

“OWNERS”

By Mac McDonald & Pat Terry©
How to present an effective Business/Product Presentation
(To be used in conjunction with the OWNERS audio tape)

The KEY to our Business Success: is being able to *lead with the business and the products*, while being “*duplicable*”. We are Wellness Consultants and our role is to help people obtain a higher quality of life with a Health Plan and a Financial Success Plan. We do this through listening, relationshiping and helping others through a process of ‘discovery’.

We find new wellness consultants have little difficulty leading with the Products because they are dynamic. The key is helping new wellness consultants lead easily with the Products **AND** the Financial Opportunity (which we believe is one of Nikken’s finest Products since it =Freedom). Another Key to success is to help Wellness Consultant’s “listen” more and ask more questions rather than give a dissertation dump. If a presentation uses questions, the “C” will become more interactive, open up and will even tell the Wellness Consultant where their interest lies. The “C” enters an educational process of discover.

Using the “OWNERS” Acronym - Any Wellness Consultant right from the beginning, will have the confidence to treat this as a Global Wellness Business, leading with Wellness & Finances. What is the duplicable Key? They must be able to write & spell: Health, OWNERS, and Invest.

OWNERS: is an acronym which helps a Wellness Consultant walk through a presentation. It is simple, duplicable & truly helps a “C” to discover the need to take OWNERSHIP for their Health Plan & Financial Success. We use this format in 1:1’s, ABC’s, WP, in-homes and 21 clubs. It is not meant to be the *entire presentation*. It takes about 15 minutes, and is the lead-in which creates interest, interaction & helps remove any barriers to learning to take charge of one’s health & finances. (If you wish to hear how we do this in detail, please listen to the audio tape: OWNERS). The OWNERS acronym helps dispel any misconceptions that we are a “magnet company”, and lays a broader foundation of total Wellness. We are the leaders in the Wellness Revolution with Prevention, Wellness and the 5 Pillars of Health.

Please note: *OWNERS is a “concept” for a presentation and not a word for word “script”.* You will duplicate the **three key presentation elements: HEALTH, INVEST, and OWNERS (acronym)**. However, over time you will develop your own words for your questions and make it fit your personality or those you are presenting to.

When do we use OWNERS? We use it during a business presentation, 1:1, in-home, 21- club or WP. You *do not use* it during the initial drop by or phone call to set an appointment (don’t say much until you can say it all).

What do you need? In a 1:1 or small group, you will walk through the OWNERS presentation on a napkin or piece of paper. In a bigger presentation, a grease board is more effective. Keep things simple & duplicable. Tools: You will still need tools to leverage at the end of the presentation based on the interest of the “C” (i.e.: audio tapes, handouts, getting started, catalogs, etc. Work with your upline on the tools to leverage). Additionally, you will still be moving them to the next appointment & a bigger picture.

Questions & Format:

It has been requested that we attach a written example of the flow & questions we lead people through during our presentations. We recommend you listen to the audio, OWNERS, so you will be clear how we do this in a conversational approach. During larger presentations, we are a little more formal, while during a 1:1 or in-home we make it more personal. The presentation “script” below shows our larger WP’s format – interactive for a large group. In a 1:1 or in-home you would make it more personal

Owners - Presentation

(First you **script**, and then you **create**. Learn to use your own words/style)

(KEY: Do a Greeting/Welcome:)

Good evening, good morning, good day. We're so glad to see so many people interested in the future since that is where we are headed and will be living. You are well aware that we can not create a future by living in the past. We also realize we can not just exist in the present but have to invest in the future. Therefore, anything we have at the present time is the result of an investment from the past. That's what we are going to talk or learn about today----**INVESTING!**

(KEY: Start right out with questions)

Before we begin, perhaps we might come to an agreement on a few things?

- 1st--are you interested in **learning**?
- 2nd--are you interested in having **fun**?
- 3rd--are you interested in **life**?

If you answered yes to any or all of those, then we are in the right place at the right time and we are going to learn some very valuable lessons!

If you are interested in the 3rd question, then perhaps we should come to some further agreement on **what is the MOST important thing in your life?** (KEY: Let your audience, or person come up with the answer even if there is a PAUSE. You want this to be a process of discovery, not a lecture. People learn more during discovery.)

