



Healthy Alternatives
Promoting Healthy Lifestyles

Independent Wellness Consultant Basic Training

Welcome to Nikken! As a new Nikken distributor or consultant, I would like to offer you my own personal guide to succeeding in your business. Within this document are the tools that I have used in my own business and have found to be exceptional in developing my business over the years. I am sure that if you use these tools that you can be successful, too!

Know your "why" for doing Nikken

For whatever reason, you must really want to build your Nikken business with a passion. You will have to focus on Nikken part time or full time - not sometime - that is not building a business. Knowing your "why" helps you to focus on results. Know why you joined Nikken. Know which of the 5 pillars of health you wish to improve on: Healthy Body, Healthy Mind, Healthy Family, Healthy Society and Healthy Finances. There may be more than one you wish to improve and that is fine. This will be your motivation to step out and begin to build your organization properly with the help of your upline team.

Develop a contact list with 100 names or more

A new consultant must have this and also have the top 20 people selected on that list to contact first. When I say the top 20 people, let me give you an example. If you were putting together a sports team, wouldn't you want to recruit the best players you could?

Of course you would, well it is the same in this business. The people you would really love to have on your team. Now, out of 100 contacts you can expect to get 1/3 or about 30 people that will agree to take a look at what you are doing with Nikken. Of those 30 you can expect to get about 1/3 or about 10 people that will enroll but only 3 or 4 will really work this as a business. One of them will rise to be a super star and build a large organization. That is the good news. This is the rule of thirds and it is proven. You just want to have at least 6 really good leaders, or more, on your first level for your road to Royal Diamond.

Get your products ordered as soon as possible

You should invest in your business - you cannot build your business without an investment. It just doesn't work. If you don't have the money, find a way to get it. Use a credit card, borrow it somehow, have a garage sale, ask a relative, do whatever it takes!

However, let me add, if you don't feel comfortable investing, then don't do it. We do not want people putting themselves in a financial bind. However, we are assuming you made the decision to build this as a business, part time or full time, for your own particular reason. This is



a business just like McDonalds, or owning an auto repair shop, or any other business. It takes an investment, but the return can be far greater than most any other form of business. We invested \$5600 when we started in 1992, and as of August 2009 our home based business had done over \$93 million in total sales volume.

Do you think our initial \$5600 investment was worth it? Do you think we could have done that type of business without investing? We did what our upline suggested. Why? Because we expected to be successful. Failure was not an option for us. I was not about to start my own business at 54 years old and fail. I saw the opportunity with Nikken and I was not going to loose our chance to build a large business that would be fully inheritable to our family long after we are gone.

Invest in sales aides to help in your prospecting activity

This includes brochures, CDs, DVDs, and books. Have information to give, or loan, to your prospect about Nikken and network marketing. Be prepared with the proper sales aids for whomever you come in contact with. Always be ready.

Treat your business just like you would if you had \$100,000 or more invested in it

You will need to put in some time and effort in your Nikken business, but it is certainly worth it. Have very strong work ethics. It will pay you dividends for many years to come. Understand that anything worth doing takes some time

Get to Humans Being More/ Business Fundamentals as soon as possible and go at least once a year thereafter

We go with new consultants we sponsor and attend the same class with them, but do not partner with them. Have your new consultants get to this class within 60 days, or sooner, after joining Nikken. It is that important. The training really helps to set their personal vision of what they want from their business. By the way, the money you invest in this training goes to Nikken. There is no one that gets paid any bonus or commission from your investment in the training class. It is a company sponsored event.

Read "*Being the Best You Can Be in MLM*" by John Kalench

Without any question, this is one of the finest books ever written on Network Marketing. If you want to really jump start your business, read this book. Fill out and complete the exercises in the first 2 chapters of the book. This is the first assignment we give to our new people after we



sponsor them. They must complete the first 2 chapters and read the entire book before we are ready to work with them. They will be defining their “vision” and their “purpose” in life.

Have 100% belief in Nikken the company

Know the background and the financial strength of Nikken. Know its vision for world health. Check the Nikken company website. Read about the company leaders and their credibility. Know about Nikken's 5A1 Dun and Brad rating. Take time to go and tour the World Headquarters in Irvine, CA, when you have an opportunity.

Have 100% belief in the Nikken products

Study the Nikken products so you know everything you can about them. Understand the benefits of the Nikken technologies. Watch the various DVDs from Nikken about the technologies. Magnetic, Far Infrared, Sleep systems, PiMag water, Nutrition, Power 5 Pro Air Filtration and others. Study all new technologies as they come out.

Have 100% belief in Network Marketing

This is a profession so read NWM books, listen to NWM CDs, watch DVDs, and go to seminars. You should understand there is no business that compares to NWM as long as you are with the right company, have the right product, and have the support you need. Read *"Being the Best You can Be in MLM"* and *"17 Secrets of the Master Prospectors"* by John Kalench; *"Dare to Dream, Work to Win and Success Happens"* by Dr. Tom Barrett; *"Wave 3"* and *"Wave 4"* by Richard Poe; *"Who Stole the American Dream?"* by Burke Hedges. Get the CD audio *"Brilliant Compensation"*. There are many books available from our Nikken vendors. Find out from your sponsor or upline where to get these. You must be "Rock Solid" in your belief that you are in the most viable, ethical, valuable industry - that of Network Marketing. Treat this as a career and you will be rewarded well for many years to come.

