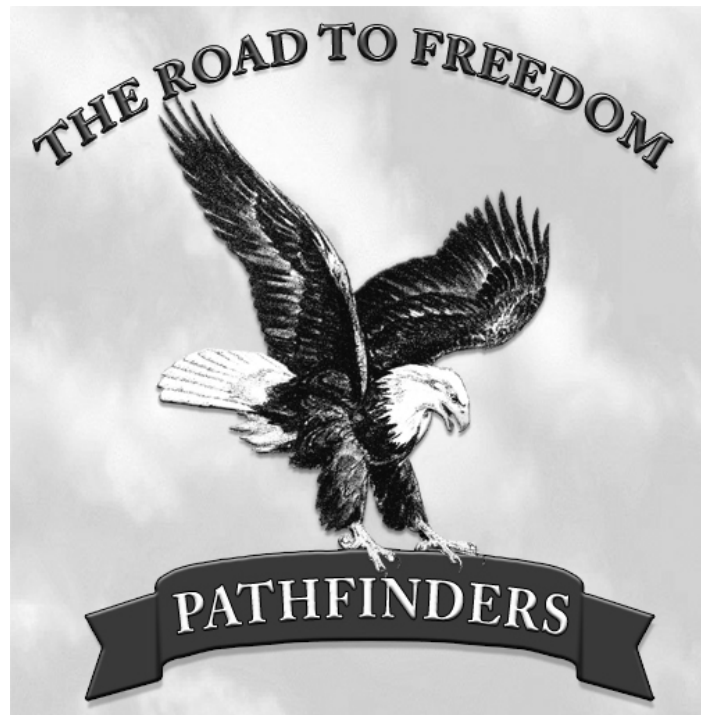


# IGNITION SEQUENCE EDUCATION & TRAINING GUIDE

©Rick Murphy

Your guide to being a Professional Networker with the best company and the finest team in the world



TM

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Austin, TX  
[www.pathfinders.biz](http://www.pathfinders.biz)  
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# Table of Contents

<b>DECLARATION OF INTENT</b>	
Declaration of Intent .....	3
<b>BUSINESS LAUNCH</b>	
Getting the Business You Want .....	4
Business Launch .....	5
Plugging You In .....	7
<b>BUILDING FOR SILVER</b>	
Building for Silver.....	8
Pathfinder I Commitment Form.....	9
<b>SPONSORSHIP</b>	
Sponsorship Checklist.....	10
Working With Upline .....	11
Act Like an Upline .....	12
<b>BUILDING YOUR TEAM</b>	
Section II- Building Your Team .....	14
Building Your Royal Diamond Team .....	16
<b>PROSPECTING</b>	
Prospecting Basics .....	17
100 List.....	22
Reach Out Methods .....	27
PRS Process Tools.....	29
Process Flow Chart.....	31
Contact Information Page .....	32
<b>ACTIVITIES TRACKING</b>	
Weekly Activity Tracking.....	33
Monthly Activity Tracking .....	34
<b>TRAINING</b>	
Training Day Format .....	35
<b>BUSINESS CAREER</b>	
The Ideal Business .....	36
Career Evaluation Checklist .....	37
<b>PATHFINDERS II</b>	
Pathfinder II Accountability Form.....	38
Thoughts on Recruiting.....	39
Troubleshooting Your Business.....	41

# Declaration of Intent

Date of creation:

My reason for building the Nikken business:

# What Type of Business Will You Build?

There are 5 types of people in our organizations. Which one fits you the best?

1. **Consumer-** You want to be a customer without becoming a member. You can purchase products from the person who introduced you to Nikken.
2. **Wholesale Consumer-** You wish to be a customer and buy at wholesale. You can either become a preferred customer or become a Wellness Consultant. Inquire with the person who introduced you to Nikken for details.
3. **Extra Income-** You wish to make \$100 to \$500 per month. You will make your desired income primarily from retail profits and from time to time sponsor other people. You should learn how to share the products and know how to connect the people you sponsor with the organization to help them get started and build the business they desire.
4. **Second Income-** People who wish to make a second income. You wish to build Nikken into a second income that has the possibility of becoming a primary income. Go through the training in the Ignition Sequence Guide, follow all the steps, and learn how to make your new business a success. The primary difference between a 4 and a 5 is a 5 will do more of the same things, set up the events and assume the leadership positions in the organization. You will need to devote 5-15 hours per week to your business.
5. **Primary Income-** People who wish to be a Professional Networker and build an unlimited residual income. These are our career people dedicated to reaching Platinum or above in 1-2 years and making a \$100,000 income and above. Go through the training in the Ignition Sequence Guide, follow all the steps, and learn how to make your new business a success. You will make your living by being a Professional Networker and setting up the infrastructure, being a leader, being proficient at prospecting and helping others do the same. You will organize and train the people on their teams with the intent of developing other leaders to do the same. You will need to commit the time to your business and have a “whatever it takes” approach.

## What type of business are you going to have?

One of the great things about Nikken is the fact that it is your business! You can choose whatever income level and time commitment you wish! Another great thing is that your business type can change. Many times people who come in and want to be a 3 will have their vision or their needs change and decide to become a 5! If that happens, just do the appropriate training. The reason we use 1-5 is so we can help to give the proper training to the right person. We do not, for example, need to teach someone who wishes to just buy a few products to go through the business builder training. On the other hand, if someone wishes to be a 4 or a 5, we need to make sure they are all set up. Remember, your sponsor wants to help you build the business that you desire. Only then can your sponsorship line help you get it!

I want to begin my business at the following level: \_\_\_\_\_

# Business Launch

## STEP 1. Become a Member

- Fill out the application and fax it in
- Go online to [www.myNikken.com](http://www.myNikken.com) and sign up online.

## STEP 2. What Do You Want From Your Business

- Become a consumer. (Go to Step 2a)
- Become a consumer and build a business. (Go to step 3)

## STEP 2A. Wholesale Consumer Training

- Learn how to place orders for your health needs.
- Learn about benefits of membership.
- Get the listing of local events and the contact info of your active upline.
- Know where to go if you should desire to build this as a business.

## STEP 3. Business Set-up

Goal: To build an organization dedicated to changing lives both physically and financially thereby insuring your financial future with the free time to enjoy it!

- This business is simple.
- Everything we do must be duplicable so others can easily learn how to do it.
- Before you expect others to do things you must first do them yourself!
- Your success will be determined by how simple and duplicable you keep it.
- Do not reinvent the wheel! Follow the steps as closely as you can without changes.

### 1. GET SET UP ON myNIKKEN

Go to [www.myNIKKEN.com](http://www.myNIKKEN.com) and follow the instructions!

\*\*\*\*\*Familiarize yourself with myNikken\*\*\*\*\*

### 2. AUTOSHIP- Your Residual Income Vehicle & Silver Requirement

- A critical part of your residuals! In short, this is not only a huge bonus for health, it is your **SALARY!** Think of thousands on your team on Autoship!
- A great plan with big discounts for our consumable items.
- An inexpensive way to use the finest nutritionals and skin care in the world!
- No need to reorder every month.  
To get set up for Autoship go to [www.myNIKKEN.com](http://www.myNIKKEN.com)  
At the top of the page, go to "Business Tools" on the drop down menu.  
Select "Order Processing" and then "Autoship Orders".

