



LESSON TWO — Be in Your Right Mind

If you are new to iCAN Attitude, welcome. There a good number of you on the call tonight who are re-upping as they say in the business; doing the course a second time. This is a very logical move because as we will discuss throughout this course — repetition is the key for change; for building character. It is crucial to open the door to success. So let's begin:

Lesson 2: There is a common purpose for us all to be on a call like this. Each of us is attracted to the idea of **self-care** — in our health, in our thinking, and in our financial affairs. We may have seen what Nikken can do for others. We have also seen what Nikken has done for us. We have experienced the changes that have come over the years. Perhaps we see huge potential but we haven't been able to achieve the success we want. You may say 'but my attitude is good'. Or you may say 'I have trouble with keeping positive'. Either way, the fact is that we can believe and we can intend and yet we can't quite cross the bridge to the promises of the Five Pillars: Healthy Mind, Body, Family, Society, and Healthy Finances. Why, you may ask? Well the first thing I needed to accept was that I wasn't broken, or defective. I was also to learn that there is no secret formula for an instant and overnight success either. It boils down to a neurological concept of 'where' we think. Perhaps we aren't in our right mind! And I mean that in a scientific way. Almost everyone knows our brain has two hemispheres. We have a left brain that is totally separate from our right brain. The bridge between these two hemispheres is called the corpus callosum, which is a big bundle of nerves. We are told that the left brain is where we do the math of our lives; where we use logic and memory to decide our course of action; it is also capable of chattering to us and it can be very negative, which over time is very powerful. If we spend a

majority of our time in this part of our brain, we may find positive thinking difficult and life very black and white and not in a good way. We may consistently give in to what seems 'safe'.

The right hemisphere doesn't have language. It is the place of inspiration, and through the right brain we receive myriad messages transmitted from our senses. This information is processed and sent across the bridge (the corpus callosum) to the left brain for understanding, application, and storage. To feel balanced as we change the world outside of us we need to get into our right mind. If our left-brain picture of how the world should look is fixed and filled with old ideas of what we can or cannot do, we will spend a great deal of our time trying to justify or adjust the outside world to look like we think it should ... according to us. We may blurt out or think, 'it isn't fair', 'I never get what I want' and 'I just don't know why this stuff happens to me' and if you are trying to match what you feel or think to how things look you will always get a wrong answer. It is why our intentions have a difficult time becoming our reality; and why our reality seems a bit crazy or out-of-control when we make a stand — when decide to change the way we operate. Many people starting in business say they feel like a fake. The left-mind won't let go of the old picture of who you thought you were. But here's the good news and the bad news: We are not stuck with this but we must be willing to let go of these old concepts and habits. And here is how we do that:

The repetition William suggested in 'the iCAN attitude opening is designed to move your mind and physical being into healthy actions and past all of those old pictures and thoughts of how 'should be'. That is why to succeed in this course — you must do the homework every day. Your left-brain may already be chattering, 'I don't have time. I don't want to. I have never been able to do homework.' For the record, none of that is true. You can do almost anything for 90-days, especially if you just take one day at a time. Do this day's work and don't let old lefty project a movie of how you are going to quit in day 60 anyway. Do this day's work. Because each day you do the work it can't be taken away from you. So as the Nike ad says, 'Just Do It'. But you may ask, 'why is it so difficult to change without all of this repetition? And why do most of us resist this kind of discipline?' A majority of people today struggle to maintain diet, exercise, and adequate sleep patterns. Now this is not a Ted Talk and we aren't going to spend a great deal of time on the science of our minds but this is a key to acquiring and maintaining

success in your business. So I want you to think about what this means ... to you. What, or who is preventing you from a success filled 5 Pillar life in Nikken? Why do we struggle with Self-Care?

For more than forty years I have been working with others to overcome some of the deadliest addictive thinking known to humanity; where the inability to let go of old ideas can and actually does kill. I started to wonder why in life and in business do we hold on to ideas that we don't even like? Why do we refuse to act in a positive way, even at the expense of our own well-being? How does this happen? I'll put it in a picture so you can process it easier: It appears that crazy rules and ideas have somehow landed on top of our heads; seeped into our brains and have become like some unspoken law — deep seated beliefs often rooted in a childhood fear or prejudice that tell us what we can or can't do. What we can or can't have. We have formed, through what often amounts to misperception, a self-opinion which was based on nothing more than our accepting some very dubious unanalyzed and childish ideas. These are private thoughts and ideas too many of us have never stopped to think about. We assume that this is the way things are — like it's genetic and or not possible to change. We may say that we inherited a weak character, or that our circumstances control what happens to us. And after all ... who are we to think we can change things? This of course varies from person to person. But the more locked up you feel, the stronger these misperceptions and ideas are. The more you withdraw and even sabotage your own success for fear of being a phony, an imposter.