- **"HEALTH"-----**absolutely! If we don't have it; you don't have much of a life. You aren't much good to yourself, let alone your family, friends, or even society! (KEY: After they say HEALTH, write the word HEALTH on the top left hand side of the grease board, or top left hand side of your napkin/paper). If they say Freedom: add that to the top Right hand side of your presentation. Let them know it ranks right up there with HEALTH, however, if you lose your health you lose your Freedom. HEALTH still stands as #1. We will cover both Health & Freedom since they are so important.

Let me ask another question and we've already touched on it--**If you want ANYTHING in the future, what must we first do today (or earlier in life)? _____?**

That's right. We have to **"INVEST"!** (KEY: Lead them to use the Word Invest if they don't come up with it).

If you want to have money in the future, you have to first have some and then you have to invest it to have it compound so we have it and more in the future. Right? Perhaps the best time to invest our money would have been when you were younger so it could compound and give you the financial security you need in the future.....

RIGHT? (Get heads to nod or interact – don't move too fast or you lose the interaction)

Would you not agree then, if we want to have our **HEALTH (the MOST important thing in our lives)**, we have to **INVEST** in it?

YES. (Get them to say yes or nod- interact)

- When's the best time to make that **INVESTMENT** in your **HEALTH**?
 - When we have it; or perhaps when we were younger?
 - Sort of like money, if you don't have it, you can't invest it.
 - If we didn't invest in our **HEALTH** earlier in life--**WHEN** is the next best time to do it?
NOW!!!

So, if we have **HEALTH** as our top investment priority--why aren't we INVESTING in it with an effective **HEALTH PLAN**?

Perhaps it's because we have not been taught how to develop a **TRUE** health plan or what to invest in? Most of us only develop a **SICK PLAN**--*get sick and go to the doctor who is suppose to get us well?* We even take out insurance for "SICK PLANS" – a plan that will pay us when we are sick! While we agree this is smart, we must point out if this is our only focus; we are looking at life from the wrong end--the sick end rather than the proactive **health or wellness** end!

We need to start developing "**HEALTH PLANS**"! That is what we are going to discuss--**TOTAL WELLNESS** from the perspective of a Focused Health and Wellness Company ...**NIKKEN**...an over 2 ½ decade, Global Preventative Wellness Giant who has created the **WELLNESS REVOLUTION.....the next "Trillion Dollar Business"**!

(you will show the word **HEALTH** on your Board at the top, and Write **INVEST** on the Board (or paper) at the Bottom. You are going to prepare to lead them through the Acronym of **OWNERS** which will be placed in between the words **HEALTH** and **INVEST**).
KEY point: when you write Health & Invest – you help visual learners retain the importance of these two key concepts.

So with "**HEALTH**" (at the top of our priority list for life)--**What do we INVEST in?**

- ?
- ?
- ?
- ?
- ?

(What do we place between the Health and Invest?)

"INVEST" (as the solution!)

Perhaps we should be investing in the **Six (6) ESSENTIALS OF LIFE**? Can you help me list what they are?

"HEALTH"

1. **(Write the words as they say them on the board in this area.)**
2. (You will get them to say them in the order you want with leading questions so they can't get them wrong.)
- 3.
4. (Note: You said (6) essentials, but only start out by listing (5). You bring in the (6th) later – more pointed).
- 5.

"INVEST"

(Sample questions for each letter of the Acronym to help them guess the appropriate answer)

1. If our lungs stop filling with this essential--what happens? We die, so what is this very important thing for life? (Pause & let them answer). **Oxygen!** (Write oxygen on the board under **HEALTH**)
2. If we don't have the second essential when we are out in the desert, we'll die? (Pause & let them answer). **Water!** (write water on the board directly under Oxygen).
3. If we don't consume another essential several times a day, we'll eventually die? (they usually say food – so lead them farther). Food (but it's not the food we need, it's the) **Nutrients!** (write nutrients on the board directly under Water.)
4. If we don't keep our muscles active, we'll deteriorate so we have to do what? **Exercise!** Why don't most people exercise? Because they lack **ENERGY**. (write exercise/energy on the board)
5. If we don't lay our bodies down at least once a day, we will deteriorate? Our bodies must rebuild during this time: **Rest or Sleep!** (write rest/sleep on the board)

Would you not agree these are all **ESSENTIAL** to sustain life on the long term?

HEALTH

1. Oxygen/cardiovascular
2. Water
3. Nutrients
4. Exercise/Energy
5. Rest/SLEEP

INVEST

Would you also agree that if we were going to **INVEST** in our **HEALTH**, we should INVEST in all of these areas?

