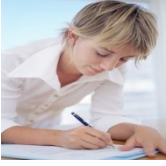














## NIKKEN -- BUSINESS BUILDING BASICS -- AT A GLANCE...

 <p style="text-align: center;">Step 1 Sign-Up</p>	<p>Understand what you do—<b><u>You have fun</u></b> as you recruit people to help build a network that informs the public about Nikken’s “Life Changing Products”. This is not a selling. We form partnerships. The perfect way to share products that need to be experienced and it works if you do. Contact and educate. Contact and educate. Duplication is the key to a strong, reproductive, residual income.</p>	 <p style="text-align: center;">Step 2 Use the "Nikken 90 Day Planner".</p>	<p>Choose a mentor, and with their guidance, set your goals and objectives. Decide what you want to happen, by what date and what are you willing to do and give up to get what you want? <b>This is KEY to your success!</b> Do it and review it, often! Communicate with your mentor daily. Study the <a href="http://www.nikken.com">www.nikken.com</a> website and sign-up for “Advanced e-nikken”.</p>
 <p style="text-align: center;">Step 3 Get Products.</p>	<p>Invest in products to demonstrate, for personal use and to loan. One of Nikken’s Business Packs will give you what you need to get started. Your sponsor or mentor will help you.</p>	 <p style="text-align: center;">Step 4 “Auto-Ship”.</p>	<p>Sign-up for Auto –Ship (100PV). Receive products, such as the excellent nutritionals, on the same day each month at a discount below wholesale.</p>
 <p style="text-align: center;">Step 5 Sign-up for “Human’s Being More”.</p>	<p>Attend, “Human’s Being More Training.” It will be a life changing experience focusing on Nikken’s Philosophy of Balance in the 5-Pillars of Health-- healthy mind, body, family, society and finances.</p>	<p style="background-color: yellow;"><b>4atm.biz</b></p> <p style="text-align: center;">Step 6 Join the “4 Annual To Monthly Team”.</p>	<p>Resources for training tools and big event info, featuring the Nikken leaders. We built our business by bringing people to events and using the tools available at: <a href="http://www.4atm.biz">www.4atm.biz</a> <a href="http://www.pathfinders.biz">www.pathfinders.biz</a> and <a href="http://www.thewellnessnetwork.com">www.thewellnessnetwork.com</a>.</p>
 <p style="text-align: center;">Step 7 Fill out your 100 name list.</p>	<p>Make a list of everyone you know (at least 100 names). This list is your business! Carry it with you, don’t prejudge people and add to it daily. It is the lifeblood of your business! Highlight the top 20 or 30 names on your list; nicest, successful, most networked people.</p>	 <p style="text-align: center;">Step 8 See the people.</p>	<p>Our goal in all we do with prospects: “Validate The Products”, “Validate the Business”, and “Validate the Plan”. Call them or drop by to get an appointment. Do not try to explain Nikken on the phone. Out of home or office is preferable. Starbuck’s is good venue for this. Use WebEx if needed.</p>
 <p style="text-align: center;">Step 9 Share Nikken.</p>	<p>At the appointment validate products and business by doing an effective 30 Min., 1 on 1/ABC presentation. Your sponsor should do the first 5-10 with you. Share your Nikken story in 2-3 minutes. Find out their needs (their “WHY?”), and do a product demo.</p>	 <p style="text-align: center;">Step 10 Give some Homework.</p>	<p>Give them information to take home. Find out if they prefer to read, listen or watch a video. Give them a brochure, CD or DVD based on their preference. Avoid information overload, leave them hungry. One choice is good. 100% informed is our goal!</p>
 <p style="text-align: center;">Step 11 Next Event.</p>	<p>Invite your prospect to the next Wellness Preview or Nikken Event so they can validate the plan. Arrive early and introduce them to the leaders and passionate Wellness Consultants in the room. Empower them to ask questions.</p>	 <p style="text-align: center;">Step 12 Do “Roll-Out.</p>	<p>More validation. Give them a “Roll-Out” so they can experience the sleep system. Belief in the products comes from experiencing them. If they attend an event it is okay to loan product. Time limit, one-week or less. Be firm.</p>
 <p style="text-align: center;">Step 13 3-Way Call.</p>	<p>Validate “everything”. Do a 3-way call (ABC) with your prospect, your sponsor and yourself. This call can happen before or after the weekly event. Your job is to listen to your sponsor interact with the prospect. (how you learn)</p>	 <p style="text-align: center;">Step 14 Follow-Up!</p>	<p>Do a follow-up meeting within 3 or 4 days of the event. This is critical to tie everything together. A decision to join and build a business or become a product using member is often decided here.</p>