

*Network Marketing*  
*According to the WIN System*

# Working In Numbers

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## The WIN System Workbook

*...Turning a System of Numbers into*

*...People Wearing Magsteps*

*...Magsteps into Customers*

*...Customers into Consultants*

*...Consultants into Royal Diamonds*



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*Note: Nikken's Policies and Procedures manual will always take precedence over the WIN System Workbook where in conflict!*

**Join us on the WIN System Weekly Conference Call every Tuesday Evening 8:55 pm EST. Number: 218-895-0919 (Code: 41234#).**

# Wisdom for the Ages

**Definition of Wisdom:** *Knowing the value of what to do, how to do it and then to do it!*

1. *“It is more blessed to give than to receive”.* Acts 20:35
2. *“A generous man will prosper; he who refreshes others will himself be refreshed”.* Prov. 11:25
3. *“Make it plain on tablets so that a herald (Consultant) can run with it”.* Habakkuk 2:2
4. *“Whoever gives heed to instruction prospers...”* Proverbs 16:20
5. *“All hard work brings a profit, but mere talk leads only to poverty”.* Proverbs 14:23
6. *“He who works his land will have abundant food”.* Proverbs 12:11
7. *“A sluggard does not plow in season; so at harvest time he looks but finds nothing”.* Proverbs 20:4
8. *“Hope deferred makes the heart sick, but a longing fulfilled is a tree of life”.* Proverbs 13:12
9. *“The plans of the diligent lead to profit, as surely as haste leads to poverty”.* Proverbs 21:5
10. *“Do not wear yourself out to get rich; have the wisdom to show restraint”.* Proverbs 23:4
11. *“Riches do not endure forever, and a crown is not secure for all generations”.* Proverbs 27:23.
12. *“I applied my heart to what I observed and learned a lesson from what I saw...”* Proverbs 24:32
13. *“Give freely and become wealthier; be stingy and lose everything. The generous will prosper; those who refresh others will themselves be refreshed”.* Proverbs 11:24-25
14. *“Keep on asking and you will receive what you ask for. Keep on seeking and you will find. Keep on knocking and the door will be opened to you. For everyone who asks, receives. Everyone who seeks will find. And to everyone who knocks, the door will be opened”* Matt. 7:7-8
15. *“Bring the whole tithe into the storehouse... Test me in this, says the Lord Almighty, and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have room enough for it.”* Malachi 3:10 *“With me are riches and honor, enduring wealth and prosperity”.* Proverbs 8:18
16. *“Commit to the Lord whatever you do, and your plans will succeed.”* Proverbs 16:3
17. *“Your path led through the sea, your way through the mighty waters, though your footprints were not seen.”* Psalm 77:19

**Note:** Since God has already laid the foundation for success let us abandonly build upon it!

# Introduction to the WIN System

**The WIN System** is turning *WIN Numbers* (page 8) into *People Wearing Magsteps* (making 2-4 connections every week for 8 years), and *Magsteps* into *Customers*, and a few *Customers* into *Consultants* and a few *Consultants* into *Royal Diamonds* – highest rank in Nikken – working 10 hours per week (page 9).

**The gap between a timid Wellness Consultant and a reluctant Customer is huge.** More times than not, this gap is insurmountable because it becomes the battle of two minds. And more often than not, the customer wins this battle and the CONNECTION is lost! The *WIN System* takes the pressure off the new Wellness Consultant from having to *sell something* and helps them keep the *focus* (recruiting) on the *WIN Numbers* regardless of a prospect's response. The *WIN Numbers* never disappoint!

**The WIN System is simple, yet profound, in its design.** The focus is *network marketing* and the strategy is *numbers*. *The System* merges network marketing strategies with the *WIN Numbers* to market Nikken Products!

**Allow me to compare *Building with Numbers* vs *Building with People*...**

## **I'm Building with Numbers if I'm...**

- Working my Monthly WIN Numbers
- Reacting to my Numbers
- Always Analyzing my Numbers
- Improving my Numbers
- Focusing on Productivity
- Focusing on People to L.E.A.D.
- On a Marathon to Royal Diamond
- Having Fun on the Journey

## **I'm Building with People if I'm...**

- Working my People's Emotions
- Reacting to my People's Responses
- Analyzing my People's Activities
- Trying to Improve my People's Actions
- Focusing on Product Knowledge
- Focusing on my Leadership
- Sprinting to my Next Rank
- Being Frustrated and Wanting to Quit

**As you look at these two comparisons** which of the two would you rather have your network focus on – recruiting the numbers or people's emotions? They can't do both because the two are incompatible. Plus, you won't have time to do both.

**When numbers become Customers or Wellness Consultants**, we focus on two things: 1) Walking Customers into a Nikken Wellness Home [page 18] and 2) Helping Wellness Consultants redeem their time which life seems to steal from them. By redeeming their time we mean: 1) More *Family Time*, 2) More *Community and Church Time*, 3) More "*Helping Others*" Time, 4) More *Success Time*! Whatever those 4 mean to each Wellness Consultant is determined by each individual!

**To redeem your time you must learn how to create residual income!** Within Nikken's Comp Plan is RESIDUAL INCOME! It is easy and simple to understand and to work!

**Caution:** The WIN System is not a manual for network marketing success – it is a workbook; it is an intentional and focused MINDSET on recruiting people into the Nikken conversation! Before starting the WIN System, be prepared to go through a 12-month learning curve and mindset on the value of *Working in Numbers* and commit only if you feel you are ready to go through this learning curve.

# Nikken's Compensation Plan Overview

• \$99...Wellness Consultant Registration Fee

\$79...Yearly Renewal Fee

## 5 ways to get compensated:

- 1) Retail Customers receive **25%** off Retail Price on Autoship (Consumables)
- 2) Sponsor receives **25%** commission on all Retail Sales. Purchase ALL your products through one of your customers.
- 3) **5-20% (on CV)** of accumulated Personal GROUP Volume (PGV). PGV = All Retail, Direct and Executive Volume
- 4) **6% (on CV)** on all levels of Silvers on their PGV according to your Rank (See graph below).
- 5) **\$25 FREE** product credit for every 500 Points of Retail Sales (PV) – must be redeemed within 6 months!

PV = Personal Retail Sales called Personal Volume.

PGV = Personal Retail Sales (PV) plus ALL the volume of your Wellness Consultants in your personal group (Direct, Senior, and Executive)

OGV = Organizational Group Volume (OGV) in your entire network.

Rank	Point Volume Requirement	% on		Paid on	
		Required PV Points (PV)	Personal Group Volume (PGV)	Organizational Group Volume (OGV)	Levels of Silvers' PGV
	See below #3 how Points are calculated				
<b>Direct</b>	0	0	0	0	0
<b>Senior</b>	1500 Points to Qualify	100 (retail)	5%	0	0
<b>Executive</b>	4000 Points to Qualify	100 (retail)	10%	0	0
<b>Silver</b>	12,000 total in 3 months 3 Seniors *5 Retail Orders	2000 PGV	20%**	6%	2
<b>Gold</b>	1500 Points every month 3 Silver Legs *5 Retail Orders	1500 PGV	20%**	6%	3
<b>Platinum</b>	1000 Points every month 6 Silver Legs *5 Retail Orders	1000 PGV	20%**	6%	4
<b>Diamond</b>	1000 Points every month 6 Gold Legs *5 Retail Orders	1000 PGV	20%**	6%	5
<b>Royal Dia.</b>	1000 Points every month 6 Platinum Legs *5 Retail Orders	1000 PGV	20%**	6%	6

1. \*To be paid in any given month, as a Silver and above, you must have 5 Retail Orders
2. \*\*If you do not have the required PGV Points according to rank, you get paid 15% on your Personal Group Volume (PGV), instead of 20%.
3. Points are calculated on Personal Group Volume (PGV) and are used to determine qualification and advancement of rank.

