



LESSON FIVE — Attitude is More Powerful

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Winning and losing are on opposite sides of the same coin – when I surrender control of my **iCAN attitude** to what appears to be a negative situation, I lose. But you may ask, “If the negative is always there what can I do to win?” The good news is that you can always use discipline to choose the positive action. The bad news: only you can discipline you. That is an unavoidable key to winning. I take responsibility before I take action. Here is why: if I lose my discipline and surrender control of my **iCAN attitude**, I will react to that situation. And more often than not, reacting is inappropriate. So learn to pause. An old mentor of mine said ‘restraint of pen and tongue’ and if he were alive today he would say the same for restraint of email and Facebook. Pause! Fear not ... Principle is more powerful than precedent. Remain objective in spite of the situation — in other words, when you choose an **iCAN attitude** you will respond to the situation appropriately thereby creating a winning situation. And that brings us to our talk for this week ... but before we begin ...

Thank you for your emails and kind words. So many of you sent me a confirmation of your acquisition of an autoship customer and I say ‘Bravo’! Your elevator talks are compelling and creative. Well Done! And because the **iCAN** series is about rebuilding what you thought you ‘knew’ as a child or as the result of some significant experience, it takes discipline to stay in the repetition. Kudos if you were able to stay on course because progress is often seen by those around us before we see it in ourselves. It is also possible your left-brain is saying, “Oh, oh ... I have fallen behind; I might as well give in to what already is; I might just as well quit”. Of course it wants you to quit. You are messing with the program up there. But remind yourself of this: there is no perfect way to achieve the change. No one here will ever to tell you what you ‘have’ to do. Change happens over time. Some customer acquisitions take a bit longer. Therefore, you are well with the limits of what we are doing here, together. But only **DOING** the work

will produce PERMANENT change. So, if you got creative and really busy at anything else to keep yourself from having to face a customer task – then we are in a great place to learn. In other words, if you hit the terror-barrier or prioritized something above this — that is a failure. In iCAN we learn from failure. We know it is not the end of the world but you don't want to create that as a habit! And only the repetition of Principle will overpower your old habit. (I'll interrupt myself here to make a note: If you were successful at our first little project then please listen very carefully to what follows so you will better understand what to teach others. Believe me, many people struggle at first with this task. If you found it easy then please learn from the experience of others who are learning to overcome this little terror barrier.) Okay?

Here is a Principle you will bank on, literally: Your iCAN Attitude is more powerful any short-term failure. And also remind yourself that no hill worth taking was ever won without a set-back. And here is something our personality-ahead-of-character-society fails to remember: our mistakes are some of the most valuable assets we will ever earn; when we **overcome** an obstacle it will give us the faith for still greater accomplishment. It's an old example but it is still just as true: the best Major League batters strike out more than they hit.

The left-brain may try and tell you that you can't or won't do what we are suggesting because it is ... not what you would normally do. Of course it isn't! Something has to change if something is going to change. And something must change if I want success that will last; if we want to create even more health and success for ourselves and others. We are evolving to create a new kind of network really. Our business model is a hybrid. Here is why I say that: we create a successful little business center so we can inspire others to build successful little business centers. Please notice the important word in that statement — successful. We have seen many examples of people convincing somebody to build a business but not demonstrating to them 'how' to build a business that produces money by having satisfied customers. It is a paradigm shift for many. We may have been told that our job is to find people to do the work. It's magical thinking to hope that someone will do our work just because they are in Nikken — there is a better way: the mentor in you can lead them just as the mentor in me is leading this group. The trick is not to become a victim of your old thinking; we learn to make room for productive habits and thoughts. Let's move into our Right Mind; let's think of how to impact our future with the ACTIONS that build a business. Let's agree that these actions are what we will ALWAYS take.

That is what we call character isn't it? Because as we have already learned from the preceding lessons, repetition of the right actions will create a new path in our brain.

So, if the monkeys in your head are screaming their usual protective nonsense, know this ... the way to success is right action ... the law works the same for everyone. And we are training to operate a lawful business based on Principles rather than someone's best idea of how to get rich quick. There is a powerful adage that says:

YOU CAN'T THINK YOUR WAY INTO HEALTHY ACTIONS.
YOU HAVE TO ACT YOUR WAY INTO HEALTHY THINKING.

