



LESSON EIGHT - Positive Habits Win

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Welcome to iCAN2 Lesson Number 8. Let's begin with this understanding: your experiences matter because you have pioneered, or perhaps evolved would be a truer description, onto something Scott Peck called the Road Less Travelled. The challenge is that all acts of 'intention' and 'creation' start with a commitment that must be followed with near unflinching action. But how? How do we keep doing the Principled actions in the absence of proof that our efforts will be rewarded?

My mentor calls this part of the work — right-sizing the bogymen. We have to move through our mental construct of fear. William calls it 'hitting the terror barrier' and there are many other ways of describing this breakdown in our thinking. That's right! It is only in our mind — remember that old left-brain's need to protect us — we are 'hard-wired' to act out old patterns. Those old movies we play in our heads usually end with the ego or that negative friend or relative saying, "I told you so." But when you break through this F.O.G (Fear, Obligation, and Guilt) those same people will say, "You are so lucky. Everything just comes to you." But that doesn't make any sense. Good fortune is not luck. It is a result of forming new and better habits:

"My iCAN attitude means forming positive habits: I will choose my words carefully to reflect an iCAN attitude, which is a master key to attracting, acquiring, and maintaining customers."

Your weekly emails are proof that this is working. This group has added so many new customers and Autoships; new Seniors and Retail Customers. So why am I talking about negative thinking? Aren't we done with that? Only you can answer that for yourself, but my experience is that once you start heading

down the success path everything that can obstruct and delay you — will. It's not personal. It's just that we are taking new actions and expressing a new kind of self-awareness and that can create push-back. Every action does seem to have an opposite reaction. The good news is; we don't do negative, we focus on the task and trust Principle to overpower the obstacle. Our Principled attitude has the power to win when we habitually choose to think positive thoughts. Remember, negative thoughts are things, objects. It sounds a bit weird but a negative thought is like an object in the spiritual (hidden) part of us. It is like a table or a chair in the physical world, a thing. And that 'thing' doesn't become yours until you claim it. That's right, think about it in the physical world: don't you take an action to claim a table or chair? Perhaps you buy it. Or maybe you reserve it at a restaurant because if someone tries to sit at YOUR table you can say, "Excuse me that is MY chair." If a person tries to remove a chair or table from YOUR house, we have a name for that, it is called theft — someone is taking YOUR chair. It is yours — you call it yours and you own it because you decided to own it. Our thoughts are very similar — we have to claim an idea as ours to own it. To keep it we habitually claim that idea.

So now take a moment to consider just how many of those (bad) ideas you call 'yours'? Here is a very common one. You make a mistake and immediately say, "I am so stupid." "I can't talk to people. "Now I'm in trouble". The problem is that your inner-self doesn't know you are just 'venting' or whatever you call it. Your results follow your actions like the night follows day. And we have also learned that too many of those negative thoughts aren't NEW bad ideas; they are like a family heirloom. We may justify our bad thinking by saying, "I got this from my mom; or my uncle was like this — like they magically passed the 'fear of people' gene on to you. "I knew I'd fail ... it's in our family." Seriously? Have you listened to yourself around making these statements? Would you let anyone else talk to you the way you talk to you? Most of us wouldn't tolerate that kind of innuendo. And, in my experience, most of these crazy ideas are from my youth. The great news is that those old ideas can be 'written over' with positive actions. Yes, actions not thinking. So let's look at letting go of that negative voice in our heads.

What is your inner critic saying that is making your life difficult? Why should you continue to listen? It can cost you some of the great moments in life and eventually it can crowd out your success.

What is a negative critic? My father was a very intelligent man. He had a huge vocabulary and could recite pages long poems and stories from memory. He was well-liked and succeeded at every job he held. But he 'owned' a number of really bad ideas. For example, he believed that everyone with money was a crook. Yep, if you had money you were either a thief or an exploiter-of-other-people. It's a toxic

bad idea because it prohibited him from every achieving any significant personal success. I heard him say those things so often that I had to fight to keep them from becoming the scripts for my inner critic. I had to work and act according to what needed to be done rather than listen to those negative voices in my head that kept telling me that I would fail; or that success would mean that good working-people would look down on me like a 'boss man'. I had to break out of that poverty mentality.