#### Recommended initial Autoship:

- **Best: Kenzen Wellness Pak for Men or Women-** Kenzen Nutrition, Fruit/Berry & Vegetable, Ciaga Juice Twin Pack, Jade GreenZymes and Lactoferrin Gold

\*\*\*\*\*Select whatever other nutritional/skin care product(s) you need/want\*\*\*\*\*

- **Better: Men & Women:** Ciaga, Jade GreenZymes and Lactoferrin or Fruit/Berry & Vegetable
- **Good:** Pick something that sounds interesting or meets a need and begin to experience what whole food nutrition can do for you!

### 3. Product Ordering

Ways to order: Ordering is easy! Just follow the instructions on the systems below!

- By Internet- [www.myNikken.com](http://www.myNikken.com) - 3% discount on ordering.
- By N.E.A.T. - 2% Discount 1-800-669-8859 and hit option 1. Follow the prompts.
- By Fax- Fax in wholesale order form to 800-669-8856.
- By phone with a live person- 1-800-669-8859 option 2. Monday-Friday 7 a.m. - 5 p.m. PST.

#### A. Business Builders Tools-Choose your Business Builder Kit/Pak

**\*\*\*\*This step is a requirement for Silver\*\*\*\***

1. Business Builder Starter Kit-U.S. Item #4098 CN Item #4099.
2. Business Builder Wellness Home Pak-U.S. Item #4540 CN Item #4541

#### B. Products for you - Order products you want for you and your family!

### 4. Wellness Home Certification.

- Go to myNikken under the following:
- Business Tools  
Nikken Wellness Home

#### STEP 4. Watch/Listen to Ignition Sequence “The Process”

This will teach you the basics of how we communicate with people about our company and products!

#### STEP 5. Begin the Pathfinder I Program

This program will teach you the basic skills you need to attain the rank of Silver and begin your new career.

- Ignition Sequence Pak
- Pathfinders I Pack

\*\*\*Pak contents on [www.pathfinders.biz/Tools](http://www.pathfinders.biz/Tools) under the “Quick Ordering” Button.

#### STEP 6. Attend the First Possible Humans Being More Training (HBMT).

- Launch your business with an unshakable belief in yourself!
- It is a requirement for becoming a Silver

Go to [www.pathfinders.biz](http://www.pathfinders.biz) and see our home on the web for:

- Pathfinders Call schedules/archived call information
- Pathfinders Previews listing
- Event information
- Downloadable versions of our tools

# Plugging You In

## TIME/DATE/LOCATION

Weekly Core Previews are:

Our next In-Home Preview is:

Our next Open House is:

Upcoming Big Events (Expo/Super Saturday/Convention)

The next Humans Being More Training is:

The next Training/Workshop is:

Other:

## CONFERENCING INFORMATION

### CALL SCHEDULE

Pathfinders 1: 641-793-7502 pin 62862#  
Pathfinders 2: 641-793-7502 pin 62862#

### TIME/DAY

Monday at 8:30 p.m. CST  
Sunday at 8:00 p.m. CST

### PURPOSE

Business Launch  
Leadership Training

### BIG PICTURE INTRO CALLS Available 24/7 on number (732) 463-6426

Brenda Hanley-----	Pin Code 232
Rick Murphy-----	Pin Code 323
Herb Schoenfeld-----	Pin Code 424
Pat Terry-----	Pin Code 525
Ed Wiens-----	Pin Code 626
Dennis Williams-----	Pin Code 727

Trish Schwenkler, Chris Gullo	
John Leehman, Char Rogers-----	Pin Code 828

-----	Pin Code
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**For current telephone numbers go to The Program at [www.pathfinders.biz](http://www.pathfinders.biz)**

# Building For Silver

Silver is the most important level in the company! It is the level where you begin to have your Nikken business turn into a career. Silver is the level where you are recognized as a leader and you qualify for the leadership bonus. Silver is also the level that determines all leadership promotions. Every Silver is a brick in your business. Therefore, it is your first big goal in Nikken! There are two ways to achieve Silver:

## SILVER PATH ONE:

Have 3 or more Senior+ frontline and achieve 20,000 PGV in a single month. Invested in either Business Builders Kit/Pak, attend HBMT and be on at least 100PV Autoship.

Senior or above  
Name:

Senior or above  
Name:

Senior or above  
Name

## SILVER PATH TWO:

Achieve 25,000 PGV and 4 frontline Seniors+ with 4 more anywhere in depth over a 4 month period. Invested in either Business Builders Kit/Pak, attend HBMT and be on at least 100PV Autoship.

Senior or above  
Name:

Senior or above  
Name:

Senior or above  
Name:

Senior or above  
Name:

## 4 Seniors or above anywhere in depth

Name 1:

Name 2:

Name 3:

Name 4:

## 4 MONTH VOLUME TRACKING

MONTH 1 PGV \_\_\_\_\_

MONTH 2 PGV \_\_\_\_\_

MONTH 3 PGV \_\_\_\_\_

MONTH 4 PGV \_\_\_\_\_

**TOTAL VOLUME** \_\_\_\_\_



# Pathfinders I Commitment Form

I am committed to go Silver within 1-4 months by doing the following:

I will have all my tools and have attended or signed up for HBM training.

I am following the Ignition Sequence and have all my tools (Tapes etc)

At a minimum --I will do all the weekly activities listed below.

I will be coachable and teachable.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Tools</b>	
I have my 100 Name List	
I have my Career Pac/Demo Pac	
I am on Autoship	
Will Attend HBMT	
I have my tools and my Ignition Sequence	
<b>Weekly Activities</b>	
I commit to do at least 5 ABC's/week	
I will attend my Core Preview	
I will do my weekly assignments (Books/Tapes)	
I will be on the Accountability Call	



# Working With Upline

Your “upline” includes your ACTIVE sponsor and every ACTIVE distributor above you in your line of sponsorship. One of the biggest mistakes new network marketers make is to “re-invent the wheel” or try to do this business as if they were the only distributor on the planet!

## **1. Use your Upline’s EXPERIENCE.**

They’ve probably run into the same roadblocks and frustrations you’re bound to encounter. They can save you a lot of trouble by helping you avoid the things that don’t work! No matter how good a prospecting, advertising, or other “sure-fire” idea sounds to you, some other distributor has probably already tried it --and proved it wouldn’t play in Peoria! Your experienced upline also has effective answers to all the most common “objections” your prospects might raise – they’ve heard them all before! Listen to the successful distributors in your upline -- their performance proves they know what works and what doesn’t. Duplicate their techniques.

## **2. Use your Upline’s CREDIBILITY**

Imagine how effective it would be to have a successful member of your upline talk to your prospect in person or on a 3-way call. They can help you set up and/or make these calls which are designed to make preview and ABC appointments. Their success in the business will greatly enhance the speed of your business. Learn from their success and leverage off of them until you are successful and able to relay the information yourself. Would you try to fly an airplane solo your first time? How about perform surgery?