So when you have a problem talking to a prospective customer, there is something you don't trust. It may be in you or it may be in the way you feel about the company, the products, or your upline. It may just be your old left-brain messing with you. But 'NO TRUST' is a bad place to be when you hope to share your business with someone. Maybe you can use this little technique I developed when I was calling on businesses to sell advertising. It was a routine I did in the car — before I went in the business. I knew our company wasn't perfect, because I owned it. There was no higher power than me and that in itself was daunting information. I knew we were just making ends meet. I knew that we had other problems. Intellectually I knew that nobody's business was perfect, but I felt like because it was my business ... it was really imperfect. Have you ever had these kinds of thoughts? So I had to develop a few things I would say to myself — to make me believe BEFORE I asked them to believe. I would say to myself, "We have a worthy product. People need what we provide. We have a proven service; I talk to all kinds of people who've had results. I will be good in this presentation because this customer needs me to be good. This customer needs our service." I know it sounds crazy and I'm pretty sure that anyone who saw me talking to myself in the car would have thought I had completely lost my mind but it made such a huge difference in the early going. After a while, it had sunk in to a point where I just 'knew it' — I didn't have to TRY to believe it. I really knew it. Your faith in Nikken Technology might be very strong but you must also know that your prospective customer will benefit or it will just feel like 'selling'.

Now just to be very clear: I didn't say these things to the potential customer. I said them to me, Marty, before I went in to see the client. And also for the record, I said my little speech to myself many times

before going back to see the same person. Somehow, I would lose confidence again and keep driving around the block. Then I would have that talk with myself so I could go in and present with confidence and purpose. As a direct result of that little HABIT I developed, that small paper I co-owned grew into nine publications over time. It gave me and our family an amazing life.

So, it only requires taking the right action and it is so easy to forget that courage does not mean being fearless. Courage is just going forward, regardless of the perceived ‘danger’ or ‘risk’. Certainly we will have times of dis – ease. But if you habitually do the right things the law will work in your favor. Yes, always. But YOU must TAKE the actions. We, together, can develop everything necessary for success. But you have to take the action. Before we make clear what the right action is for this stage of development, let’s review what we’ve learned so far. It begins with a Principle and our elevator talk.

Our memory work for last week was iCAN Concept 3, “**My iCAN attitude** allows me to teach clients something, which will add-value to their experience with me; I encourage them to respond in kind”. Get it? We aren’t pretending to be medical or technical experts. We are sharing something very real and our experience is proof! The elevator talk opening is just that — an opening. Not a soundbite or an advertisement. You are simply sharing your WHY; WHY you do what you do and not HOW you do it, or WHAT you do it with. Your ‘why’ is what made you want to experience the what and the how. It should make the other person ask if it will help them too.

And here is another reason for our one-minute talk: We are preparing the ground to receive what will happen next. The person may have no idea of what you believe and why you believe it. They might not even know your name. How do we go from stranger to a person of interest and trust? It’s like farming or gardening: we always prepare the ground before we plant a seed and there is nothing different here. But that preparation has to come from an authentic place or it will sound ‘canned’ and ‘robotic’. Most people can sense your sincerity in the first few seconds of a presentation. So you see: You must believe what you say. My iCAN Attitude must really kick in, every time: I must want what is best for the person, or people I am addressing. And here is another important thing to bring to mind: If I am sincerely sharing my why, then what do I have to fear? You may say, “Rejection”. Sounds serious but is it? If a potential customer rejects your interest in them, that is an outcome. Yes, we could be rejected. The most successful people in the world experience rejection. Consider any world leader, do you think they have ever been rejected? And by the way, I have yet to see a person die from an elevator talk rejection. Actually early-rejecters can spare you a great deal of hassle. Not everyone can, or will get this. But I