# The WIN Numbers

<u>Activity in PGV</u>	<u>Per Month</u>	<u>Per Quarter</u>	<u>Per Year</u>	<u>x 8 Years</u>
• New Connections (Magsteps)	8 (2 per week)	24	96	768
• New Customers	4 (1 per week)	12	48	384
• New Wellness Consultants	1	3	12	96
• New Silver Legs from PGV			2	16
• New Gold Legs from Silvers				10
New Platinum Legs from Golds				6 = RD

**To arrive at the WIN Numbers**, we calculated that working 10 hours per week it would take a Wellness Consultant approximately 8 years or less of giving 2 Magsteps per week and good follow-up to achieve the rank of Royal Diamond. For simple math, we also calculated 4 weeks per month. Then we worked the numbers backwards to come up with a weekly plan that is achievable by all WC.

**The purpose for the numbers is to help you find someone every 6 months** who wants to achieve the rank of Silver. You and your *new Silver prospect* then work the numbers (Magsteps) TOGETHER (your PGV) to support him/her on achieving the rank of Silver. At the same time, you are looking for your next new Silver prospect, thus connecting and supporting two new Silver Legs every 12 months on your journey to Royal Diamond. THE NUMBERS ARE DESIGNED TO HELP YOU FIND AND SUPPORT 6 SILVERS TO PLATINUM. Be persistent, consistent and patient and you will WIN!

**We estimate the time-frame to achieve the 21 steps to Royal Diamond:** (see page 21)

Silver...1 year      Gold...2 years      Platinum...3 years  
 Diamond...5 year      Royal Diamond...8 years. ONE STEP AT A TIME FOR 8 YEARS!

## Why Magsteps

**Magsteps Connection** (pages 14-16) is easy to master as a prospecting tool (a connection), therefore it easily duplicates into the network!! HOW YOU CONNECT MUST DUPLICATE! No other Nikken product has this duplication potential. It becomes the presentation without much time, knowledge or words! All three which new Wellness Consultants don't have a lot of.

**Mr. Masuda, the founder of Nikken, his first product being Magsteps**, started his business without bothering too much about why the insoles helped people to feel better. He made no medical claims, and never saying they could cure the sick – only that their magnets would give energy, and promote health and well-being. Therefore, many of his followers could do the same and Nikken's growth exploded into networks around the world. The *WIN System* takes the Wellness Consultant back to that awesome beginning which at one time was very simple!

**Magsteps are an easy connection tool for a new Wellness Consultant** to connect the *timid Wellness Consultant with the reluctant Customer* before the *Nikken Conversation* takes place. **A good percentage who try Magsteps**, purchase the Magsteps and a large number of those become customers for *other products* if one does good follow-up. And a percentage will become Wellness Consultants. Work the *Numbers* and you will achieve your Nikken dream.



# The WIN Rhythm of Activities

**Network Marketers generally have no more than 10 extra hours per week** to spend in their network marketing business. Therefore it is critical that, as leaders, we design the *Rhythm of Activities* to assure them that their activities are the most productive use of their time – not only what is necessary, but also what activity is not necessary! One of the most challenging leadership responsibilities for us as leaders is to keep our network consistently focused on productive activities! The *WIN Rhythm of Activities* is designed to accomplish this.

**Next to focusing on numbers**, creating a rhythm of duplicable and measurable activities listed below is crucial to completing one’s journey to Royal Diamond.

**With the WIN System**, the Wellness Consultants know exactly what to do, how often to do it and when to do it. No guess work or “*working Nikken when I feel like it*”!

**The following are the what, why, how often and time spent in the WIN System!** Hours per Week

- |  |               |
|--|---------------|
| 1. <b>Weekly Magstep Connections</b> to open 2-4 Nikken conversations per week (pages 14-18) and follow-up.  | 5             |
| 2. <b>Weekly WIN Conference Call</b> for Training and <i>Support</i> for the Royal Diamond journey (page 3). | 1             |
| 3. <b>Monthly L.E.A.D. Breakfast</b> to connect with local WCs on their journey to RD (pages 12-13).         | 1             |
| 4. <b>Monthly Record Keeping and Planning</b> (pages 14, 16, 17, 21, 22) to stay on track.                   | 1             |
| 5. <b>Quarterly Product Introduction Event</b> leading into a Nikken Wellness Home.                          | 1/2           |
| 6. <b>Semi-Annual WIN Celebration Summit</b> and Stepping Up Recognition Dinner (pages 26 and 30).           | 1/2           |
| 7. <b>Annual Local WIN Family Picnic or Get-Together</b> for local fun and fellowship.                       | Family Fun    |
| 8. <b>Annual International Nikken Convention</b> to connect with Nikken’s global community.                  | Vacation time |
| 9. <b>Miscellaneous Time</b>   | 1 = 10        |

The momentum in your Nikken journey to Royal Diamond is “*hidden*” in the rhythm of your activities!

**What a WIN Rhythm of Activities might look like:**

Month	Monthly	Quarterly	Semi-Annual	Yearly
January.....	L.E.A.D			
February.....	L.E.A.D.....	Product Introduction Event		
March.....	L.E.A.D.			
April.....	L.E.A.D.....		WIN Celebration	
May.....	L.E.A.D.....	Product Introduction Event		
June.....	L.E.A.D			
July.....	L.E.A.D.....			Local Picnic
August.....	L.E.A.D.....	Product Introduction Event		
September.....	L.E.A.D.....		WIN Celebration	
October.....	L.E.A.D.....			Nikken Conv
November.....	L.E.A.D.....	Product Introduction Event		
December.....	L.E.A.D			

# Getting Started Self-Training

**The WIN System Workbook is designed for Self-Training.** If you want your network to grow exponentially, substantially and with sustainability it is important that you understand the importance of *Self-Training*. The following 3 steps will easily duplicate into your network:

1. **Request copies** of the *WIN System Workbook* and the *Nikken Consultant Price List* from your Sponsor or [MasterMarketers@aol.com](mailto:MasterMarketers@aol.com) for yourself and to give to your Wellness Consultants (FREE). Note: You can go to the *Nikken Library* in your *Back Office* to print out the *Nikken Consultant Price List*, if you like! Log in to your Back Office, then click on Information Center, Document Library, Price Lists. Then click on what you desire and Download/Print.
2. **Complete the *Getting Started Checklist* on the next page.**
3. **Finally, take the responsibility...**
  - a. Ask your Sponsor to clarify or explain any of the items on the *Checklist* that you do not understand. Royal Diamonds learn by asking and doing!
  - b. Remind your Wellness Consultants to complete their own *Checklist!*

**TAKE TIME TO DO THE CHECKLIST** YOURSELF BECAUSE WHAT YOU DO AND HOW YOU START YOUR WELLNESS CONSULTANTS IS HOW THEY WILL DUPLICATE AND FINISH WITH YOU TO ROYAL DIAMOND! If they start well, good possibility they will finish well! L.E.A.D.!

**John Maxwell's concept of a leader:** "*he/she is one who knows the way, shows the way and goes the way*" for others, not to follow but to L.E.A.D.

**Note: Resist the temptation of wanting to design your own training** or neglecting to pass on this training advice to your network. Learn the sage advice of "*In network marketing it is more profitable to duplicate than to come up with a better idea; especially in the beginning*". DS There is a time to be creative, but not until you have a strong established network! The *WIN System* and the *WIN Numbers* have been proven to work if you work them.