## **3. Use your Upline’s TIME.**

In many cases, your experienced upline can accompany you on ABC’s or even put on entire Wellness Previews for you and your group of prospects. Somewhere in your upline there are “full-time” Nikken Consultants who can calendar blocks of time during the day or evening to help you grow. Your upline can help you use your time more efficiently, as well, if you are coachable and will take direction from him on what to do, what not to do, what priorities to set, etc. You set your own goals and your experienced upline will help you reach them. However, be sure to be considerate of your upline’s time and other commitments (after all, by definition, a successful upline distributor has other “legs” to serve). Follow their direction in confirming appointments, etc., in order not to waste your upline’s time on a poorly attended meeting you set up but did not properly confirm. Remember, when it comes to inviting prospects to a meeting, “I’ll be there” usually means “Maybe I’ll be there”, “I’ll try to be there” frequently means “I probably won’t be there”, and “I’m not sure” usually means “I absolutely, positively won’t be there!”. Let your upline teach you how to get firm, dependable commitments from prospects before you drag him to a poorly attended meeting. That is time he could have used more productively.

## **4. Encourage your upline to work in your downline.**

If you’ve got a particularly excited and coachable downline distributor, get them hooked up with your successful upline -- and watch the sparks fly! The deeper you and your successful upline work in your downline, the greater the ripple effect in your organization. Imagine the excitement it would generate if your upline were to help someone 6 levels deep in your organization, sponsor several new distributors, and generate several thousand dollars’ volume!

## **5. Teach your downline the same principles -- DUPLICATE, DUPLICATE, DUPLICATE!!**

Follow the proven path! Do not be so busy telling your upline what you think you need to know, that you miss what you really need to know! Be a sponge for information, not a fire hose. Remember, no matter your background, or success level, you are new at THIS! The tools and methodologies we use are tried and tested over literally thousands of people from every background possible. Chances are, whatever you are thinking has already been done. So save yourself lots of time and frustration and come to our team ready to learn. Be coachable!

## Act Like an Upline

As a new distributor, the sooner you start thinking like an upline instead of a downline, the sooner your business will become successful. Obviously, the fact that you're in business means you are someone's downline. And, if you've sponsored anyone, then technically you're an upline. However, your success as a Nikken distributor depends on how you see yourself functioning in your business more than where your name shows up on a genealogy report. Your responsibility as a downline is to learn from you upline what works and what doesn't. In fact, you would be wise to make sure you model the behavior of only the successful members of your upline!

Your business really becomes yours when you fully assume your role as an upline. What does that mean? Well, among other things, it includes:

- Attending Wellness Previews and training sessions regularly to expand your knowledge, support your new distributors, and learn how to conduct these sessions yourself as your business expands.
- Nurturing new distributors until they become comfortable with the business, products, marketing plan, etc. While your upline will be happy to help, don't leave the "care and feeding" of your budding downline to your sponsor or anyone else.
- Finding out what your downline distributors want out of their endeavors and helping them reach their goals, not imposing your own objectives on them.
- Being willing and available to answer questions whenever the need arises. This may call for unusual hours, especially if your business develops in other parts of the country. (Nikken's North American market expands 8 times zones.)
- Closely monitoring your downline report via the eNikken towards the end of the month. Don't allow a new distributor to miss qualifying for another level by just a few dollars. Introduce yourself (by phone) to new distributors in your downline whom you spot on the downline report.
- Passing important information on to your downline. This includes meeting schedules, new tools available -- anything you would like to know if you did not already know it.
- Being an example of success. Don't ever settle into a 'management only' mode. Stay creative, continue to help others, sell products, and sponsor. New people are the lifeblood of your business.
- Having fun with your downline! Enjoy the associations you are forming and take advantage of opportunities to "bond" with the members of your network. Enjoy the upward reach with them!!

# **Building Your Team**

**How to build, track and train your organization**

# Building Your Team

The key to building a lifetime of residual income is to build a strong organization that will both maximize your income as well as build in stability by developing strong leaders.

## 5 Types of People in Your Organization

1. **Consumers- People who will buy from us at retail.**
2. **Wholesale Consumer- People who become a member or Preferred Customer to use the products at wholesale.**
3. **Extra Income- People who wish to make \$100 to \$500 per month.**  
These people can/will make their income primarily from retail profits and from time to time sponsor other Independent Wellness Consultants. They should be taught the basics of prospecting and learn to connect their prospects with their upline leader.
4. **Second Income- People who wish to make a second income.**  
These people will make their income from a combination of retail profits and sponsoring. They will be able to do this in 5-10 hours per week and will be able to prospect and help others do the same.
5. **Primary Income- People who wish to be a Professional Networker and build an unlimited residual income.**  
These are our career people dedicated to reaching Platinum or above in 1-2 years. This person will make their living by being a Professional Networker and setting up the infrastructure, being a leader, being proficient at prospecting and helping others do the same. They will organize and train the people on their teams with the intent of developing other leaders to do the same.  
*5's should have the following traits:*
  1. Students of the business. . . They read and listen to business tapes daily.
  2. Leaders and POSITIVE people.
  3. Coachable/teachable.
  4. Team Players.
  5. Have the ability to sponsor others.
  6. Willingness to invest in the future.
  7. Willing to work and take 100 prospects completely through the process.

**\*\*Fact:** 80% of your team will be made up of 2's and 3's while another 15% will be 4's. People can and will move from 3 to a 4 and so on. Your job is to help people get the business they want for them, not the business you want for them, and to build an environment where everyone can succeed.

On the next page titled “Royal Diamond Team Tracking” we have set up what you need to accomplish to reach the top of Nikken. Your task is to find at least one leader on each of the six teams within six levels of you who are dedicated to reaching the level of Platinum or above. You can also do it with three in three separate legs that are committed to Diamond or above as well. As you build your business, simply fill in the names of the people who are your 5’s in the appropriate position on the tracking page! When you have your six teams each with a Platinum in them, or 3 teams each with a Diamond in them, you are a Royal Diamond! Your mission is to fill as many of these slots with 5’s so you can maximize your income. Dedicate yourself to the success of these people and when they are successful, you will be too!

**Building Your Leaders:**

1. Treat each of them as if you had sponsored them each individually.
2. Never quit on them unless they quit on themselves.
3. Work depth with each leg until you are convinced they are your key leaders.
4. Never ever pull out of an active and growing leg
5. Do everything in the leg necessary to create volume till you are duplicated by a key person in each vertical or leg.
6. Always work where you have a question mark, until you have identified the 3<sup>rd</sup> key person in the leg.

# Royal Diamond Team Tracking

## YOU INC

<b>Team 1</b>	<b>Team 2</b>	<b>Team 3</b>	<b>Team 4</b>	<b>Team 5</b>	<b>Team 6</b>
Name:	Name:	Name:	Name:	Name:	Name:
Name:	Name:	Name:	Name:	Name:	Name:
Name:	Name:	Name:	Name:	Name:	Name:
Name:	Name:	Name:	Name:	Name:	Name:
Name:	Name:	Name:	Name:	Name:	Name:
Name:	Name:	Name:	Name:	Name:	Name:

# PRS Prospecting Basics

## STEP 1. Understanding Your Mission

GOAL: To find at least 6 partners who are committed to reaching the level of Platinum or above.