Then why don't we? Because we are no longer educated on their ABSOLUTE IMPORTANCE in our lives? Who teaches us about them? Schools have cut back on health education and gym! Parents try but do kids listen? NO--we have turned that education over to the TV, i.e. McDonalds, Taco Bell, Coke, Pepsi, and even the drug companies, etc. The school lunch program has even been turned over to the FAST FOOD industry so WHO is doing the TEACHING?

NIKKEN's "Wellness Consultants". They are doing the teaching. It is our MISSION to teach **BALANCE** and the **5 Pillars of Health!**

Nikken deals in all the **ESSENTIAL** areas of life except *Oxygen*; we aren't there **YET!!** But since we are a *focused* Health and Wellness Company.....it will be coming.

So let's look at LIFE and the ESSENTIALS for it. Whose responsibility is it for **HEALTH?**

If you said the Doctor, you are wrong. They are there for your sick care needs and crisis intervention situations.

Let me give you a hint - I'll show you. *(Take your pen & draw a circle around the first letter in every word and it spells "owner")* KEY: Let them discover it spells OWNER & say it aloud – it creates the "ah-ha". When they say – OWNER or say "ah-ha" – they have **discovered it themselves**. If you say it, it's just another lecture. People learn faster through self discovery.

- **O**xygen/cardiovascular
- **W**ater
- **N**utrients
- **E**xercise/Energy
- **R**est/SLEEP

Right – it's OURS! So, if we are responsible for our health, wouldn't it be safe to say that we are the: Owners of our Health. That's right, it is **OUR responsibility!** So, don't turn your HEALTH plan over to someone else! Since we all agree we are the **OWNER** of our health, and collectively we are the "**OWNERS**" of our health....there is one last ESSENTIAL for health and life, and that is? Remember I mentioned there are (6) Essentials for Life:

I'll give you a hint on what the **S** stands for. (draw an S on the Board)

Oxygen/cardiovascular
Water
Nutrients
Exercise/Energy
Rest/SLEEP
S????

Can you guess what the **S** represents? Most people believe it ranks right up there with OXYGEN for importance! (draw an arrow from the S up to the word Oxygen)

Can you SEE it? **S**.....? Let me help.....(Now draw two lines down through the S to create a \$ sign)

Oxygen/cardiovascular
Water
Nutrients
Exercise/Energy
Rest/Sleep

\$..... or **MONEY!** Or our **SUCCESS PLAN** or a **PLAN "B"!**

So we must also INVEST in our **SUCCESS PLAN**. If you don't have enough finances, your life can be very challenged. Too many of us have turned our success plan over to someone else and that is our **EMPLOYER!** That is a risky business today with all the turmoil and downsizing taking place. Even if you love your career, what if something unexpected prevents you from being able to work?

We need to take charge of our own **SUCCESS PLAN**-----but **HOW?**

We are going to address all of these areas individually. Nikken deals in all areas, except Oxygen. So let's begin with water:

Oxygen/cardiovascular
Water
Nutrients
Exercise/Energy
Rest/SLEEP
\$uccess Plan

Let's prioritize!

If we don't drink "the best" water today, when will it have an effect on us? TODAY, or in the FUTURE? (let them answer – if they don't, then fill in & explain. Do this with each area).

That's right, in the **FUTURE**.

If we don't eat the right kind of food, when will it have an effect on us? TODAY, or in the FUTURE? That's right, in the **FUTURE**.

If we don't exercise, when will we see and feel the impact on the body? TODAY, or in the FUTURE? That's right, in the **FUTURE**.

If we don't get a good night sleep, when do we notice it? That's right--**TOMORROW** or **immediately**. *"Sleep is more important than what food we eat. It is more important than exercise. Sleep governs our hormones, our emotions and our immune system. Studies show lack of sleep impairs immune function. It may be linked to diabetes, obesity, hyperactivity and growth. Your immune system may be reduced by nearly 60% when you get one night's bad sleep".* (quote from the October 2001 Wellness News, by Dr. Valerie Kirk, Pediatrician, Alberta Children's Hospital, Calgary)

Therefore, if we want to INVEST in our HEALTH and **get the most immediate improvement in our HEALTH**---where should we begin? **WITH OUR SLEEP!**

That is exactly what NIKKEN's flagship technology is....**a SLEEP SYSTEM--the Best in the world!**

TELL YOUR STORY HERE!