# Getting Started Checklist

**Go through the 22 items listed below** and check off the items as you complete each one. If you do not understand a particular item, ask your Sponsor to explain and be prepared for you to do the same when your Wellness Consultants call you.

- 1 \_\_\_ Request a FREE *WIN System Workbook* from your Sponsor or [MasterMarketers@aol.com](mailto:MasterMarketers@aol.com).
- 2 \_\_\_ Fill out a *Registration Form* (page 23). Allow Sponsor to enter information into computer.
- 3 \_\_\_ Sponsor spouse or someone as a *Retail Customer*: Understand the importance of doing this.
- 4 \_\_\_ Place your 1<sup>st</sup> order of 4+ pairs of Magsteps and perhaps a Water Fall and reorder as needed.
- 5 \_\_\_ Start putting 2+ pairs of Magsteps in peoples' shoes per week. Understand the Numbers (pg. 8).
- 6 \_\_\_ Understand the *Connecting and Opening Conversation* (pages 14-15).
- 7 \_\_\_ Understand why good *Follow-Up* is important (page 18).
- 8 \_\_\_ Keep good *Connection Records* (page 16) and understand importance of *Keeping Records* (p. 22).
- 9 \_\_\_ Realize the importance of the *Weekly Calls*. Schedule to be on these each week (p. 3).
- 10 \_\_\_ Attend the next *L.E.A.D. Breakfast* (page 12)
- 11 \_\_\_ Understand the importance of the Magsteps as a Connection Tool (page 8).
- 12 \_\_\_ Understand the importance of the *WIN Numbers* (page 8).
- 13 \_\_\_ Understand the importance of the *Tracking Progress Form* (page 17).
- 14 \_\_\_ Review the *Nikken Compensation Plan* (page 7).
- 15 \_\_\_ Understand how to achieve the *Rank of Silver* and *Gold* within 24 months (pages 20 and 21).
- 16 \_\_\_ Understand the purpose for the monthly *L.E.A.D. Breakfast* (pages 12-13)
- 17 \_\_\_ Review the information and the importance of *Autoship* (page 24).
- 18 \_\_\_ Review the upcoming events on the *WIN Rhythm of Activities* (page 9). Enter them in your Day-Timer.
- 20 \_\_\_ Understand the 10 different columns in the Price List (page 25).
- 21 \_\_\_ Understand the Nikken products that make up a Wellness Home (page 27).
- 19 \_\_\_ Understand the *WIN System* focus by comparing the difference between *Building with Numbers* and *Building with People* (middle of page 6).

**When you have successfully completed** the *Getting Started Checklist*, it is your responsibility to make sure your new Wellness Consultants do the same. By so doing, you pass on the L.E.A.D. baton to your new Wellness Consultants. If you don't do that, you will get overwhelmed and severely hinder the DUPLICATION PROCESS and your journey to Royal Diamond. **From day one, L.E.A.D...** Be the example. Rather, than having lots of followers have a huge network of Wellness Consultants who L.E.A.D... This will determine the size of your bonus check!

**Now begin your 21 Steps to Royal Diamond (page 21).**

# L.E.A.D. to Succeed

**L.E.A.D. from day one and then teach your Wellness Consultants to do the same!**

**The WIN System requires a different type of leadership** because a large amount of your Wellness Consultants must learn to L.E.A.D. for you to be truly successful in network marketing. The true leader in network marketing is not one who has many followers but one who has many who *L.E.A.D.*

**L. Learn** the WIN System. It will get you to Royal Diamond!

1. Understand the “*why*” of the *WIN System* (page 6)
2. Study the *Compensation Plan* (page 7)
3. Study the *WIN Numbers* (page 8)
4. Complete the *Getting Started Self-Training* (page 10-11)
5. **Join us on the WIN System Weekly Conference Call** every Tuesday evening at 8:55 pm EST. 218-895-0919 (41234#)
6. LEARN about the Nikken Products and Opportunity.
7. After completing the above, the best and fastest way to LEARN is just to do the numbers and keep good records.

**E. Exemplify** your future by simply L.E.A.D.ing! Royal Diamonds read, see and L.E.A.D.!

1. **Be** on the Weekly Conference Call.
2. **Give** out 2 or more Magsteps per week.
3. **Attend** the *Monthly L.E.A.D. Breakfast* (page 12-13).
4. **Build** your own Wellness Home for your family to live in (bottom of page 18).

**A. Attitude** your way to altitude! Great book: *You Can, You Will* by Joel Osteen!

**D. Duplicate**: If your Wellness Consultants aren't doing what you would like them to do, simply ask yourself “*am I doing what is easy for my Wellness Consultants to do*”? **DUPLICATION WILL DETERMINE THE SIZE OF YOUR MONTHLY BONUS CHECK!**

1. Follow the WIN System to the letter and empower you Wellness Consultants to do the same.

Let's repeat **John Maxwell's concept of a leader**: “*he/she is one who knows the way, shows the way and goes the way*” for others, not to follow but to L.E.A.D.

**Suggestion**: When you are ready to do your own *L.E.A.D Breakfast* follow the ideas on the next page.

# Monthly L.E.A.D. Breakfast Ideas

One of the most important strategies to Royal Diamond is to lead a Monthly *L.E.A.D. Breakfast* to support your network in a particular geographical area so that they will do the same in other areas!

## Qualifications to lead a *Monthly L.E.A.D. Breakfast*

- Rank of Silver or above
- Working the *WIN Rhythm*
- Goal to achieve the rank of Royal Diamond within 8 years.

## Purpose for the Breakfast

- Support the local Wellness Consultants working the *WIN Numbers*
- Plan the local *WIN Rhythm Yearly Schedule* (Example: Bottom of page 9).
- Track and strategize the *WIN Numbers*
- Duplicate the *Monthly L.E.A.D. Breakfast*

## Goal of the Breakfast

- Unite the local *WIN Team*
- Royal Diamond within 8 Years
- Develop 1 new *Monthly L.E.A.D. Breakfast* in a new geographical area every 6 – 12 months

## Set-Up for the Breakfast

- Private area
- Round tables
- Relaxed and sharing environment
- Two-hour Breakfast – People are busy!

## Recognition at the Breakfast – those who...

- Worked 8 *Connections* last month (page 16)
- Started a NEW Leg (Sponsored a new First Level – Numbers say 1 per month)
- Achieved a NEW Step (21 steps to Royal Diamond – page 21)

## Areas holding Breakfasts as of July 2016.

- Winchester and Front Royal VA      New Holland PA (Lancaster area)
- Harrisonburg VA
- Request for more detailed information: MasterMarketers@aol.com

# Connecting with Prospects

**Who is a “CONNECTION”?** It is a prospect who is not a Wellness Consultant and who has done one or more things for the first time: 1) Tried or purchased a product; 2) Read some Nikken literature; 3) Attended an event and or conference call; 4) Listened to a 20-min or more presentation; 5) Visited your Website; 6) You entered their name on the Connection Record (page 16). And finally, it is a person who responded yes or no to any of the above. In the past, we called this person a recruit.

**Each month and throughout the month enter a minimum of 8 names (2 pages) onto the *Connection Record* (page 16) to work the numbers. This becomes your prospect list and your connection goal for the month. Plus, you should also use this *Connection Record* as your *WIN DayTimer*, checking it often to see what to do next.**

**Ask these people now on your list and the new people you meet:**

- *Do your feet hurt? Are your feet tired at the end of the day?*
- *Would you like to try a pair of Magnetic shoe inserts for one week without any obligation to purchase anything? Remember: You are not recruiting; you are merely connecting! Release the pressure!*
- Or, if you need to, form your own compelling and comfortable opening sentences! See note below! In network marketing we call this our *elevator speech*!
- **Respond *positively* to the customer’s response:**
  - **If the answer is *YES*, ask permission to put a pair of Magsteps in their shoes.** Note: Cut the Magsteps down to their shoe size and **PUT** them in their shoes. Otherwise they will procrastinate. Let them know that you will check back with them in 5 days.
  - **If the answer is *NO*, say *Thank You, that’s ok. Just thought I would ask.*** Then, go to the NEXT number – the next connection.