- We are not in sales! We educate people about our business and products thereby attracting those who are interested and have the need for what we have.
- Keep all of your prospecting simple and duplicable. ·
- Be yourself and come from the heart. Make it fun! ·
- Nikken is NOT on trial. It is a huge multi-national company with a 5A1 Dun & Bradstreet rating. Their lack of knowledge does not make it smaller!

\*\*\*\*Your goal is not to go out and “sell” 5,000 products a month. It is to teach 5,000 people to each consume our products by teaching a few to teach a few!\*\*\*\*

## STEP 2. 100 Name List

Make Your 100 name list

From *Being the Best You Can Be in MLM*

“The most common mistake made by new distributors is that when they first make the decision to go out there and start talking to people about the product and opportunity, three, four or five people they know immediately come to mind. They don’t write these people down, they just think of three, four or five people.

Then they immediately pick up the phone and call one of them. Chances are that the person may not be interested for a variety of reasons, most of which have nothing to do with your new distributor or the new business. And if their first phone call is someone who is not interested, that’s one out of three or one out of five who say “No”. They have just lost 20 or 30 percent of their prospects! That is a bad start. But when you have a list of 100 people, and you call up that first person and for whatever reason he or she is not interested, you can easily say, “That’s okay, I’ll just check you off my list for now! One percent, no big deal!”

\*\*\*Use the 100 List provided.

One list for people you wish to share the business with. Prioritize the list so that the first 20 are your “best potential” business partners. You can use the 100 List Form provided. The page provided has space for the top 20 prospects. Simply run off copies for the rest.

## STEP 3. What to do with Your Prospects

- Things to know before you start
- Your prospects do not know what you know! Your job is to educate them!
- You are offering a gift, not begging a favor.
- Nikken is not for everyone, but it is for anyone.
- You will get good at prospecting only one way-by doing it!
- DO NOT PRE-JUDGE ANYONE! Do not assume they are too successful, too busy or not successful enough! Show them Nikken and let them decide!
- We do not pre-judge, but we do disqualify those who do not have an aptitude or a need for what we do!
- They will do Nikken for their reasons, not yours. In other words, find their needs!

### Examples of needs:

- Desire to be home with family more or make more money.
- Desire to do have more free time, or retire early, or retire with security.
- Desire to be own boss.
- Wants to help people have a better life.
- People with a health challenge.

## How to find needs

- Ask questions and be a good listener ·
- People do not care how much you know until they know how much you care. Once they know you care, they will open up to you.

\*\*\*\*The only difference between a hot/warm market and a cold one is this: In the warmer markets you already know their needs. The key to a bottomless warm market is to become good at being a “Needs Detective”. Learn to become good at getting people to tell you about themselves and then present Nikken as the thing that can meet their needs!

## We think of prospecting in three simple steps: Interest - Education – Decision

### Prospecting-Creating Interest

GOAL: To create peoples' interest so they have a desire to get all the information about Nikken and to have them ask themselves “Is Nikken the thing that can help me get\_\_\_\_\_”.

- Do not try to “get” people to go to previews or watch a video - get them to WANT to do so! ·
- You are fishing for distributors, not hunting! ·
- Talk about how it could benefit them rather than bombarding them with facts and figures.
- Talk benefits. Facts will come in the Education phase. ·
- The speed of your business will be determined by how many people you talk to in this phase! Say less to more people! Most people would do what we do if they knew what we knew. Help them become interested enough to have the desire to learn the information. When someone begins to think that Nikken is the thing that can help change their lives, you cannot keep them out!
- ENTHUSIASM IS THE KEY! Your business will grow in direct relation to your belief.
- Look for people who are excited and seem to see it!
- You must first act and be attractive in order to attract!

### The Approach

- Know why you chose this company and why they should join you --This is the heart of your prospecting!
- We are looking for people with an aptitude and a need for what we do... not sign-ups! ·
- Be yourself and speak from the heart.
- Don't be afraid of rejection. They are not rejecting you -- this simply may not be for them.

### Tools We Use Here to Create Interest:

- Intro/Big Picture Calls or a 15-20 minute meeting/ABC with an upline
- The times and number for the calls are located on the PLUGGING YOU IN page of this guide.
- ABC Guide --This flipchart to help you introduce Nikken to your future partners!
- Discover It Live It

**Examples of Interest Creation: Be able to tell them what you do in your 30 second “commercial”.**

Ask them if they have ever heard of Nikken! Tell them that we are bringing the only total wellness company in the world to {your country} and we will revolutionize healthcare. This huge company has blended a major corporation with a home business and we are looking for partners to help us bring it here.

Then you can add any of the following:

“You said your job is really stressing you out these days, this may be something you would really be interested in! Tomorrow at 2 and 7:30 we have a short 20-25 minute call that will introduce you to this company and you can see if it is for you...”

“I have found a great way to make some extra money so I can quit my part time job, I would love to show it to you to see if it could be for you! In fact, tomorrow at 2 and 7:30 we have a short 20-25 minute call that will introduce you to this company and you can see if it is for you also.”

“This is something huge that allows people to retire early, my partner and I will be in your area tomorrow and would love to stop by for 15-20 minutes and get your opinion on this!”

“This is the next Microsoft, only bigger! I really respect your opinion and would love to let you listen to a short 20-25 minute call and tell me what you think.”

“I believe I have found something that is going to be huge. I really respect you and would love to get your opinion on this! Tomorrow at 2 and 7:30 we have a short 20-25 minute call that will introduce you to this company and you can let me know if it looks as big to you as it does to me...”

“Are you open as far as your business options? I really respect your opinion and would love to let you listen to a short 20-25 minute call and tell me if this looks like a good fit for you.”

“I’ve just made a career change. We have been good friends for a long time. I believe we could work well together. Would you consider going into business with me? My partner and I will be in your area tomorrow and would love to stop by for 15-20 minutes so you can meet her and we will give you a peek at our company and you can let me know if it looks like it may be for you.”

“We have found that people with your experience and background have done very well in our business. I would like to show you what we are doing. Tomorrow at 2 and 7:30 we have a short 20-25 minute call that will introduce you to this company and you can see if it is for you...”

“I know you would like to be home with your kids, this may be something that might allow you to do just that! Tomorrow at 2 and 7:30 we have a short 20-25 minute call that will introduce you to this company and you can see if it is for you...”

“If you are familiar with what your friend really wants, the best approach could be: “I think I’ve found the way for you to get the boat you are always talking about. When can we get together?”

\*\*\*\*Remember, find what works for you! This will come only by doing it. Think SW4! (some will, some won't, start working, someone is waiting!\*\*\*\*

Once someone seems interested or says they would like to take a look STOP TALKING and go to the next step! Do not confuse interest creation with having someone who wants to sign up. It just means they want to look. As soon as they express interest, either set up or ABC, have them listen to the Big Picture Call or give them Discover It Live It.