think the greater fear may be what to do IF they do become interested. What do you show them? What is the next right move? Remember the third iCAN Attitude Concept? Well then, if my purpose is to teach them something that will add-value and I expect them respond in kind, all I have to do is to listen. I have to hear what they are saying. I can't assume what is right for them. I wouldn't want to be treated that way. And yes, you are going to ask some questions. The enemy of this kind of communication is your projection of old ideas. For example, based on your perception or personal opinion, you may feel that you aren't qualified to answer their questions. But think again: Where is your iCAN attitude? **My iCAN attitude** allows me to teach clients something, which will add-value to their experience with me. You can teach them to trust you! If you don't know the answer say, "Let me find out about that for you". Then find an 'A'. Find a person, or something that will help you understand what they need to know. Relationships are built on mutual interest and trust; you hearing what they want to know is just huge. Not knowing the answer isn't the end of the world when you are being honest about your job here – to find the information for them. Sometimes you may head down the wrong road for a short while but IF you are really trying to use all of the resources of your upline and Nikken to find an answer they will soon understand that you care and that can be more valuable than an instant answer.

Here is an actual iCAN story of participant at a gym with someone she knows. They are exercising side-by-side when the friend asks what seems like the million-dollar question. "What do you do?" It is like a heaven-made opening for the elevator talk, right? So our colleague launches into her elevator speech only to see her acquaintance's eyes gloss over. She sees the disconnect. She pauses, and realizes that she hadn't considered the context of that question. They were in a gym, exercising. Her friend wasn't asking 'what do you do for a career?', she wanted to know what she did in the gym – what specific equipment did she use? This is such a wonderful story because it is an example of earning trust even after answering 'the question' wrong.

She stopped, regrouped and answered the appropriate question, which put her in a position to share her elevator talk at a later time. It is such a perfect example of not talking on in a self-imposed hypnotic-trance answering a question that wasn't asked. It was about listening and watching the potential customer's reaction to what you are saying. We all get the wrong question from time to time. My mentor calls it the 'poker-bridge' question. In other words, are we in the same game? In the metaphor, I am playing POKER and the client is playing BRIDGE and therefore much of what I say doesn't make any sense. So I must constantly be aware of their reaction to me. And here is where the left-brain can go to

work: The people-pleaser part might say, “How humiliating!” or “Why did I do that?” But the iCAN in me now says, “Great catch. I responded very well in that situation and now I have an opportunity!”

Very soon, in a more conducive environment, I will prepare the ground for that elevator conversation. It may be in the locker room, or in a coffee shop. Maybe I could say, “Do you remember the other day in the gym you asked me what I did and I launched into a story about my life? Wait for her to acknowledge that she remembers ... okay she did remember. “Here is why I did that, I misunderstood your question. Is it okay if I tell you the rest of that story now?” Is it okay? When she signals if yes, then proceed. I can tell you from experience that you will have earned their attention because you responded with respect last time. You may say, “I would never have the courage to ask them if I could share my talk after that.” Well yes you do and here is the key to asking permission — you must accept that they have the RIGHT to say “no”. There is always a chance that they don’t have time, or they don’t feel well, or that they are just not interested. So just be prepared to be graceful. But if you feel that they are obliged to say “yes” you won’t share your authentic self. So Please! Don’t assume. Don’t project. This is your opportunity to gain their interest and trust. Giving the history of Nikken and a list of everyone you know who is in the Millionaire’s Club may be tempting, but stick to your little elevator talk. If you overwhelm them, you may cost them an opportunity to find a solution to their health challenge or financial crisis or a pathway to extended health and happiness. Our job is to carry the message ... not tell them everything we know.

Always remember that you are only looking for about FIVE Active customers, a few autoship customers and of course those Retail Only Customers for your business center. This can never be about getting hundreds or thousands of personal customers because if we are building a business with residual income, we just can’t look after that many people. Our hybrid business model is much smarter than that: we build a successful business center and then find like-minded people who wish to be mentored to do the same from which we gain residual income. In my newspaper business there came a day when it wasn’t me in front of the customers. I had staff. I mentored them. I taught them our business and they were successful. But here is the difference -- they weren’t taught to build their own business; so when I sold those papers I ended my relationship with those people. I got millions of dollars and they got up in the morning and went to work. I still think there is something wrong with that. That is why I love this business model. We don’t just succeed and leave with all of the goodies. We are interdependent; for as long as we choose to be active in the business we have the company’s blessing, and because we taught others to build their own business they can prosper whether we remain or not.