**Note: Thayne Shively’s “opener” and comments:** *“Can I ask you a question”?* I wait for them to respond. Then I continue, *“The Company I work with has introduced some new technologies into America from Japan and I’m looking for people to try them for 5 to 7 days. No obligation, other than to give me their feedback. Would you be willing to be a test subject”?* They always ask, *“What is it”?* I then tell them, *“Its shoe inserts; would you like to try them”?* If they ask more questions, I always act as if I know nothing about them. That’s why I’m looking for *“test subjects”*. I’ve always gotten further by acting like I know very little. It keeps their curiosity high and eager to try.

**In the beginning, the most important thing you can do to grow your business is give out 2-3 Magsteps every week to the people you know and meet! Later, try some of the ideas on page 15.**

# Connecting Ideas

## Customer Ideas

- One-on-One – Ask (Connecting page 14)
- Events using *Magstep Shoe Insert Poster Board* (page 28).
- Talk to Business Owners who have Employees
  - “Would it be ok with you if I offered all your employees a FREE 7-Day Trial of our Magsteps to benefit their tired feet?”
- 30-Day FREE Nutritional Bottle (See Autoship Ideas and Return on Investment [ROI] below)
  - Magstep Insert Letter (page 27)
  - Postcard Mailout

## Autoship Ideas

- **Magstep Insert Letter** (page 27)
- **30-Day FREE Trial of Supplements**

1 Bottle of Nutritionals (plus shipping and tax)	\$50.00		
25% Retail Profit	-10.00	Retail Profit	\$10
20% Autoship	-10.00		
20% Silver Commission (25 CV)	-5.00	Silver Comm.	\$5
	<b>Cost per Bottle \$25.00</b>	<b>Profit per Bottle</b>	<b>\$15</b>
	<b>Give 10 Bottles \$250.00</b>	<b>3 Get on Autoship</b>	<b>\$45 Profit</b>
		<b>X 12 Months</b>	<b>\$540</b>
		<b><u>10 Free Bottle Cost</u></b>	<b><u>\$250</u></b>
		<b>Net Profit</b>	<b>\$290</b>

- Register the prospect as an Autoship Customer
- Put the FREE bottle of nutritionals on YOUR credit card with their name and address
- Put **YOUR** email and credit card on their Customer Registration
- Follow Up in 7 days:
  - “Did you receive your bottle of \_\_\_\_\_? Any questions? I’ll call you again in about 20 days”
- Follow up again on the 20<sup>th</sup> day:
  - “Would you like to continue to receive the product at 25% off of the price of retail? Nikken will treat you as an Autoship customer”. Explain Autoship and how easy it is to stop or change.
- If the answer is yes:
  - Change the customer credit card and information to their credit card.
  - Ask the Customer if he/she would like to try other products FREE on a trial basis.
  - NOW YOU HAVE A MONTHLY AUTOSHIP CUSTOMER.
- If the answer is no: Thank the customer and stop the Autoship order.

## Business (Wellness Consultant) Ideas

- Magsteps Insert Letter (page 27) Offering \$1000 per month
- Business Owners Profiting from FREE Magstep Trial to Employees (see above).

# Connection Record and Day-Timer

**New** Note: Make copies of this form before using. Use pencil/eraser and put in 3-ring binder. **Month:** \_\_\_\_\_

**Connections 1\*** My goal this month is to make \_\_\_\_ New Connections! Accomplished my goal: Yes \_\_\_ No \_\_\_.

**\*Numbers to be transferred to columns on next page.**

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	<b>Loan</b>	<b>5<sup>th</sup> Day</b>	<b>Follow Up</b>	
<b>1. Name:</b> _____	<b>Date</b>	<b>Date</b>	<b>Check One</b>	
	<b>No 2*</b>	<b>Cust 3*</b>	<b>WC 4*</b>	

Product or Autoship Shared: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Additional Information and Notes:

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	<b>Loan</b>	<b>5<sup>th</sup> Day</b>	<b>Follow Up</b>	
<b>2. Name:</b> _____	<b>Date</b>	<b>Date</b>	<b>Check One</b>	
	<b>No 2*</b>	<b>Cust 3*</b>	<b>WC 4*</b>	

Product or Autoship Shared: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Additional Information and Notes:

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	<b>Loan</b>	<b>5<sup>th</sup> Day</b>	<b>Follow Up</b>	
<b>3. Name:</b> _____	<b>Date</b>	<b>Date</b>	<b>Check One</b>	
	<b>No 2*</b>	<b>Cust 3*</b>	<b>WC 4*</b>	

Product or Autoship Shared: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Additional Information and Notes:

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	<b>Loan</b>	<b>5<sup>th</sup> Day</b>	<b>Follow Up</b>	
<b>4. Name:</b> _____	<b>Date</b>	<b>Date</b>	<b>Check One</b>	
	<b>No 2*</b>	<b>Cust 3*</b>	<b>WC 4*</b>	

Product or Autoship Shared: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Additional Information and Notes:

**At the end of the month or when all follow-up has been complete on a page,** record the numbers onto the *Tracking Progress Form* (next page).

**See page 19 for Autoship Follow-Up.**



# Tracking Progress Form

Year: \_\_\_\_\_

Make copies of this form before using. Use pencil/eraser.

Note: Numbers 2, 3, and 4 should = number 1. \*Numbers recorded on previous page.

Month	*1 New Connection	*2 No or Returned	*3 New Customers	*4 New W. Consult.	New Silver Leg	Name	Bonus Check Amount
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
<b>6 Mo.Total:</b>	_____	_____	_____	_____	_____	_____	_____
<b>Goal:</b>	<b>48</b>		<b>24</b>	<b>6</b>	<b>1</b>		
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
<b>6-Mo.Total:</b>	_____	_____	_____	_____	_____	_____	_____
<b>Goal:</b>	<b>48</b>		<b>24</b>	<b>6</b>			
<b>Year Total:</b>	_____	_____	_____	_____	_____	_____	_____
<b>Year Goal:</b>	<b>96</b>		<b>48</b>	<b>12</b>	<b>2</b> (see per year column below)		

<u>Activity in PGV</u>	<u>Per Month</u>	<u>Per Quarter</u>	<u>Per Year</u>	<u>x 8 Years</u>
• New Connections (Magsteps)	8 (2 per week)	24	96	768
• New Customers	4 (1 per week)	12	48	384
• New Wellness Consultants	1	3	12	96
• New Silver Legs from PGV			2	16
• New Gold Legs from Silvers				10
• New Platinum Legs from Golds				6 = RD

**To arrive at the WIN Numbers**, we calculated working 10 hours per week, it would take a Wellness Consultant approximately 8 years of giving 2 Magsteps per week and good follow-up to achieve the rank of Royal Diamond. For simple math, we also calculated 4 weeks per month.

**Note: Refer to page 22 why it is important to keep good records! Also page 5 #12.**

# Follow-Up to WIN

**Most of network marketing success is in the follow-up!** Neglect the follow-up step and 75% of your connection effort will be unsuccessful and a waste of your time and money. You should not give out Magsteps if you don't want to do the appropriate follow-up and keep good records (pages 16-17).