# **The Heart of Prospecting**

**Why should someone join you in business?**

**What do you do for a living? Your 30 second “commercial”!**

## Recruiting-Education

**GOAL:** To give someone the complete information so they can make a decision

This is where we teach them about the company and our products. Then we introduce them to our team and show them how we work! It is as simple as just showing them what we have and what we do! We use Dennis Williams Wellness Preview, Why Nikken and the Pathfinders Preview here.

### TIPS:

- Use the tools recommended!
- If someone does not like the tools or the preview, they are probably not going to like building Nikken!

## Sponsoring

**GOAL:** Connecting our new partners to the team and the company and teaching the how to build their business! Remember, this is SIMPLE! We sign up and can order products, teach others to do the same and get paid. It is not rocket science so do not make this process complex.

### Sequence of Events

1. Ask them if they want to be a part of Nikken
2. Give them/mail them an Ignition Sequence DVD and this guide
3. Set up a sponsorship meeting/phone call
4. Get them home!

## How to Reach Product Customers

- A great way to build lots of volume and help lots of people who have product needs but are not necessarily interested in the business is to host or take people to an Open House.
- 21 Club
- Host or take people to an In-Home Preview.
- Put together a Product Folder and with information about a health need or interest that they have and give it to them.
- Find out where people hurt and DEMONSTRATE what we can do for them!

## Loaning Product

- It is best to loan products after they have seen an open house, some type of preview, had a demonstration or reviewed a Product Folder so there is some value there.
- Don't expect to loan a product and have someone want to do the business any more than having a good sandwich makes you want to buy a restaurant!
- You can use the products to create interest in looking at the business after they have had a product experience!

\*\*\*\*Be your own best customer and a walking commercial for the products! That is the best way to move our products! \*\*\*\*

*When someone at product oriented events inquires about or is curious about the business... Just enter them into the process from the top! Example: "If you want to know more about the business I would be happy to let you listen to a short 20-25 minute conference call tomorrow at 2 or 7:30 that will give you an overview of what we do!"*

To fully understand the PRS Process, watch/listen to the "Ignition Sequence-The Process CD/DVD".











# Reach Out Methods

## TYPES OF MARKETS

1. **Hot Market** - Close friends, family etc.
2. **Warm Market** - Business Associates, acquaintances, referrals, etc
3. **Cold Market** - Friends we have not met yet!

The first markets we should always start in are our Hot and Warm Markets. These people should be on your 100 name list and then simply entered into the process! By simply asking someone if they have ever heard of Nikken we can gain a limitless market of referrals! Let me show you how. Tell them we have a huge Japanese healthcare company coming here and it is going to change American Health care. We are the biggest total wellness company in the world and nobody else makes what we make. This huge company is going to become a household name in America over the next decade and right now Nikken needs to get the initial people in place to make that happen. They have made it possible for us to work from home and the income potential is unlimited. Then, just ask them if anyone they know would be interested in something like that! You will be amazed at how many people will say "YES!!! ME"! You can do the same thing by asking if they know anyone who hurts. Here are some great reach out methods for the different market types. Ask your upline for more details on how to do them.

### Best "HOT and WARM" Methods

1. **100 List: prioritize and design method**  
\$Price of phone calls
2. **Open House/In-home Wellness Preview**
3. **21 Club!**  
\$35 for catalogs/brochures, flyers (if used), business cards, thank you notes & postage
4. **Get referrals from people you know about people with business or product needs**  
Free and limitless!

### "Cold Market" People Come to You

1. **Newspaper Ads: product or business-oriented**  
\$15-150 per week/month  
Consider co-op with other consultants. Request "remnant space" (or unused advertising space) for possible discount.
2. **Postings on bulletin boards**  
\$.10 per business card/flyer/brochure/business card
3. **Give-a-ways at networking and social events**  
\$10 & up
4. **Articles written in various public newspapers, magazines, etc.**  
\$5-\$10 total for correspondence
5. **Listings, articles in newsletters for organizations of which you are a member**
6. **Educational Programs offered**  
EXAMPLES:
  1. Lifestyle Process (LSP) (Weight Loss Program; go to [www.ybhurtn.com](http://www.ybhurtn.com) & order from Focus On Growth, 800-496-8508)
  2. Owners Presentation (Healthy lifestyle using O.W.N.E.R.S. from Focus On Growth, 800-496-8508)

## Go to People

- 1. 21 Clubs!**  
\$35 for catalogs/brochures, flyers (if used), business cards, thank you notes & postage
- 2. Trade Shows & Fairs**  
\$50 to \$750+ for booth plus flyers (if used) & business cards  
Consider co-op
- 3. Business Cards shared at social & networking events**  
\$.05 per card + event cost
- 4. Bump-intos, \$ 0(referrals are great here)**
- 5. BBQ Parties**  
\$Potluck with other consultants; guests are free
- 6. College placement centers or Unemployment offices**  
\$10-\$50 for business cards, flyers, follow-up correspondence
- 7. Internet Savings Program**  
Send emails, one-at-a-time about featured product from myNikken  
\$0
- 8. Newsletters you develop and distribute**  
\$45 & up
- 9. Educational Programs**  
Examples: Lifestyle Program Presentations, Owners Presentation
- 10. Spa Party: skin care, rollouts & healthy snacks, \$50-100.**
- 11. Employee Appreciation Day**  
\$35 for correspondence, flyers (if used) and catalogs/brochures
- 12. Chamber of Commerce and other professional networking organizations**  
(Approx. \$200 & up per year for membership)
- 13. Internet Search Engine Postings**  
Other internet-based advertising, \$5-\$200+
- 14. Card Decks, Inserts and other direct mail pieces. Design a card/flyer and send to names from leads list.** Consider local vs. national lists at \$.25 to \$1.00+ per name.  
Consider co-op (with other consultants).

Leads from: *Cutting Edge Media*, PM Marketing (386-445-3583, [www.networkleads.com](http://www.networkleads.com)), and others.

## Other Reach Out Methods

Use your own creativity and imagination or learn exciting methods from successful business partners!

# PRS Process Tools

## Prospecting-Creating Interest Tools

These tools are designed to build value and create interest in potential partners. They are designed to be 20 minutes or less and build value, vision and determine if a person has both an interest in our company and an aptitude to become a partner. These are sorting tools to help you identify with whom to devote time in the Recruiting/Education part of the PRS Process. They are not designed to answer all questions but designed to build enough value to want to become fully informed. Look at them like the back of a movie box! When you go to a movie store the back of the box has enough information to make you either rent or not rent the movie but not enough to tell you the whole story. These tools are exactly that for your prospects. Remember, even movies that sound terrific are often times not movies we love. They just sound good enough to go home and see! These tools are relatively inexpensive and very duplicable.

### TOOLS:

**Big Picture Call** - 20-25 minute overview available 24/7. See [www.pathfinders.biz](http://www.pathfinders.biz) under Big Picture Calls for numbers and information.