One of the first things I did with my new found success was buy a big, beautiful house on a hill overlooking the city in which I lived. I couldn't wait for my family to see what I had achieved. I was a success! The first night my dad and mother arrived at the house my dad was unusually quiet and uncharacteristically serious. I took them through the house, showed off my kids, and generally gushed about my good fortune. When dad and I were alone, he stood by the big front window in the living room and said, "I am glad I don't have to do today what you had to do today to get a place like this." Then he looked right at me with a hurt expression and said, "Marty, our people don't live in places like this." And here is the really sad thing: his inner script about wealthy people being crooks was blinding him to a wonderful happening right in his own family. He failed to see that his years of eking out a living to provide for me had paid handsome dividends. His job as father was a huge success. His son had a beautiful family, a wonderful home, and we were safe. And please, don't misunderstand, he wasn't a mean person trying to hurt my feelings. He just had a wrong idea he believed to be true, i.e. Jeffery's don't have rich person genes." And time didn't heal that problem. He could not let go of that idea about his side of the family; just before he passed he did say that perhaps I'd inherited the 'good' business genes from my grandpa. Business Genes? The thing I got from grandpa was not to believe everything negative people say. And that is why we all need a decent mentor and sponsor; a place to learn and practice better ways of thinking and taking right action. A place where like-minded positive, self-aware people hang-out. Do you know of a place like that? I certainly hope so.

So here is the take-away: thoughts as things don't have to be owned. You can just send them to that big recycle outlet in the sky. My mentor taught me that thoughts are like trains and I don't have to catch every train that passes through the station. In fact, I want to pick the right train so I can get where I am going. So how do I know which thoughts are good and which thoughts I should just let pass through my mind. A simple answer is that good things are based in Principle. That is really why we call them Principles or Rules — they always work. A simple test is this: what is the fruit of this thought or action? If it is good — then we should catch that 'train' of thought. If its outcome is something we already know

only too well — limitation and fear — then we don't hold on to that. Let that train depart without you! We take the right action and regardless of the outcome, we continue to take that right action. Sooner or later, you will have others telling you ... you are just lucky.

If you are experiencing a bit of fear and hesitation, don't be too concerned. It is a stage in development. And since no one is in development 100% of the time it is really about how quickly we get back on track. So it is good to tell your mentor when things are really working and it is just as important to tell us when things are tough. Thanks for doing that. You will experience both if you do this work.

If you aren't doing the work, it may be because you are not taking power over those old thoughts. Taking power means saying No! to the fear of change. No! to the fear of reaching out to help someone. And No! to whatever old fearful idea is holding you back. And it isn't always obvious, it can be quite subtle: perhaps you just don't see how all of this will make any difference. Maybe it hasn't so far.

Let me begin with a more in-depth explanation of what you are building when you take the time to gather your 5 Active customers. Remember that when we started we talked about building a foundation. We said that unless the foundation was secure, the structure would collapse. Everyone knows that right? But here is the challenge — building a foundation isn't where the big money is. But it is where we gain stability. No immediate big money is why so few people take the time to do it correctly. But it's fundamental to long-term success. It begins with the idea of customer traffic in our virtual store. There is a basic number of customers required. Because, where there are customers the sales go up. I know that sounds a bit simplistic but it is an important Principle in marketing. Think of it this way: if you have a motivated group of people in one area — customers and shoppers — sales will go up. Let me be even more specific: if you get a group of people in an area excited, the customers will buy more and they will buy items they would not normally plan to buy. Remember the old K-Mart blue light specials? It was an area of the store in which the retailer would turn on a blue light to indicate that special items were being sold at a discount. This old ploy is still used at QVC and any successful television shopping network. And here is why that is important: to motivate customers, you will require customers who are excited because they perceive value. Without satisfied customers you will have difficulty getting other potential customers excited.

Here is another, not-so-obvious reason: if you don't have regular customers you may feel a bit anxious, and that anxiety has a multiplier effect; when you become anxious, you may find your motivation is wrong — you're not customer-centric — you're hungry! It is daunting to start from scratch each month. So that is another good reason why just Five Autoships can make such a difference. We will be much more excited to tell people about something when our regulars are happy and we know it. And here's the real bonus: happy customers tend to tell their friends and family. It is like a basic pulse; a heartbeat of sorts. We know that no matter what, our Five Autoship Customers are there and if we've helped our group to secure their Five Autoship Customers it feels like the business has energy. We are not into the big money, but the front door of the store is open and it will stay open.