I am happy to say that I can point you to hundreds of thousands of people, from all over the world; from diverse social classes; and with high, low, and average intellects; people who are free of the persistent, pervasive negative chatter that originates from a small peanut-shaped group of cells in their left-brain. Yes, it is true. They have successfully re-routed their thinking. In cognitive science it's called neuro-plasticity. The brain actually reshapes and creates new neuro pathways. So here is the bottom line ... you are not stuck thinking one way or another. Nikken is totally doable but it does require consistent and persistent action — it means letting go of what isn't working. It means a willingness to re-route old, unworkable ideas through repetition. It means we must take back control of that critical, cynical, and relentless chatter in our heads. We must get back into our right minds.

This is, of course, not new but it is vitally important as we move into using a customer-centric approach in the networking world. This course will challenge a number of your old ideas about how the industry works. This is a new approach based in a marketing model called **myfiveandi**. Where there is significant

change ... there are those who will say we are crazy. They may even agree that many things have changed in the last 15 years; that the old system is broken, but they continue to run their business with a map of what used to work. It's like driving a car in New York using a map of London England. The more you follow the map ... the more frustrated and lost you become. So what are we saying? We are saying that many of the old and proven networking techniques are now ineffective. So let's get it into our consciousness that today's market is very different: that we are on the leading edge of something very powerful. That we are going to use a 21st century map to navigate this journey. We have an incredible vehicle called Nikken, a new marketing system, and we are surrounded by like-minded people who are ready to help us. The Market is telling us to change. Is this a revolutionary idea? Is only network marketing affected by these changes? Not really. It is playing out as we speak with countless store closures as a direct outcome of the over-night online mega store success. It is undeniable that traditional marketing has drastically changed! Companies like America's Amazon.com are crushing the very outlets that used to be the gold standard for retail; Macy's, Sears, and even Wal-Mart. These older store models are wrestling to compete with the internet and its ability to provide customers what they want and in the case of Amazon with an over 99% customer satisfaction rating.

And that is the really good news: The consumer is already looking for something much like we have to offer. We need only adapt our business model to make the connection easier and more engaging; we will deliver on the promise of Humans Being More in a way that provides customers with more than just product and on-time delivery. Nikken has already set the ball rolling for us to provide customer-centric marketing that will provide a clear delineation between retail customers, autoship customers and our own purchases.

In short:

1. These adjustments (changes) must start between our ears — expanded right-brain thinking.
2. Repetition is the way we overcome unproductive old thoughts and patterns.
3. Nikken is perfectly positioned to be the next 'overnight' marketing success — because although we have a 40-year history of innovation and incredible success — we remain under used.

“Principle is NOT bound by precedent” - Emmett Fox

It is proven time and again that what went before has no power over what is possible — regardless of the evidence to the contrary. Take Flight. Anthropologists estimate that man, the mammal with the large frontal brain, has been on the earth at least 200,000 years. You may agree or disagree with this view but let's say we have been here at least that long. So for 200,000 years, and certainly in the time of the Greeks and Romans who displayed the massive intelligence that developed algebra and medicine and philosophy — no one flew. No self propelled flight ever. And it wasn't that we weren't trying. For military reasons alone, man wanted to fly but time after time we didn't. As a matter of fact, the United States Government hired one of that country's best minds to solve the problem at the turn of the Twentieth Century. Dr. Langley was given the money, and access to the greatest minds on earth to build a flying machine. The result of all of this considerable brain power and effort is lying at the bottom of the Potomac River in Washington. In other words, the great thinkers of that day proved that flight was reserved for the birds. If they couldn't figure it out ... well let's face it ... man would never fly. But it wasn't just math or theory that was required. It took someone willing to learn the principles, the laws underlying flight. So after 201,903 years, a pair of bicycle manufactures who loved the idea of flight, who had practical experience with light materials, gears and weight ratios took off and flew. Many American papers would not print the account of the flight because they were so thoroughly convinced that the big minds in DC had proven it was impossible. How could these country bumpkins presume to do what is obviously undoable? How indeed: Gravity wasn't cancelled that day. The Wright brothers weren't given some special compensation from the gods. It was simply a fact that they applied higher laws than gravity; laws and principles around thrust and lift. What had gone on for over 200,000 years, which seemed to prove that flight was impossible, was dispatched in one day by two men who didn't believe everything they heard, even from the 'experts'. And just for the record: they didn't do it overnight. There were many failures — many opportunities and excuses to quit. But thank goodness, history shows time and again that applying the laws, regardless of who you are or where you are from; applying the laws, regardless what you have or have not accomplished will create the desired affect. (And yes, no matter what the negative people around you might say.) Therefore, success is not personal!

So what are the laws regarding customers? Is there any way to determine a number of principles we can use to reach and care for the people, institutions, and organizations already looking for energy medicine; for complementary or alternative solutions? Can we go where no network has gone before? Can we align our needs with the needs of our customers? Well, history says we can. But here is one repetition you will need for success: **'I don't do negative and I don't listen to negative people.'**

Let's get a handle on a few of the laws/principles that underlie consumer behavior. This information is from a study of over 10,000 consumers that was conducted by Cap /Gemini Ernst & Young. The questions are based on the five attributes of marketing – access, experience, price, product and service.