## Follow-Up Within 5 days

- **Do the follow up over the phone if it is more convenient and saves you time.** Make a call and ask two questions: *Do you like the product? Would you like to have your own before I pick up mine!* Ask: *Would you like to pay for them with credit card, check or cash? Be bold!* Then, give them the *mike!* Remember: You are not recruiting. The connection process is still in play.
- **If they don't want to purchase the Magsteps,** set a time to get the product back or if you want to save time, ask them to set them outside for you to pick up. If they don't want to buy their own, ask for referrals for you to Connect and share a pair of Magsteps with them!
- **If they want to purchase a pair,** register them as a new Retail Customer (page 23). Enter their registration and their first order so they don't forget, procrastinate and/or find it difficult to do. You will need the following information: Name, Address, Email, Phone Number and Credit Card all of which are necessary to register a new customer and to order product from the Home Office. Note: You must first register them as a Customer before you place their order.
- **Spend a few minutes with them** if it is ok, sharing your testimony and perhaps a few other products. Remember, the Magsteps were just the *Connection* to walk them into a Nikken Wellness Home (see below). At some time try to register them on Autoship with a consumable item (25% off). Refer to page 24. Also, suggest that they try other products!
- **Always ask for referrals.** Ask if they have a family member or friend who would like to try the Magsteps for 5 days on a FREE TRIAL basis – no obligation to buy!
- **Again, keep good records** using the *Connection Record* (page 16) and the *Tracking Progress Form* (page 17). “*One can only improve what one will measure*”. DS
- **Sometime during your follow-up,** if convenient and comfortable, walk your customer into a Wellness Home by sharing your Nikken story, the Nikken products and the Nikken opportunity. A **Nikken Wellness Home:**
  - Magnetic Pillow – Stiff or Sore Necks
  - Magnetic Sleep Pad – Tired and Restless Sleep – Great Night's Sleep! Get up Rested!
  - Magnetic Seat Pad – Stress from Sitting
  - Magnetic Back Belt Support – Aching Backs – Comfortable to Wear all Day!
  - Counter Top Water Purification System
  - Air Purifier System – Pure Air – Filter used in Operating Rooms.

Note: One of the most important things you can do for the health of your family is have them live in a Wellness Home!



# Achieving Silver within 6 Months

## A. Strategy to achieve the rank of Silver:

- Find 4 new customers per month by sharing two pair of Magsteps per week!
- Build a *Nikken Wellness Home*: Refer to bottom of page 18 for list of products.
- Help three of your First Level Directs achieve the rank of Senior and/or Executive.
- Be accountable to your mentor every week to strategize volume and strategy.
- Continue to work the *WIN System*.

## B. Silver Requirements:

- 3 Consecutive months for a 3-month total of 12,000 PGV (page 7)
- 3 Seniors: Each Senior with a minimum of 1500 PGV for one month (one month only)
- 5 Retail Orders per month starting the month after you achieve Silver

## C. Reward yourself for achieving the rank of Silver but don't park there.

- Look at Silver more as the third step (*Senior, Executive, Silver*) on your journey to Royal Diamond. There are 18 more steps. See page 21. The journey is not complete at Silver. More steps to take! The 21<sup>st</sup> step has a beautiful view – like a Penthouse!

**As you plan your next steps beyond Silver to Royal Diamond** watch out for the *land mines* that can throw you off your journey to Royal Diamond. Listed below are 8 of the many. You can add your own because only you will know what takes you down a “*rabbit trail*”!

1. Wandering away from a long-term upward strategy and down “*rabbit trails*”
2. Becoming increasingly impatient with the numbers and a long-term system/vision
3. The temptation of wanting to be a fast sprinter while training to be a marathoner (p. 5 #6)
4. Taking heavy baggage with you as you run, such as “*doing things you don't have to do*” or “*carrying someone you should not carry*”!
5. Doing the work of your network vs. empowering your network to *L.E.A.D.*
6. Expecting a harvest without seeding Magsteps (see page 5 #7).
7. *Parking* too long at your current rank – losing momentum!
8. The need for extra money this month! Network marketing is not a money-making machine that you can crank up every time you need money. Note: Your bonus check next month has already been determined by the last 6 months of working the numbers! So what will it be 6 months from now? The Magsteps are in your hands!

**Now support all your Seniors/Executives to Silver and on to Gold!**

# The 21 Steps to Royal Diamond

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

<u>Step</u>	<u>Rank</u>	<u>Legs</u>	<u>Date</u>	<u>Target Date</u>	<u>Targeted, Estimated Monthly Income*</u>
1	Senior	1 <sup>st</sup> Senior	_____	2 months	\$100
2	Executive	2 <sup>nd</sup> Senior	_____	4 months	\$200
3	Silver	3 Seniors	_____	6 months	\$400
4		1 <sup>st</sup> Silver Leg	_____	1 year	\$600
5		2 <sup>nd</sup> Silver Leg	_____		\$800
6	Gold	3 <sup>rd</sup> Silver Leg	_____	2 years	\$1000
7		4 <sup>th</sup> Silver Leg	_____		\$1200
8		5 <sup>th</sup> Silver Leg	_____		\$1400
9	Platinum	6 <sup>th</sup> Silver Leg	_____	3 years	\$1600
10		1 <sup>st</sup> Gold Leg	_____		\$2000
11		2 <sup>nd</sup> Gold Leg	_____		\$2400
12		3 <sup>rd</sup> Gold Leg	_____		\$2800
13		4 <sup>th</sup> Gold Leg	_____		\$3200
14		5 <sup>th</sup> Gold Leg	_____		\$3600
15	Diamond	6 <sup>th</sup> Gold Leg	_____	5 years	\$4000
16		1 <sup>st</sup> Platinum Leg	_____		\$5000
17		2 <sup>nd</sup> Platinum Leg	_____		\$6000
18		3 <sup>rd</sup> Platinum Leg	_____		\$7000
19		4 <sup>th</sup> Platinum Leg	_____		\$8000
20		5 <sup>th</sup> Platinum Leg	_____		\$9000
21		6 <sup>th</sup> Platinum Leg	_____	8 years**	\$10,000

**\*Incomes above are not guaranteed** because several variables come into play when calculating your monthly bonus check: 1) Your own personal PGV, 2) The PGV of all your Legs, and 3) Your Nikken Rank. You are more apt to achieve the above incomes (and more) if you teach all your Wellness Consultants to work the WIN Numbers and adhere to the WIN System! It is easy to stay on track and on your own journey to Royal Diamond if you promote the WIN System and keep good records to monitor your progress!

\*\* A number of Royal Diamonds have achieved the top rank in Nikken sooner than 8 years. Perhaps you will be one of them!

**We estimate the time-frame to achieve the 21 steps to Royal Diamond:** Silver...1 year  
Gold...2 years      Platinum...3 years      Diamond...5 years      Royal Diamond...8 years

ONE STEP AT A TIME FOR 8 YEARS! You compete with no one but yourself and your weekly numbers!

# Keeping Records on Your Journey

**As we connect, follow-up and sponsor, it is important that we keep good records:**

1. **What we record**, we can measure, adjust, change and/or correct for success making sure we stay on our 8-year journey to Royal Diamond every week for 8 years. DS
2. **Keeping good records is like keeping track of your time** when you have a flight to catch at the airport. Missing your flight slows you down in your long distance journey to your destination – Royal Diamond.
3. **Records work like a map** helping you make adjustments and the turns necessary in order to reach your destination on time! No need to question...*Am I on the right road?*
4. **Records are important to give excellent service** to Customers and Wellness Consultants. Customer service is vital to your success.
5. **Records can be a confirmation of the WIN System** for your Wellness Consultants to follow. We must develop in them the confidence in what we are doing expecting them to do the same.
6. **Keeping records of the numbers** and checking them often is a good reminder that the *WIN Numbers* really work! NO GUESS WORK HERE!
7. **You will find that when your work is being measured** your productivity will increase. John Maxwell says, “*Experience is not the best teacher; evaluated experience is.*” Records will help you evaluate your activity.
8. **Without good records you have no way of knowing** if you are going forward or backward. Not knowing this has the potential of putting a business in the RED rather quickly.

