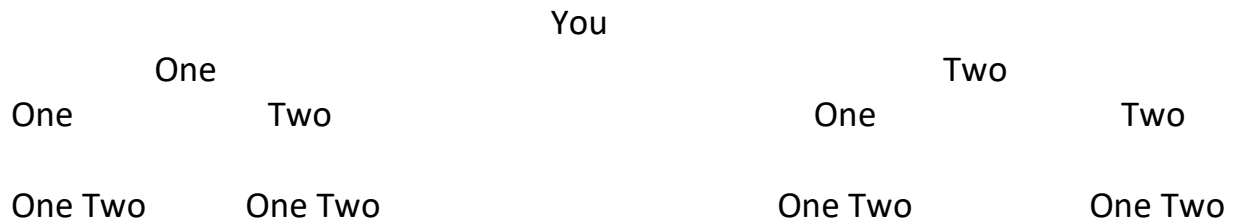


Let's say you go out and find two people and you help them each develop a real good business and, in the process, they build two leaders each, below them.



Just in those two generations below you, there are now 6 Independent Distributors all going after what they want. When the next generation is created you end up with a total of 14, more than double just by creating a new generation. If you went down again you would add another 16 and again double in size.

This the concept you want to make sure the person you are speaking with gets. Not only does it show how it works, it shows where to work and it is a team effort. Then imagination can run wild and the sky is the limit.



Now you can see how the structure helps you and the direction that is going to create the income you are after and as you create this you get help and pretty soon you have freedom because the leaders below you are now busy as all get out building their businesses, so they can to get what they want, and they have a team just like you.

This is **secret and the magic** of this model. It is the automatic support and the Vested Interest to play and participate. This is really how one is going to create \$5,000 and more each month, long term.

Now you can see why it is so important to know what you want so you see what needs to be created and then like an architect you can design it and then build it basically one brick at a time.

What to do to make this happen.

You start with the retail rebate activity, add to that build a team with directs and executives and their activity. Focus on pushing depth by helping those you sponsor build their teams, create some teams build leaders push their groups deep and build teams many generations below you.

The sky is the limit here and I can attest that this is how it works and what you need to do and you can then get what you want economically which can then open the door to other wants that you want to get.

So, if what you want is helping others then the bigger you create your organization, the more you help and unfortunately, you'll make a lot of income along the way, but then you can help even more.

Simply put whatever you are after, you can get it by creating a successful and productive Nikken business as an independent distributor.

Now our next lesson is going to be Your Map and Strategy how to take this information and create a step by step working strategy that you use for yourself and anyone you bring in uses to build their business. What is being duplicated is the concept of building a successful business. How you do that is then up to you and your circumstances, needs, wants, desires, problems or challenges.

This will be a great lesson and it will give you a roadmap to follow and basically pass out to others. But before we get there, it will be really beneficial to now package the first three lessons into a story or presentation and a series of questions you could ask someone or talk to someone about.

I'm not saying to go out and do this yet. but you need to practice this a bit to get used to the idea and you want to have documentation and or pictures of examples, it can really help. This way you are not using income testimonies but you are using actual production amounts with the corresponding payout percentages and amounts to show realistic benefits with corresponding activity.

Remember success in this business is learned behavior and results come about by doing enough of the right activities.

OK that's it for this lesson.

Hope you enjoyed

Have a great day

Bye for now