All of this to set the stage for the third Principle, which was extracted from a survey of 10,000 committed customers: It's about the customer's attitude regarding PRICE:

“Be my agent, let me trust you to make my purchases.”

I found this to be the most intriguing and misunderstood of the Five Principles. I was skeptical until I considered my own behavior as a customer. They are right on; I buy regularly from a place or a person I trust. In short, I have come to trust that certain entities, in specific areas, can be trusted to find me what I need at the best price for the quality I demand. I may not have a personal relationship with this entity, i.e. a company like Safeway or Amazon.com but I trust that they back up their sales and offer really competitive pricing. I recently found that Amazon's prices are so competitive that they aren't matched in some stores that claim, 'We'll match anyone's prices.' I was told, by the manager of a large chain store, that the Amazon prices are unreasonably low – and we don't match them. So, my agent changed. At the very least I was taught to always check Amazon before I shop.

That is because I still prefer to buy from an individual. The manager had an opportunity to gain my trust and interest because I like helping us little-guys succeed. Most customers, in my experience, prefer a personal contact. It is a big advantage for a company like ours. We like to buy from a human being who knows me and my needs. Who is my agent. Who is small enough to care about my business. I am not alone in this, which is more proof that an excellent business niche still exists for our business model. In fact, it is a growing demand — when it is done right.

So let's summarize this week's lesson with some clear action steps:

1. Perfect that elevator speech – your mentor or sponsor is a sounding board. The more you share it the more it will become a working part of your mind. It is not a recorded announcement. It is a living expression of why you are doing what you do. Steven Jobs, founder of Apple, once said that people need to feel the 'spirit' of the innovator or inventor in the product. He said we can inspire others when we infuse them with a vision of the best that humankind has to offer. He emphasized that his success came when he concentrated on WHY he was creating something. We have a rich history and leading edge technology. You are a living example. Tell them that.

2. If you haven't created a customer list ... now is the time. Let's remind ourselves that we are not seeking only ideal business partners this time, although they may become that over time. We are selecting these names because they need or want a product. They are usually people we have been reluctant to approach with the business. We are also seeking a few customers to form our orbit of 5 Active Customers -- **myfiveandi**. Our commitment to them is that we will take the added time and effort to serve them; to hear them; to make our relationship with them personal; that we will act as their agent for self-care products. (Relax, it's only 5 people) Certainly you will have other Retail Only Customers and other autoship customers but you won't be overwhelmed by this task. We start with Five and when Principle is the rule, more will come.
3. Make a number of appointments to see your potential customers. When you meet with them and only after you are in a position to do a proper presentation, start with your why — your elevator talk — because you want to prepare the ground. Your talk will result in:
 - a) The prospect asking for more information about you and/or Nikken products and a sale or
 - b) Your prospect is not interested. Remember: You are a total success either way — your job is to carry the message. The positive results will follow when you find people looking for what we have, which means seeing more people will increase your odds.
4. Continue to read Lesson One 5 times each day.
5. Read, or listen to this lesson once each day for 7 days. Write down something that became clearer or that you hadn't understood with the earlier listening.
6. Email each weeks' summary to: info@icanattitude.com. Regarding Customer Acquisition: You want 5 so don't stop at 1.
7. Memorize the Fourth iCAN Attitude Concept:

My iCAN attitude only builds value in my brand. These values must substantiate my company's position as a thought-leader in self-care, making me a go-to resource for my target group.

Only right action will make a difference in your life and your business. If you want to have high self-esteem ... do esteem-able things. This is worthy work. This week is your week to break through the old thinking. There is no magic or luck with regard to your success: it is just doing the right thing for the right reason, over and over. I believe that we may not be totally unique but we are definitely individuals. You are the only individual that ultimately controls your future. You may be the only version of Nikken that this person will see. You will be good because they need it.

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