**No business succeeds very long without keeping good records.** And so it is with your Nikken business. Nikken is a business. It can be a very lucrative business if you treat it like a business, which includes keeping accurate records!

**All of the above are important choices** to make on your journey to Royal Diamond.

**KEEP GOOD RECORDS! KEEP ON TRACK! KEEP ON YOUR JOURNEY!**

# Registration Form

**Name:** \_\_\_\_\_

Make copies of this form before using.

**Customer** \_\_\_\_ **WC** \_\_\_\_ **Date:** \_\_\_\_\_ **ID #:** \_\_\_\_\_ **Code:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Spouse Name:** \_\_\_\_\_

**Sponsor Name:** \_\_\_\_\_ **Sponsor ID Number:** \_\_\_\_\_

## Credit Card Information:

**Numbers on Card:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ **3-Digit Code:** \_\_\_\_\_

**Name on Credit Card:** \_\_\_\_\_

**Billing Address of Credit Card:** \_\_\_\_\_ Same as above, or

## Additional Information if registering as a Wellness Consultant

**Spouse Name:** \_\_\_\_\_

**Retail Customer Name and Address** (can be spouse, family member, or anyone):

**Social Security Number:** \_\_\_\_\_ **Birthdate:** \_\_\_\_\_

**Banking Information:** **Name on Account:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_

**Routing Number:** \_\_\_\_\_

**Bank Name:** \_\_\_\_\_

**Town/City:** \_\_\_\_\_

## **\$99 New Wellness Consultant Registration Fee and \$79 Yearly Renewal Fee**

- a. Free Personal Web Page (PWP)... a \$300 a year value!
- b. Free Humans Being More Training... a \$195 value!
- c. Free Online Training... Priceless!





# PGV Columns Explanation in Price List

**Upper right hand corner of your webpage is your.....** PPV: (100) PGPV: (2000 as a Silver)  
These must be your minimum numbers as a Silver # of Retail Orders: (5) Left to QG: (500 Points)

Note: You receive a voucher of \$25 FREE Product for every 500 Points (Retail Orders) up to 1500 Points.

## Explanation of the 10 Columns in Nikken's Price List

1. **Item #:** The same for all price categories.
2. **Product:** Product Name
3. **Autoship:** Products checked qualify for a 25% discount off the Retail Price. See Autoship Price List.
4. **PV (Point Volume – Not Purchase Volume):** Each product is set an arbitrary figure to calculate the Point Volume of a particular product and is used to determine rank and rank advancement and monthly qualifications. PV is NOT the same as the cost of the product. Sometimes it is the same; other times it will be 10-30%+ less than the retail price.
5. **CV:** (Commission Volume) Figure used to calculate your bonus check.
6. **Consultant:** Wellness Consultant Price – Wholesale. (Never purchase products at Consultant Prices – See #7)
7. **Taxable/Retail:** If there is tax due (varies according to state, county and town) sales tax is always calculated on the Retail Price – A federal law! Nikken calculates the tax and shipping costs on the invoice. **Always purchase your products at Retail Price for the purpose of rank advancement.**
8. **Autoship 10% off Consultant Price (#6):** If the Wellness Consultant purchases an Autoship product at wholesale price (using the Wellness Consultant's ID) this column calculates the 10% off wholesale if this product qualifies. Note: NEVER PURCHASE YOUR PRODUCT AT WHOLESALE COST FOR THIS VOLUME DOES NOT COUNT TOWARDS RANK QUALIFICATIONS OR RANK ADVANCEMENT. See pages 7-8 in your price catalog for detailed information on Autoship
  - Retail Autoship is 25% off Retail Price.
9. **Autoship 10% off CV (see #5):** Nikken takes 10% off the CV to pay you on Wholesale Autoship.
10. **Shipping Weight:** Nikken automatically lists the shipping costs on to your invoice.
  - See page 6 in your product catalog for Product Warranty Coverage
  - See page 1 in your product catalog for placing orders by Internet, by Mail, and by Phone, and hours.

# WIN Celebration Summit

## Plus, Stepping-Up Recognition Dinner (6-9 pm)

- Dates: Second Saturday in March and September
- Time: 8:30 Registration                      8:55 – 5:00 The Celebration
- Place: **Welsh Mountain Community Center** 564 Sandmine Road, New Holland PA 17557
- Contact Info: Dave Stoltzfus 717-617-7406 [MasterMarketers@aol.com](mailto:MasterMarketers@aol.com)
- Registration Fee: \$45.00 per person includes...
  - Updated WIN System Workbook and Miscellaneous Materials
  - Home-Made Catered Lunch – All you can eat!
  - All-Day Coffee, Drinks, Fresh Fruit, Cookies, etc.
  - Miscellaneous Handouts

The Welsh Mountain Community Center in Lancaster County PA is a beautiful retreat center surrounded by forest with hiking trails and outdoor recreation. [www.WelshMtPark.com](http://www.WelshMtPark.com)

*The WIN Celebration Summit in Lancaster PA is designed for a country rest and relaxation weekend and to inspire, motivate and guide along one's journey to Royal Diamond. Plus, it will be a great time to "rub shoulders" and learn from some of the most successful WIN System Leaders in the country! We will cover such topics as...*

- How to achieve the rank of Gold within 24 months and Platinum within 36 months using the WIN System!
- Why build a network with numbers vs. people? How to be a network marketing marathoner!
- The Science behind Nikken's Magnetic Insoles: How and why they work!
- The 3<sup>rd</sup> Biological Component of Health: The Electrical System
- How to find and sponsor new Customers and new Wellness Consultants
- What makes Nikken Kenzen Nutrition unique in the world of nutritional research
- How your new Wellness Consultants can train themselves on their journey to Royal Diamond
- WIN Testimonials

### Easy Registration Procedure:

1. Email Dave Stoltzfus before Aug. 1st to let him know how many people are coming. [MasterMarketers@aol.com](mailto:MasterMarketers@aol.com)
2. **Note: August 20 is the ABSOLUTE cut-off day for adding or deleting registrations.**
3. Pay registration fee at the door the day of the event! You will be on the honor system. What you registered for to come by August 20th, you will be charged due to space and food that must be reserved and ordered.

**Lancaster County has many excellent restaurants within 7 miles of the park.** Several we recommend are 1) Shady Maple Restaurant in Blue Ball – perhaps the largest buffet on the East Coast [closed Sundays], 2) Yoder's Restaurant in New Holland, 3) Funks Restaurant in Leola (Pub Style), 4) The Squire Restaurant in New Holland (small but good – excellent breakfast).

**Lodging is recommended at the Best Western in Intercourse PA** – Intercourse is a beautiful little village filled with shops, Amish crafts, and eateries. Note: Most of the shops are closed on Sundays. NOTE: REGISTER EARLY!