**ABC Guide** - Short and portable ABC overview of our company in both hardcopy and e-version.

**Discover It Live It** - A short 12 minute overview of our company and products. Works great to build vision of the magnitude of Nikken. Works best either before or after the ABC Guide or after the Big Picture Call.

## Recruiting/Education Tools

These tools are designed to give someone the total picture of our company and team. There are two types: portable ones that you give to potential partners and ones that the potential partners come to "us". The portable ones are designed either to reach out to people at a distance or as a matter of convenience with local people that cannot make a presentation within 48 hours.

### TOOLS:

#### Portable Tools:

**Dennis Williams Wellness Preview**- A great 1 hour overview by one of the best presenters in Nikken.

**Why Nikken**- A 55 minute overview that discusses why someone would want to do this and covers the size and scope of the company.

**Pathfinders Preview**- A great tool that not only gives a terrific overview but also teaches how to give the Pathfinders Preview. It is available in hardcopy and e-versions.

**Telephone Preview** - Have your prospect download the Pathfinders Preview from [www.pathfinders.biz/tools](http://www.pathfinders.biz/tools) and then they follow along as you go over it! You can use the set once every Wednesday night or set your own as often as you like!

### **“Set” Tool for when they come to us:**

**Wellness Preview-** A 1 hour presentation that gives the complete overview of the company and opportunity. This could be a hotel meeting or in someone’s home. This is designed to be the meeting where it all comes together. The company, team and products are all visible to the recruits and they can make a decision now that their knowledge is complete.

## **Sponsoring Tools**

This is where we teach a new partner how to build a successful business.

### **TOOLS**

**Ignition Sequence Guide/Ignition Sequence-Launch DVD-** Give your new partner the guide and the DVD together. If you are at a distance, send them the DVD and guide together or tell them to download the guide from [www.pathfinders.biz/tools](http://www.pathfinders.biz/tools) when the DVD arrives. Make sure they do not do the guide without the DVD as we want to duplicate! Once they have watched the DVD simply set up a live or telephone sponsorship meeting and they are ready to begin to build their business!

## **Product Information Tools**

These tools are designed to educate either partners or customers about our technologies. There are countless tools for this. You can go to [www.focusongrowth.com](http://www.focusongrowth.com) and browse them if you wish. For the PRS Process I will limit it. This is because we want it to be simple and duplicable! With customers you will determine what technologies they are interested in and select the right tool. For business prospects, we want them to stick to the PRS Process until they have at least seen a preview. This will keep your process “on track”.

### **TOOLS:**

**Product Reference Guide/Nikken Catalog-** This will give your new person a great tour of the technologies and they can see the products until they can either see them or own them for themselves. I recommend when you are using it to simply show a new potential partner the products, you tear out the pricing and ordering information so they do not feel like they need to buy anything. We want them to see and investigate here.

**Discover It Live It-** There is a brief product overview on the DVD that may suffice for your potential partners.

**Product Overview Pak-** This is a simple combination of either of the above two tools and something of interest to your particular new partner. For example, if they suffer from the blood sugar disorder and have cold feet put the catalog along with the Thermographics handouts or DVD. The **Wellness Consultant Resource CD** is filled with great info you can custom make for your potential partners. Remember, do not overwhelm them! Keep it simple!

## PRS Process Flow Chart

	PROSPECT TYPE	PROSPECTING/ CREATE INTEREST	RECRUITING/ EDUCATION	SPONSORING
1.	<b>Top Warm Prospects</b>	ABC	Presentation Video/Audio Product Info	Give Ignition Sequence Guide and DVD then Sponsorship Meeting
			Core or In-Home Preview	
			Fillers	
2.	<b>Local people you want to see in person</b>	15-20 Minute ABC	Presentation Video/Audio Product Info	Give Ignition Sequence Guide and DVD then Sponsorship Meeting
			Core or In-Home Preview	
			Fillers	
3.	<b>Local people you want to pre-qualify</b>	Intro "Big Picture" Call	Presentation Video/Audio Product Info	Give Ignition Sequence Guide and DVD then Sponsorship Meeting
			Core or In-Home Preview	
			Fillers	
4.	<b>Distance people who seem excited after call</b>	Intro "Big Picture" Call	Presentation Video/Audio Product Info	Mail Ignition Sequence Guide and DVD then Sponsorship Meeting
			3-way call with upline or Telephone Preview	
5.	<b>Distance people who seem less excited after the call</b>	Intro "Big Picture" Call	3-way call with upline or Telephone Preview	Mail Ignition Sequence Guide and DVD then Sponsorship Meeting
			Presentation Video/Audio Product Info	

Recommended Presentation Audio/Video 1: \_\_\_\_\_

Audio/Video 2: \_\_\_\_\_

# Contact Information

GENERAL INFORMATION	<b>Name</b>		<b>How Met/General Notes</b>		<b>Process Checklist</b>		48 Hour follow-up?	Check when complete
	Phone				ABC/Big Picture Call/Discover It Live It		Yes/No	
	Cell				Presentation DVD/Audio		Yes/No	
	Email				Wellness Preview		Yes/No	
	Address				Sponsoring		Yes/No	
	City/Zip				Membership/Not for them			
	<b>Financial Needs</b>				<b>Health Interests</b>			
TRACKING	<b>Prospecting Tools</b>		<b>Date</b>		<b>Notes</b>			
	Intro Call							
	ABC							
	Discover It Live It /Magazine							
	<b>Recruiting/Education Tools</b>		<b>Date</b>	<b>Follow Up</b>	<b>Event</b>	<b>Date</b>	<b>Where</b>	
	Dennis Williams				Core Preview			
	Why Nikken				In-Home			
	Other				Open House			
					Telephone Preview			
	<b>Product Education Tools</b>		<b>Date</b>	<b>Follow Up</b>				
	Catalog				<b>"Filler" Tools:</b>	<b>Date</b>	<b>Follow-Up</b>	
	Thermographics							
	Other							
SPONSORSHIP	<b>Sponsoring Tools</b>		<b>Date</b>		<b>Type of Business Desired (Circle One)</b>			
	Ignition Sequence			Deliver/Mailed	1. Consumer			
	Sponsorship Meeting			Time:	2. Wholesale Consumer			
					3. Extra Income			
	Product Purchase		Date		4. Second Income			
				5. Primary Income				
				Notes:				

## Weekly Activities Tracking

<b>Week of:</b>
-----------------

	New contacts	Big Picture calls booked	ABC's done	# of Prospects you brought to previews	Number of people sponsored
<b>Goal</b>					
<b>Actual</b>					

	YES	NO					
<b>Did You:</b>							
Get on the team call			<table style="border-collapse: collapse;"> <tr> <td style="text-align: right;"><b>Goal</b></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> </tr> <tr> <td style="text-align: right;"><b>Actual</b></td> <td style="border: 1px solid black; width: 20px; height: 20px;"></td> </tr> </table>	<b>Goal</b>		<b>Actual</b>	
<b>Goal</b>							
<b>Actual</b>							
Attend the Core Preview							
Host an In Home Preview							
Host an Open House							

