

Rhythm of the Business

It is important to have events your people can use to build their business. These events need to all serve a purpose and fit together in a flow called the Rhythm of the Business. These events will cover the entire spectrum from what you do alone on a daily basis, to small gatherings all the way up to events with thousands of people. While the daily events are up to the individual, the events such as Super Saturdays, Expos and even larger Core Previews should be set up by people who are “full time” in Nikken and allow others to “use” these set up events to leverage their business with a leaders’ large group expertise. In your area, you may be a new leader and there is nobody else. Then the job of setting this up falls to you, along with the huge paychecks you will get from being the ones to launch a region! Here is an overview of a good “Rhythm of the Business”. Remember, go to an event and you learn. Bring people to an event and you learn and GET PAID!!! Promote events and you will have a huge team!

Daily Activities: Prospect, Recruit and Sponsor.

These are the activities directly impacting the bottom line. Making Contacts and doing ABCs’ lead to and create your organization. These activities also feed the next type of event-Weekly Activities.

Weekly Activities: Previews and In-Homes.

These are the basic events that are the work horses of your business! To begin, make sure at least one night per week is dedicated to holding a preview. Then, as your team grows, it will split off and form new meetings which will all then come together at the larger events and feed the Monthly Activities.

Monthly Activities: Basic Trainings/Super Saturdays/Recognition Events

Pick a Saturday morning once a month do wither a half day or a full day of training the basics, planning your month’s goals and recognizing your successes. You may also want to do one “Super Preview” a month to really bring a big vision to your guests! These feed the Quarterly Events.

Quarterly Activities: Nikken or Regional Expos

Have a larger event in your area every 90 days to illustrate a larger vision to your team. The Rhythm of Nikken Events serve this well!!! These feed the Annual Events.

Annual Events: Nikken Convention or other large events

These events really give a huge vision and energize your teams. Spend your time and energy promoting these events and fill them with your team!