You will find it much easier to invite people to join you as a colleague when this very minimal requirement is met and maintained. Why? Because we are now absolutely certain it can be done. Because WE did it. And because we see others doing the same thing. This is not rocket science; it is about staying in integrity. You will feel much stronger with Five Autoship Customers in orbit around you. Now you can tell anyone that you ARE helping people and that you will show them how to do it too — if they wish; and now you have a way to measure progress in your group; the group members are healthy when they keep their Five in orbit. Plus, our experience has shown that an active Autoship Customer will on average bring at least two other customers to you BECAUSE you have taken an interest in them. Now to be clear, I am not talking about upgrading or paying an Autoship Customer to bring other customers. It just happens that when you are in-touch with, and support your Autoship Customers they tell friends and family and now those people want to hear what you have to offer. And yes, they can and do upgrade. But that isn't the end of the good news! When you teach others to create a business foundation in this way, the laws of exponential growth become a factor. As an example if you have three on your front line and they each have their Five Customers — together you have 20 Autoships. If this continues down three levels, you will have 200 Autoships. And with three across and four levels down you have 605 Autoship Customers. Those are perfect world numbers of course. And getting this perfect is not realistic. In reality you will have many more than just Five Customers, with a variety of descriptions, if you are working at this you will truly have a business.

Remember that old marketing paradigm: “Where there are people, there are sales?” Well the better we are at mentoring and inviting colleagues, the more people there are. Consumables are great but Durables are still more exciting; unique. And in the marketing sense — sexy. The people in your organization are also consumers. All of us need a Wellness Home. And so as you build your business the Durable sales will increase. And we aren’t relying on only that: our marketing plan will bring customers to us through social media via an entire program that is being designed to provide a way to keep your customers engaged and happy. A plan designed to bring all of us together for good. This activity will create MORE activity. And that is why, more people will join our business; people who buy and sell durable items, just like we do.

Now if I do the math I must realize that my little Autoship Business pays the expenses in the beginning but it is more important as the framework for introducing and offering Nikken Durable products to a better educated and energized group of people. People who now know what we mean by Self-care and the benefits of these incredible technologies. Like-minded people. People just like us.

Your emails tell me that many, if not most of you, are well on the way to achieving or surpassing your goal. And if you have contacted a person, please remember that it is super important to follow-up. If follow-up is hard for you, keep this in mind — they have the right to tell you that they aren’t interested. Okay? So, don’t feel for a moment like you have to ‘sell’ them or ‘pressure them’. Because this is the ugly networking truth — too few people follow-up and countless good customers and colleagues are left wondering if you really cared in the first place. This is an act of respect. You asked them to watch something or to try something. If they did, they may have plenty to say to you and that doesn’t mean that they will call you to say it. So follow-up. Don’t listen to YOUR opinion of who will or won’t be interested. Approach them all with the respect that says it is totally okay for them to say, ‘no, or I am not interested right now’. But be ready to hear plenty of yeses because you planted the seeds in the right way. You are offering products they didn’t even know they needed. This is our business!

We have two distinct paths: First we get our customers. You aren’t trying to ‘recruit’ anyone with this call. You are offering something no one else can offer — a connection to life-changing products and a

meaningful way of life. And that isn't all: You have the SAQ, which can help them determine just where they stand regarding the Five Balance Concepts. The second path is to approach others regarding a home-based-business-career. If you have built your foundation, you truly have something you can offer; your experience and the support of your sponsor and his/her sponsor as mentor and coach.

But in closing, let me say this: I hope you can feel the momentum that is building in your group. Momentum is great stuff: over 20-years ago Michael DiMuccio and I built a Nikken business in a town of 38,000 people. In three weeks, we booked \$218,000 dollars of volume. It was at that time a company record. Now here is the really good news: we both agree that what you are learning to build is better and more long-term; we found it impossible to maintain that business because it wasn't customer-centric. That experience taught us many lessons. I am so happy that we have an answer to the challenges we faced back then. Nikken is a great company that deserves a strong and solid field.

We have entered the last month of this iCAN2 Attitude Session. This is a time for the application of what you have memorized, what you have seen and experienced.

This week's homework is primarily action but you will need to keep your head straight to do it so:

1. Review and confirm that you can recite all of the 6 iCAN Attitude concepts from lesson One.
2. Read or listen to this iCAN Attitude Lesson 8, once each day for a week
3. Get your Five Autoship Customers in orbit (and don't stop there if you have them)
4. Check on the people you sponsor to confirm that they have Five Autoship Customers in Orbit
5. Use the incentives to approach a number of business prospects.
6. Send me a review of this week by Tuesday of next week. Share your successes and tell me where you feel you are stuck. Try, with each reading or listening to hear something you didn't get before. These insights are the money shot. This is you getting it for you.