## Weekly PRS Process Tracking

	Prospecting	Recruiting	Sponsoring
	ABC	Big Picture	IS Launch
<b>Entered</b>			
<b>Progressed</b>			

# Monthly Activities Tracking

**End of Month Tracking – Month of \_\_\_\_\_**

(if necessary)

	New contacts	Big Pictures Calls	ABC's done	# of prospects you brought to previews	Number of people sponsored
Totals					

Number of new  
people on  
Autoship

Did You:	YES	NO
Go to a Big Event		
Make a product sale		
Are you on Autoship		
Hit your goals this Month		
Give your business your best		

**Self Evaluation**

**I want the Following Business:**

**This Month I Acted Like**

Am I satisfied with my  
performance

1. Consumer
2. Wholesale Consumer
3. Extra income
4. Second Income
5. Primary Income

1. Consumer
2. Wholesale Consumer
3. Extra income
4. Second Income
5. Primary Income

**YES**  
**NO**

## Monthly PRS Process Tracking

	Prospecting		Recruiting	Sponsoring	
	ABC	Big Picture	Presentation Video/Audio	Wellness Preview	IS Launch
Entered					
Progressed					

# Training Day/Super Saturday Format

## Half Day Agenda

9:00 - 9:15am	Welcome
9:15 -10:00am	Your Intro-How to create interest
10:00 -1030am	The PRS Process
10:30 -11:00am	How to use the Big Picture Calls
11:00 -11:30am	Using the ABC Guide
11:30 -12:00pm	Sponsoring
12:00 -12:30pm	Benefits of Autoship
12:30 -1:00pm	Recognition

## Full Day Agenda

9:00 - 9:15am	Welcome
9:15 -10:00am	Your Intro-How to create interest
10:00 -1030am	The PRS Process
10:30 -11:00am	How to use the Big Picture Calls
11:00 -11:30am	Using the ABC Guide
11:30 -12:00pm	Sponsoring
12:00 -1:00pm	Lunch
1:00 -1:30pm	Benefits of Autoship
1:30 - 330pm	Speakers/Product Training
3:30 - 4/4:30pm	Recognition

This will give you a simple and duplicable program your team can follow to have a successful Training Day/Super Saturday! The topics covered are the core skills of building your organization. As you can see, both the half and the full day share the same topics. I strongly encourage different people teaching each topic to build confidence and leadership. The full day allows you to feature speakers who are successful from your area, our wellness technologies or special guests that come for your event. I recommend the following time allotment for your speakers:

Silver	15-20 minutes
Gold	20-30 minutes
Platinum	30-45 minutes
Diamond/Royal Diamond	45 minutes -1 hour
Product Training Topic	30 minutes

(I recommend spending no more than 30 minutes on a single technology. Always teach features and benefits over technical information! In short, treat each technology you wish to feature like a 30 minute speaker!)

# The Ideal Business

From Paine Webber

1. **The Ideal Business sells the world rather than a single neighborhood or even a single city or single state. In other words, it has an unlimited global market.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

2. **The Ideal Business offers a product, which enjoys an inelastic demand (Inelastic refers to a product that people need or desire at almost at any price or economic climate)**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

3. **The Ideal Business markets a product that cannot be easily copied. This means that the product is an original or, at least, it is something that can be copyrighted or patented.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

4. **The Ideal Business has minimal labor requirements. The fewer personnel you hire, the better.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

5. **The Ideal Business operates on a low overhead. It does not need an expensive location. It does not need large amounts of electricity, or advertising, or legal advice, or high-priced employees, or a large inventory.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

6. **The Ideal Business does not require big cash outlays or major investments in equipment or product. In other words, it does not tie up your capital.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

7. **The Ideal Business enjoys cash billing. In other words, it does not tie up your capital with lengthy or complex credit terms.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

8. **The Ideal Business is relatively free of all kinds of government regulations.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

9. **The Ideal Business is portable or easily moveable. This means you can take your business and yourself anywhere you want to.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

10. **The Ideal Business satisfies your intellectual needs. There is nothing like being fascinated with what you do.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

11. **The Ideal Business leaves you with free time. In other words, it doesn't require your labor and attention 12, 16, or 18 hours a day.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

12. **The Ideal Business is one in which your income is not limited by your personal output. In the Ideal-Business, you can sell to 10,000 customers as easily as you can one.**

*How strongly Nikken matches this: Does Not Slightly Moderate High Very High*

**Does Nikken meet the standards of an "Ideal Business"?**

*Does Not Slightly Moderate High Very High*

# Career Evaluation Checklist

Do you understand the vision of Nikken? Yes/No  
 Do you understand the vision of our team? Yes/No  
 Do you understand the basics of how we work? Yes/No  
 Do you understand and see the value in our technologies? Yes/No

**Does Nikken meet the definition of an Ideal Business?**

**Yes/No**

**What do you want from your career?**

**Nikken**  
Check if appropriate

**Current/  
Prospective Career**  
Check if appropriate

Something I can feel good about doing?		
Freedom to set my own schedule?		
Ability to set my own income and is not limited?		
Ability to determine my own promotions?		
Ability to build residuals and secure my future?		
Ability to pass something on to loved ones?		
Can create or has a good/positive work environment?		
Is it something that is meaningful?		
Ability to choose who I work with?		
Good commute time?		
Can not be downsized, fired or transferred?		
Are there a lot of "Office Politics"?		
Has or has the ability to build career security?		
Allows me to earn enough income to be secure?		
Can earn a living, but still have a life. Will it set me free?		
Is it something I enjoy or would enjoy?		
Other:		

Totals: Nikken:

Current Career:

In 1 year, I am most likely to live the life I want with:

**Nikken**

**Current Career**

In 5 years, I am most likely to live the life I want with:

**Nikken**

**Current Career**

In 10+ years, I am most likely to live the life I want with:

**Nikken**

**Current Career**

**Which Career makes more sense for you?**

**Nikken**

**Current Career**

Evaluate the above....Then act according to what is going to get you and your family where you want to be!

## Pathfinder II Accountability



I commit to the following:

- To be committed to excellence and give 100%
- To have a positive attitude and serve others
- To be willing to sacrifice to achieve my dreams
- To be on every weekly call
- To support my team and make it better
- To take on a role of leadership and responsibility
- To accept coaching and training
- To making Nikken my career of choice

Signed: \_\_\_\_\_

Upline pledge of support: I hereby pledge to support you to the utmost of my abilities in your quest to achieve your dreams and goals!

Signed: \_\_\_\_\_

# Network Marketing Recruiting Problems...What Are They... What Can You Do About It?

By Doug Firebaugh - Passion Fire

In recruiting, there is a standard belief that you must understand...it is this: We get paid to do one thing, and one thing only...it will determine 95% of your paycheck...and that is:

## *Communicating with people....*

I have said that before...and I hope you understand, we are a business of Communication...with marketing blended into it...with that in mind... There are 5 HUGE reasons why people fail in recruiting in network marketing...and after studying and doing the business for nearly 12 years full time, I discovered there is a pattern that I saw that developed with people who were struggling with their recruiting, which usually is the majority of folks... and I hope that you will look at these 5 reasons and see where you can change your focus and efforts to a more productive and effective style of recruiting.... here are the 5 reasons for Network Marketing Recruiting failure...

