



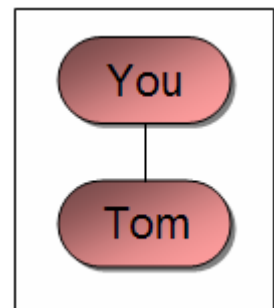
Building a Leg 3 Deep

Most people think that if you sponsor someone, that you have duplicated your effort: there was one, now there are two. Although this sounds logical, it is not really true. Let's take a look at why not.

Your organization is only as strong as the downline that you have in it. More importantly, it is not just who you have in your downline, but how your organization is built and managed that helps determine your overall success.

When used in terms of Network Marketing a leg is a vertical line of sponsored distributors starting from one initial sponsoring distributor (in this case, you). At this point, it should seem obvious that you can have as many legs in your organization as you have direct downline. Each leg in your organization gives you width and, therefore, stability.

Stability alone, however, cannot be enough for your organization to thrive. Each leg must be developed with depth to give it strength. This depth is achieved through levels. Each distributor for whom you are the sponsor is your first level; those distributors whom your first level person sponsors are your second level and so on. The figure to the right depicts your organization if you were the sponsor to a single distributor. (*Note that "Tom" is your first level.*)



So, what does it mean to build a leg three deep? And why is this important to do so? Both of these are excellent questions. Let's answer them now.

The reason that it is not true is that if you (the sponsor) walk away from your business, the one you sponsored could walk away also. Since they have no one to guide or teach them, they most likely will not continue on with their business. A chief reason for this is that if you drop out before Tom has had a chance to see that the business really does work, he most likely will assume that it simply does not work because it didn't work for you. After all, you are the sponsor and know more about the business than Tom does – what else should he think?

To prevent this from occurring, recognize that if you really want to duplicate yourself, you need to be at least **THREE LEVELS DEEP**. What this means is that a single leg must include someone you have personally sponsored (your first level), someone that person has sponsored (your second level), and someone the 2nd level person has sponsored (which is your 3rd level) - thus 3 deep under you.

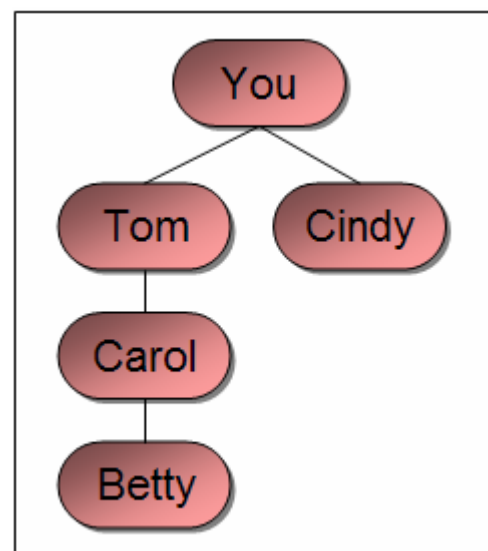


So, if you teach Tom how to sponsor, and he sponsors Carol, you are beginning to duplicate yourself. But if Tom doesn't learn how to teach Carol to sponsor, then again it might fizzle out and that's the end of it. You have to teach Tom how to teach Carol how to sponsor someone new. Then she can sponsor Betty or whomever.

Now you are three deep. Thus, if you leave Tom on his own (say to work with someone else, or to a different area of the country), then this sub-group should continue on. Again, YOU HAVE TO GO AT LEAST THREE DEEP! You do not have a leg until you are three deep, or even deeper and only then are you truly duplicated. You must teach people how to do what you know how to do.

Now, say you sponsor Cindy and she is not getting you in front of her new prospects, and she doesn't seem to want to do this as a business. If that is the case, then go ahead and sponsor someone new and see if that person wants to do this as a business. Do not baby sit Cindy! You simply cannot want it more for her than she wants it for herself.

Instead, you should spend time working with your power leg, which is with Tom, who really wants to work the business. Focus your energy on getting his business at least three deep. Thus, at all times you will sponsor and assist, sponsor and assist. This is your best opportunity to build a large and strong Nikken organization.



Support your group at all times. Keep in mind that no matter how deep you have to go to find leaders, they are there. They will let you know who they are. It is up to you to assist and help them to build. Too many distributors in this business focus just on sponsoring and pay little attention to assisting. Unfortunately, when this happens, they let some good people hit the wall because they simply do not take time to find leaders in their downline and to help them grow in the business. Please don't let this be you.