Have 100% belief in yourself

Know that you can do this. Read positive books and listen to CDs by known leaders in the industry: Zig Zigler, Les Brown, Jim Rohn, Dennis Waitley, Brian Tracy, Anthony Robbins and more. Pick your favorite leaders and order some of their CDs to listen to on a regular basis. Go to HBM/ Business Fundamentals as many times as you need. Always work on yourself. It pays dividends.



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Call your upline when you are down and your downline when you are up

Have a printed copy of your upline with you at all times. Make sure you have a copy of your entire upline all the way up to the top. Call them when you need to; we call it 6% Love. Your upline has a vested interest in your success in Nikken. We want you to be successful so let us hear from you. If you don't call for help when it is there for you, it is your fault.

Expect to be successful

Failure is not an option! Anything worthwhile takes time. If you are not devoting the time needed to be successful, you are only hurting yourself. You must, at all times, be in control of your business. Why? Because it is your business. Let your new consultants know what they need to do in order to expect to be successful in Nikken. Give them the facts. You are their leader at the present time. They are looking to you for advice. Remember the focus is on them and not on you. Do everything you can to help your new person get started as soon as possible. The sooner they get a check, the better. That will help them to see that this business works.

Be Effective and Work Smart

If you are full time in Nikken you should be in front of someone or on phone prospecting by 9:00 am each morning.

If you are part time you are in front of someone or on the phone prospecting by 7:00 pm most every evening.

Have a goal to be 21 wide with Seniors and above (people who have invested in their business).

Get on Autoship, and Advanced e-Nikken. Invest in a Personal website through Nikken. Remember, duplication is the key.

Log into your My Office website and check "what is new" at Nikken. Also check e-mails from company on regular basis.

Get on the Nikken regular conference calls. There are a lot of them out there. We have one every other Monday evening.

Go to the regular Quarterly events near you. Go to anything related to Nikken and learn as much as you can.

Learn how to demonstrate the products effectively. This will come in time. Help is available from others in Nikken.



Have the "rollout" perfected. Have your sponsor or someone, even crossline, teach you how to do it properly.

Do ABC's with your sponsor or someone in your upline

Get a crossline buddy if need be. Do 3-Way calls and "match the hat" with someone in the same occupation or the same physical challenge. Don't be the "Lone Ranger" in this business because it just does not work. If you try to build your business alone, you are setting yourself up for failure. This is a team effort. Your upline has a vested interest in your success.

It is "CRITICAL" to create activity to a new consultant

You must help your new business partner to "Launch" their business *immediately*. If your new consultants do not see a check within 60 to 90 days, they will start to lose interest and their interest will continue to go down. They need your help, please give it to them.

Go with new consultants on coffee shop demos, do ABCs, help with phone calls for appointments, do a 21 Club, or do in home Demos with them. Do whatever it takes for activity to happen.

Use events to promote your business

Wellness Previews, Executive Luncheons, Trainings, Expos, Quarterly Events, National and World Conventions. Use these just as you would in any other profession to succeed. Plug in and learn from everyone and everything around you. Remember, this is or can be your career, treat it as you would any other profession and you will be very well rewarded.

Have regular conference calls and accountability calls with your group

Connect with some crossline at the same rank and who have common goals with you. Match up with some Silvers that are going for Gold or Platinum's going for Diamond. Find yourself a mentor or two or three that you can contact now and then for advice.

Support your organization at all times

Be more concerned with their success than your own. Help them to reach their goals and you should automatically reach yours. Be there for your people either by phone, or e-mail. Be accessible or have someone fill in if you are gone. Return all phone calls within 24-48 hours. It is key to be a good communicator! This is your lifeline and your bread and butter. Think about it!



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Send out Thank You and Congratulation cards to consultants and customers

This is so important but so few people do it. If someone purchases a product from you as a retail sale, send them a Thank You with your business card enclosed and ask for a referral. If someone in your open group moves up a rank, send them a Congratulations card; when someone goes Silver, send them a nice card or some little token of appreciation from you like a set of motivational CDs.

Be consistently consistent

"Remember - Procrastination is Failure on the Installment Plan".

Draw out your group on a regular basis and work where the action is

Look for the activity and work as deep as you need to in order to create strength and break leaders. Spend your time where people are working. You cannot want this more for someone than they want it for themselves. Do not baby sit. If someone does not want to get you in front of their "new people" and create some activity, then you go and work with someone who does. It is that simple. The clock is moving and there is no time to try to push a rope. It just does not work. You cannot pull someone across the finish line. If you are calling your new people more than they are calling you, then you know there is a problem. They should be calling you almost every day with questions and wanting you to go with them to talk with someone new.

Become a master at follow up and asking for referrals

If you don't, it will hurt your business. Make it a rule to follow up within 24 to 48 hours for getting back to your prospect or customer. People love the fact that you care about them and are concerned. Our two first level Diamond consultants were both referrals. You just never know. What if I had not followed up with them as fast as I did, could that have made a difference? Think about it!

Get organized

Use a 3x5 or 4x6 card file system, Franklin Planner or Computer. Have a system to keep track of your prospects and customers and work this system daily. What ever system works for you, use it!

Expect your business, like any business, to take time to build

Anything worthwhile takes time. Expect to work "hard" for a minimum of two to five years to get your foundation in place. Too many consultants don't put in the time and effort and then



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expect to have great results. It just doesn't work that way and neither does it in any type of business. It is definitely worth it. *The only place success comes before work is in the dictionary.* Think about it!