### 1) "The Distributor is not talking to people..."

Yes, you read that right...amazing as that sounds...there are many people who lead people to believe with their words that they are actually recruiting and talking to people...but they are not. They are busy at building a facade of a business and never really engaging the conversation and contact necessary for success... why? Fear....of many things....but that is the biggest reason...and how do you overcome it?

Find a recruiting partner who will help emotionally support you and help you...whether it is your upline or sideline...and work with them...

Yes, there are folks out there who truly are talking to no one, as they are scared...if you see no action happening with someone in your downline, it may be a "silent talker"...in other words, someone who talks about recruiting, but is silent when it comes time to recruit...

You MUST communicate with folks if you are going to have success in the marketplace... Imagine...fooling yourself into believing you are truly working this business this way...NOT!

### 2) "The Distributor is not talking to enough people..."

This is an interesting thing...there seems to be a comfort level with people that says, "I have talked to .X. number of people, and nothing is happening...so that means I can't recruit because this doesn't work..." again... NOT! I have said this over and over:

KILLER Secret:

One of the biggest reasons failure occurs in Network Marketing, is too many distributors spend too much time with too many people who have too little interest...

CLUE: talk to a lot of DIFFERENT people...it amazes me that someone can say they talked to a lot of folks, and in reality they talked a lot to a few folks...who have little interest...all because they don't have to go out and talk to NEW people...

KILLER Secret:

In recruiting....NEW blood keeps the heart of your business pumping....(CLUE!!!)

Talk to ENOUGH people and talk to people ENOUGH...but don't turn them off....go on to a new person, and see what happens with that person verses trying to force someone into the business who later will only leave with a bad taste...

### 3) "The Distributor is not talking to the right people"

Wasting massive amounts of time.

That is what most distributors do when recruiting...and continue to do...they talk to the wrong people, and then bring in the wrong people...and then have a downline of mostly wrong people... Who are the right people? People who light up and catch fire when you show them this business, and then light other's up when they talk...not someone who complains after only 2 days because the application is the wrong color...or the wrong size...or the upline is not doing enough to welcome them aboard...2 phone calls is not enough...you know the type... There is what we call the "Recruiting IQ"...and that helps tell you if they are the right one...IQ stands for "Ignite Quickly"...and if they catch fire quickly...they have a great chance of being the "right one" to pursue...

And here is a KILLER Secret:

To attract the Right One...you must BECOME the right one...you must become who you want to attract into this business...through personal development and empowerment....

#### 4) "The Distributor is not talking right to people..."

This is a business of communication...and of verbiage and emotion as well....

KILLER Secret:

A lot of distributors are simply saying the wrong things to the wrong people with a wrong message... You must talk to people with a YOU focus...it is called the T.I.N.Y Focus...

#### ***Their Interests Not Yours...***

And you focus whether online or offline, on what interests them and do it Professionally...(CLUE!!!!)

Nothing turns someone off worse than a self focused and self absorbed distributor who is only focused on recruiting a person for THEIR reasons...not the reasons of the prospect... and the words they are using reveal a lot... Me...me...I....I...me...me...I...I...me...me...I...I.....me...me...you..

That is called a MAJOR CLUE!!!!

KILLER Secret:

You should say the word "You" at least 4 times more than the word "I" or "me"...

KILLER Exercise:

Here is an exercise...Try recruiting someone without using the word "I" or "me"... use we and us...and see how the prospect's interests increases as you use YOU 4 times more than Us or We...

KILLER stuff here....

#### 5) "Talking too much to people you are talking to...."

Some folks have diarrhea of the mouth...and they talk...and talk...and they talk....and then talk...and talk....and talk.....and by the time they finish... the prospects finished....

Don't "Dump" on people! Create a RECRUITING ENVIRONMENT (CLUE!!) that allows the prospect to do most of the talking... Ask a lot of questions.

Listen a lot of minutes... Ask a lot of questions...

KILLER secret:

Most people LOVE to have an audience...but they hate to BE an audience....you BE an audience of one, for massive listening to your prospect, and don't create a "Sat Chat"....

What is that?

A Saturation chat....where they feel saturated with your words and info, and feel they have enough information to tell you... No.

If you are going to be a HOT recruiter...you must CONNECT with your folks...and the best way to do that is to become an audience of one...and ask a lot of "Magnetic Questions..."...whether online or offline....

# Troubleshooting Your Business

Do you know exactly WHY you are building Nikken, and why others should join you? If so....

Have you watched the "Ignition Sequence-Launch," had a sponsorship meeting, invested in your products/tools and started your Autoship? Basically have you DUPLICATED! Or did you decide that based on your vast experience in Nikken that you know better what you will need to build a network of thousands across many countries! Think about it, sounds silly to try to do your own thing does it not? If so...

Have you made the adjustments in your life to MAKE the time for Nikken. Remember, there is no such thing as extra time! You need to make the time to change your life forever. You may even have to give up other things you enjoy for a time... Accept it... Love it... That is how it goes when you want to have more for you and your family... This is not net-miracle-marketing! The middle word is work. If so...

Are you plugged in with your team and do you host/attend regular previews/events. It is 1,000 times more difficult being a Lone Ranger. If so...

Are you making sure to keep Nikken as simple as it is and are you having fun so you can attract others? Are you creating a positive environment with a positive attitude? Are you someone YOU would join? If so...

Are you saying less to more people and are you able to tell someone in 30 seconds or less what you do with Nikken? If so...

If you are talking to lots of folks, do you believe what you are saying? Do you know why this is an awesome business and why they should join you in it? Or are you just blathering on and on hoping to "get them to sign up." Ask yourself, if you approached you and did what you did, would you enter the Education Process with anticipation? Learn to create interest by saying less and listening more. This is where you will develop your style! Every Royal Diamond had to go through this phase! Every "NO" makes you better! If so...

Are you following the "Education Process Flow Chart" and giving prospects the education they need to make a good decision and then helping them build the vision of where the company and the team are going, and how it will change THEIR lives? Or, are you trying it your "new and exciting way" that has probably actually been done 100 times before and failed? If so...

Are you asking them if they wish to be a part of the team after they have completed the Education Process. This business is simple; once they have been educated it is time to decide! If so...

Are you duplicating the above to your team? If so...

If you get stuck, are you reaching out for help? If so...

**YOU WILL BE A ROYAL AMBASSADOR!!!!** Just give it enough time and develop your own style. That comes with devoting the time to your business. Submerge yourself in it! Make it your business to know your business and realize that you are a part of an awesome company that is about to become a household name in America. Those of us who help to change the countless lives that this company and this team will touch will be paid enough to be able to live as we choose for the rest of our lives. In fact, the keys to any future you want are in your hands. You just have to want to have that future enough to go out and get it. One last thing... It is not going to come to you. You must go to it.