ACCESS	EXPERIENCE	PRICE	PRODUCT	SERVICE
Give me a SOLUTION help me out in a bind.	Establish INTIMACY with me by doing something no one else can do.	Be my AGENT let me trust you to make my purchases.	INSPIRE me with an assortment of products I didn't know about.	CUSTOMIZE the product or service to fit my needs.

Some thoughts based on this data:

- **ACCESS:** We have 5 Pillars — a shared journey — an access point for each area of life.
- **EXPERIENCE:** We co-experience the product with customers by using the technologies and living the Nikken way of life. We have access to unlimited of customer experiences too.
- **PRICE:** When you became a Nikken Consultant you became a company agent. That means you can offer unique Nikken technologies at competitive retail prices.
- **PRODUCT:** Five Technological Categories include: Water, Air, Sleep, Food and Light. Plus! New and amazing products are introduced regularly developed for consumer needs.
- **SERVICE:** Home delivery, unlimited access to help and information, a personalized program with a personal coach to provide a virtually unheard of level of customized service.

So the good news is that your independent Nikken business can meet and/or exceed the entire customer requirement list. And yet we haven't. Are there problems? Yes. And our past experience has given us many powerful lessons. That is why we are in such a wonderful position to re-experience exponential growth based in a customer-driven environment. We still believe that the Networking Model is the most effective way to empower the largest number of people who want financial and personal freedom. But like many concepts that pre-date the internet it needs to be rethought; to become customer-centric.

So it's time for a quick head-check. Is your little negative chatter box going crazy? Is it already telling you that this can't be done? That Nikken won't do this, or that your upline won't do that, and maybe it is asking why this is our problem? Well if it isn't talking to you, I would be surprised ... because we are discussing our great future success without telling 'His Majesty the Baby' (our negative ego) HOW we are going to bring all of this into reality. After all, haven't the 'experts' already tried and failed?

So that is why we have rule #1: I don't do negative; and I don't listen to negative people because "Principle is not bound by precedent". Today and every day, make your comments and your associations positive. It's a great habit to develop. Look at your friends, if they are all negative you probably are too: time to get conscious about your mental self-care; time to re-educate your left brain.

Once you have adopted this right mental attitude through understanding and repetitions you will be introduced to a system, developed specifically for Nikken, that will over-lay the pay plan and create a customer-centric / mentor-driven template for success. But we must not imply that this is easy. I had to learn that no one can be in positive development 100% of the time. You may unwittingly slide back to old negative behaviors. That is to be expected in the beginning. The key is getting back into development as soon as is possible; to choose positive activities and mentors. This will become clearer and clearer as we progress. For now, let's agree that if we keep doing what we are doing — we will keep getting what we are getting. We can all do better.

This iCAN2 series is about Customer Acquisition and as equally important — Customer retention. We can't overstress your iCAN ATTITUDE; your positive attitude remains a key and while retail sales are important, we will not suggest becoming a retail sales machine. We do not want to lose the genius of leverage. After all, it is leverage that enables us to reach and service people the world over. I must also emphasize that it would be a mistake to 'wait' until the end of this course to approach potential customers and prospective business partners. The business must go on. Sales and upgrading must continue as we learn and apply the laws that we will use to produce explosive growth.

But in the interim sales must happen or you and the company will suffer. What you will learn (and learn to apply here) can only make what you are doing work better. Use the lessons each week to improve and know that what is coming is designed to be seamless with regard to existing customers and colleagues. One last word to the wise: the homework and this webinar should never be used as an

excuse to procrastinate from 'doing-the-business'. Yes, you will learn new and better ways to reach and serve more customers and colleagues. But learning is not doing. And just getting your homework done will not increase your pay check in the short term. So each day do for your business what is before you to create sales and upgrades.

THIS WEEK'S HOMEWORK:

1. Listen to this presentation (Lesson 2) a minimum of once a day for seven days — outline in writing what you have learned after each review. Try for new insights each time. It is always good to make ourselves accountable so send your insights to me at info@icanattitude.com
2. Memorize the first statement:

My iCAN Attitude is a manifestation of my thoughts, feelings and actions. My iCAN Attitude and my results are inseparable. They follow one another like night follows day.

A closing thought. We are not the first company to reinvent itself. Apple is perhaps the most extreme and famous. Apple was down to the core (no pun intended) except for a small crew of real believers and product users. The founder, Stephen Jobs, insisted that they return to serving the odd ones, the misfits, the extraordinary people looking for more than just computer hardware (the customer). He eliminated hundreds of 'me too' products. He introduced the store concept and untold numbers of customer-centric advances. He was right and as the result of that small group of people's belief and effort, Apple has re-defined at least four business categories, which include: music, telephony, hand held computing, and animation via Pixar. He had a wider impact than Edison.

We are not Apple but we believe we have a similar opportunity for inspiration and change in the networking industry because we have people who walk the walk in Nikken. We are certain that we have old customers and consultants who are wishing we would smarten up so they could return; and untold

millions of people who have never heard of us and who are looking for what only Nikken can offer. We need to get back to our founding concept of 'Humans Being More'.

So this is the Day! Do your homework today, each day, one day at a time. Don't do Negative and we'll pick it up again next week.