**Note: If you have not seen the theatrical performance of *Samson at Sight and Sound*** (google), it is worth seeing on Friday or Sunday. Another great musical event that is always good is at the *American Music Theatre, Lancaster PA*. However, the greatest sights will be as you drive around the hundreds of country roads around Lancaster PA. It is harvest time in Sept. with the Amish working in the fields with horses! We are looking forward to hosting you. Dave Stoltzfus

*Thank you for trying Nikken's comfortable and relaxing Magnetic Shoe Inserts for tired and aching feet, designed for people who are on their feet all day!! When your feet hurt, your whole body knows it. But you can be relaxed and comfortable even if you're on your feet all day, thanks to Nikken Magnetic Shoe Inserts. You can use them in all types of shoes!*

**Don't be shy to cut them down to size.** *If you cut them, cut equal top and bottom. Follow the sized imprints. You can wear them with any side up!*

**Try them for a week** *and you'll be amazed how you feel. I'll contact you in a few days to see if you want to do one of two things:*

1. ***Purchase them*** -- \$79.00 a pair which includes tax and shipping. You can pay cash, check or credit card!
2. ***Return them.*** *No pressure to purchase anything even if you cut them to size.* *If you want to return them, you can simply put them outside for me to pick them up. Please text me at the number below or email with your address and let me know where you put them.*

## **Other Exciting Nikken Product Offers**

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Contact Dave Stoltzfus – 717-617-7406 or [MasterMarketers@aol.com](mailto:MasterMarketers@aol.com)

### **I Wellness Home for the Family**

- Magnetic Pillow – Stiff or Sore Necks
- Magnetic Sleep Pad – Tired and Restless Sleep – Great Night's Sleep! Get up Rested!
- Magnetic Seat Pad – Stress from Sitting
- Magnetic Back Belt Support – Aching Backs – Comfortable to Wear all Day!
- Counter Top Water Purification System
- Air Purifier System – Pure Air – Filter used in Operating Rooms.

*Try one or all of the above – **FREE Trial** – Never buy without a try!*

### **II Nikken ALL Natural Kenzen Nutritional (Try 30-day supply FREE)**

- **Mental Clarity** – Support for Brain Cells and Enhanced Memory – Slow down the mental aging process!
- **Joint Formula**– Support for Strong Joints and Bones
- **Immunity Formula** – Strengthen Immune System with 14 different mushrooms researched and grown exclusively for Nikken Kenzen Nutritional
- **Digestion** – Get rid of indigestion!
- **Pet Joint Nutritional** – Pets deserve human care!
- **Try a 30-Day-Supply of our Nutritional FREE!**

### **III Wellness Consultant Positions Available**

- Earn up to \$1000 per month from your home, 5 hours per week!
- Unique and Exclusive Health Products.
- Local Support!

# Magnetic Shoe Inserts

*NEW Revolutionary Energy Product*

- Tired Feet?
- Aching/Hurting Feet?
- Total Body Relaxation!!

Try FREE for 7 Days

- No Obligation to Buy
- No Strings Attached
- No Gimmicks

Plus, Extra Income Opportunity Available

- Earn Over \$1000 per Month
  - No Selling!!
- Lots of Help and Support

# Mentor/Mentee Agreement Form

This is a Mentor Agreement between \_\_\_\_\_ (the Mentor)  
and \_\_\_\_\_ (the Mentee).

The Mentor agrees to assist the Mentee in qualifying for Team Kaizen by coaching and communicating with the Mentee to help build his/her Nikken business. If the Mentee is successful in qualifying for Team Kaizen, the Mentor will receive points toward his/her membership in Team Taishi. This agreement remains in effect for the entire qualification period in a given calendar year for Team Kaizen and Team Taishi.

## Mentor Information:

\_\_\_\_\_ Date

\_\_\_\_\_  
Mentor Signature

\_\_\_\_\_  
Mentor Print Name

\_\_\_\_\_  
Mentor Consultant ID#

## Mentee Information:

\_\_\_\_\_ Date

\_\_\_\_\_  
Mentee Signature

\_\_\_\_\_  
Mentee Print Name

\_\_\_\_\_  
Mentee Consultant ID#

Mentor and Mentee must sign, scan and email, FAX or send the registered mentorship agreement form to Nikken

.

Submit the completed form to Nikken in care of Pat Elkins:  
Nikken USA c/o Pat Elkins, 2 Corporate Park, Irvine, CA 92606  
FAX: 949-789-2081      Email: [pate@nikken.com](mailto:pate@nikken.com)

# Stepping Up Recognition Dinner

# Autoship Facts and Questions

- 1. What is the Autoship program and how do I get started?** Autoship is a recurring order of Nikken products, specifically nutritional and other consumable items. The schedule for shipments is Monday through Friday (excluding holidays) during normal business hours. Shipment dates that fall on a Saturday, Sunday or holiday will be processed on the previous business day. You may also call 1-888-264-5536 to speak to a customer service representative.
- 2. Is there an additional Autoship discount?** Autoship orders are eligible for a 25% discount on select consumables. Additional items are available at list price only. Please refer to the registered customer price list for item pricing.
- 3. How is my recurring ship date determined?** Autoship subscriptions can be scheduled to ship on a monthly, bimonthly, quarterly or semiannual basis. You determine the recurring ship date by making your selection on Nikken.com, and all subsequent shipments are released on the same calendar day of the month, unless it falls on a weekend or holiday. The shipping schedule is Monday through Friday during normal business hours. Ship dates that fall on a Saturday, Sunday or holiday will be processed on the preceding business day.
- 4. How can I change the frequency of shipment?** Frequency changes can be processed on-line or by calling Nikken at 1-888-264-5536. We recommend the changes to be processed 3 business days in advance of your next scheduled ship date.
- 5. What payment types are accepted for Autoship?** Credit cards only.
- 6. How can I change my shipping address, credit card information, items in my order or shipment date?** You may make changes to their Autoship accounts via Nikken.com or calling Nikken at 1-888-264-5536. We recommend the changes to be processed 3 business days in advance of your next scheduled ship date.
- 7. How do I cancel my Autoship order?** Autoship can be cancelled online or by calling Nikken at 1-888-264-5536. We recommend the changes to be processed 3 business days in advance of your next scheduled ship date.
- 8. Is there a warranty for nutritional and skin care items?** Nikken guarantees the quality of any nutritional and skin care product that carries the Nikken name, and Nikken certifies that its products meet high standards of freshness and purity. If you are not satisfied, the product may be returned to the Independent Nikken Consultant within 30 days after purchase.

**Is there warranty for other products?** Nikken offers a limited warranty on all of its products to retail customers of Independent Nikken Consultants. Nikken guarantees these products to be free from defects in workmanship, and each product carries its own limited warranty. Nikken Consultants handle all retail returns. If a retail customer of a Nikken Consultant receives or experiences a manufacturer defect during the limited warranty period for that product, the product should be returned to the Nikken Consultant for repair or replacement. Nikken Consultants may return the defective product after calling the Nikken Distributor Services Department to request and receive an RMA number.

# Video List

Water, Dr. Lindner <https://youtu.be/PgGbdDeNVzc>

Self-Care: Health by Choice vs. Health by Chance Dr Gary Lindner <http://youtu.be/e7fEjoYoGLU>

Joint Issues, restless legs, migranes, <http://youtu.be/yWBEQ0WRc4M>

Autoimmune Issues- Kimball Sergeant, [http://youtu.be/YL\\_sD4xqIYU](http://youtu.be/YL_sD4xqIYU)

Your Last 10 Years: <http://m.youtube.com/watch?v=Qo6QNU8kHxl>  
<http://video.nikken.com/watch/?v=WhatsVital#.Vrih05orly4>

Life In Balance: <http://vimeo.com/93209375>

**Watch a new 4 minute introduction to the marvelous power of "Self Care"**

<https://www.youtube.com/watch?v=n073d996QfE> Every Wednesday Evening at 6:30 pm Pacific Time, Dr Gary Lindner presents a live Webinar explaining the rationale and power behind the Self Care Choice. Access webinar at: <https://zoom.us/j/976690439>





# The Nikken Story

**At Nikken our mission is to help people** discover a better way of life and provide them the means to live it and share the benefits. Nikken was founded in Japan in 1975 by Isamu Masuda, who saw a common problem and devised a solution. The problem: Millions of people suffered from sore feet and the fatigue this produces in the entire body. His solution was the invention of the first Nikken product – *the Magstep®*. His inspiration for the energizing massage nodes on the insoles was derived from the pebbled surface at the bottom of a Japanese public bath. He added magnetism to intensify the field of energy.

**Magsteps are an example of a pioneering idea** — wellness solutions based on the natural world. Nikken takes these solutions much further with a vision of caring and helping others, which is integrated into the corporate mission.

**Magsteps were only the beginning.** They were followed in 1978 by the KenkoCreator. In 1979, the original KenkoPad® introduced the world to Kenko Sleep Technology. A team of dedicated professionals began to assemble, drawn to Nikken by the company's unique purpose. In 1984, Toshizo (Tom) Watanabe joined the Nikken family, initially as director of training, and opened the first Nikken office in North America in 1989.

**Over the years, Nikken has pioneered state-of-the-art technologies**

- PiMag® water filtration in 2000
- TriPhase® Technology combining magnetic, negative-ion and far-Infrared in 2006
- Air Wellness® Technology and Kenzen® Organic-Based Nutrition in 2008
- DynaFlux® Magnetic Technology debuted in 2012 and Nikken was awarded its patent in 2016.
- In 2009, Nikken announced a new executive management team under Kurt Fulle, CEO, who in 2015 also took on the role of Chairman of the Board.
- Late in 2014, his team completed a makeover of the Nikken network marketing business model, which now put equal emphasis on sponsoring and retailing. Today our organization celebrates more than 40 years since its founding and decades of success in the Americas.

**Nikken was the first company at that time to reach a \$Billion** (faster than McDonald's and IBM) Nikken the "silent" Global Giant started from a mission of love and has spread to about 40 countries. Where Wellness and people matter you will find Nikken.<http://youtu.be/qH8I9Zc1jGU>

**Seeking cash to help his handicapped son**, a Japanese shop assistant hit on the idea of putting magnets in shoes -- and created a business empire. At Japan's Fukuoka Airport a brilliant neon sign dominates the skyline. "Because you are you," it reads, "you are irreplaceable in this universe. All I want to see is your smile." This caring message comes courtesy of Nikken, a multinational corporation created by Isamu Masuda after he had the brainwave of putting magnets in people's shoes...

**Magnets? It all sounded so weird**, as strange stories spread about astronauts using magnets in outer space to stay healthy, and self-styled experts peddled fanciful theories about why magnets have healing powers. It turned out that NASA really does put magnets in astronauts' suits, and magnets have been used therapeutically for thousands of years...

**His family was not rich.** His father died in the Second World War and his mother managed a small shop. At 18, Isamu found a job with a bus company and over the next few years worked his way up from washing buses to being a desk clerk. He met Fumie, who was working as a travel guide, and when he was 27, they married. Obsessed with health, he worked part-time in a health shop, and the chances are he would have continued in this ordinary anonymous way, had not his son, Koji, been born with a tragic handicap. **Isamu was devastated.** Doctors couldn't explain why Koji had been born with this extreme defect. In Japan, not so long ago, imperfect babies were killed at birth. For his first-born son to be so afflicted galvanized Isamu Masuda, still sickly himself, into action. He decided, simply, that he had to make lots of money. "The doctors said it would be very expensive for Koji to have an operation and I had nothing."

**But he also wanted to do it in a way which would help others too.** "I started thinking about how we use pebbles in our public hot baths. When you walk on them they stimulate the soles of your feet. I know magnets were therapeutic. In Japan we've used them for thousands of years to help healing. I put the idea together and made an insole for a shoe." **There was immediate success.** His customers claimed they felt better: their circulation improved, they had fewer illnesses, even chronic insomniacs began to sleep through the night.

*"There were many problems and difficulties to face but what drove me on and gave me courage was Koji. I had a vision. I was 100% certain that one day, people everywhere in the world, would be walking on my insoles. I knew I could do it, but I had no idea how."* He approached Katsumasa Isobe, a financier, who remembers those early meetings. "Isamu was not well. He coughed and looked awful but he had a good idea so I supported it." By the time Koji was two, Isamu could afford to help his son with his handicap.

**As part of the Japanese tradition of holistic medicine,** Isobe and Masuda expanded the business without bothering too much about why the insoles helped people to feel better. They were circumspect, making no medical claims, and never saying they could cure the sick -- only that their magnets would give energy, and promote health and well-being.

**For three years Isamu sold only insoles.** But in 1975, Nikken was launched formally and the product line extended. Trail-blazing independent distributors took the insoles into Taiwan, China and Thailand, swiftly followed by management staff setting up offices and factories. By 1993, Nikken had moved into 12 countries.

**The strange thing is that Masuda's son, Koji,** had no idea that his father invented the first insoles because of him; that it was his birth which changed an ordinary man into a courageous inventor. "Why on earth didn't you tell your son?" I asked Isamu. "I didn't think it was important," Isamu said, and smiled.

As Nikken expanded, Isamu mused that physical health was not enough on its own. "There are five pillars of 'wellness'," he says. "You must also be healthy in your mind, in your close relationships, in finances and in your connections with your community to experience total 'wellness'."

## **The 5 Pillars of Health®**

**The pressures of daily living** — a busy schedule, the demands of work, inadequate family or personal time, not enough rest, environmental challenges — can lead to a life thrown out of balance, a disturbance of our natural equilibrium. More than 30 years ago, Nikken founder Isamu Masuda recognized that wellness depends on recognizing and sustaining what he named the 5 Pillars of Health® — **Healthy Body, Mind, Family, Society and Finances.** A balanced approach to living strengthens each of these pillars, and results in a more satisfying, healthy and rewarding lifestyle. Nikken offers you the means to attain this balance, through Nikken products and the Nikken business opportunity.



# WIN Testimonials

**Subject: An mStride Prospect Response:** “I have been using the soles but wanted to wear some different shoes (the soles don't fit in my other shoes) a few days ago and in the evening I felt just terrible again. Next day, I put the soles back to the shoes I wore before and was feeling great by the end of the day. I'm becoming a believer. When we have 5 minutes we're going to check out the Nikken site and see what other goodies they have!!! Thank you so much for allowing us to trial them - I don't think I would have wanted to spend that kind of money on a chance it might help, but the trial a few weeks ago convinced me! Thanks for letting me try them.”

**Subject: Magstep Recruiting and the WIN System:** I like the simplicity of the *WIN System*. I have a woman that I had loaned a pair of magsteps. She was very excited as her feet stopped hurting right away when she first used them. WB

**Subject: WIN Weekly Call:** Great call tonight! I am so glad I called you today and you invited me onto your call. If you don't mind I plan to be on your upcoming Tuesday calls.. I like what you are doing and I am going to start tomorrow by getting some mStrides and mSteps out. Since I don't know a lot of people here in this area I will start with some businesses I go to and church friends. I also will record them on the Entrepreneur Club list and work to be successful with that contest.. My goal is to have 3 new Silvers by Sept. 30th. Thank you again for all your help and support. EM

**Subject: WIN System:** Hi Dave. Hope all is well. I unfortunately will not be able to make it this weekend to Lancaster. Please be sure to provide me with as much as you can share. I am very interested in how you operate and have been duplicating your advice in sticking with one item and pushing that (insoles). It seems much easier. *"Nothing is worth more than maintaining your health & loving Jesus!"* Thanks! CC