(how did you get so smart in all of this, share your story why you chose to create your Plan B, to create your wealth while you invested in your health. If you don't yet have a story, leverage your uplines)

DEMONSTRATE ALL THE TECHNOLOGIES

(Play with the Products)

Begin with the Sleep System – the Flagship Technology with the biggest Impact on Health

ENERGY: Sleep, Endurance, Balance, Neutral Warmth

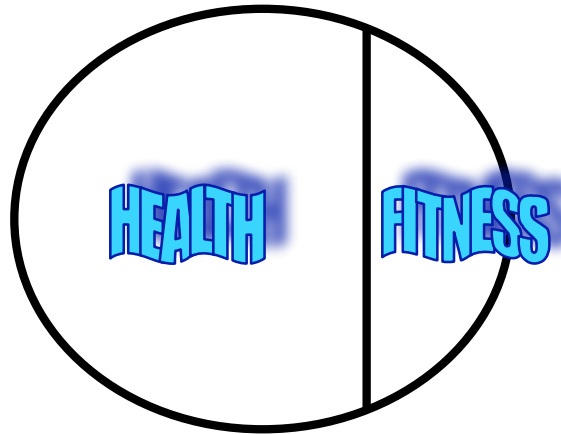
WATER: Required for all bodily functions

NUTRITION: Food for life---turns food into life giving nutrients!

WOW!!!! What a **HEALTH PLAN**. **NIKKEN** has it all....even the **SUCCESS PLAN** or your **Plan B** folded into it! A plan you control in a market that is exploding...the **WELLNESS REVOLUTION**--the fastest growing market/industry in the world today! One where 79 million **BABY BOOMERS** are searching for the "**FOUNTAIN OF YOUTH**" or new, innovative products to help them transition into their Golden Years.

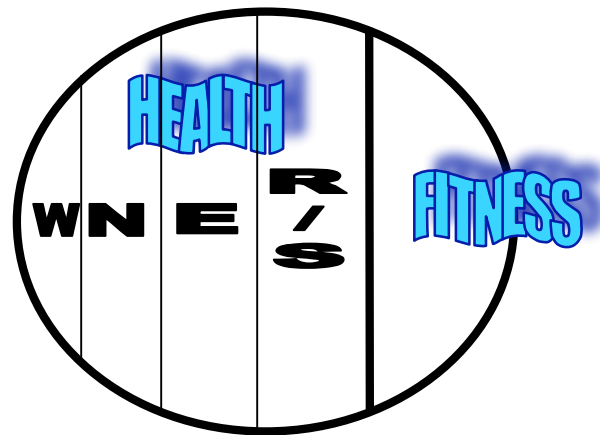
We look at total balance.
Draw them a picture to help them
understand total wellness

Nikken is a total “WELLNESS” Company! Do you understand what WELLNESS is?
It’s a **BALANCE WHEEL** made up of 2 basic parts: **FITNESS AND HEALTH!!!**



“WELLNESS”

Most people attack the fitness side (*the SMALLER side*) and expect to gain WELLNESS but ignore the HEALTH side (*the BIGGEST side*). They do not gain the WELLNESS they desire because the body has not been prepared to take on the FITNESS workload. Perhaps it would be better to address the HEALTH side first because it is the bigger side of WELLNESS. What makes up this side?



“WELLNESS”

The **health** side is made up of the **essentials** for life:

- **Oxygen (cardiovascular)**
- **Water**
- **Nutrition/Nutrients**
- **Energy for Exercise**
- **Rest/Sleep**

If we get the HEALTH side right, only then can we gain the most out of the FITNESS side and that gives us WELLNESS....**TOTAL WELLNESS**. That’s spelled **NIKKEN**, **the only totally FOCUSED Health and Wellness Company in the world today!**

Do you know how the FOUNTAIN OF YOUTH is spelled? **NIKKEN**

If you knew about the “**FOUNTAIN OF YOUTH**”, wouldn’t you tell other people? If you knew something of great value, wouldn’t you share it with those you care about? That is what we do—*We Recommend and Promote things of value to our friends and family.* If we are going to do this anyway, why not get paid for it? Let NIKKEN pay you to do just that; start your Plan “B” or your alternative **SUCCESS PLAN**.

NIKKEN—the over 2 ½ decade Global Giant leads the “**WELLNESS REVOLUTION**”.
Why not invest in your HEALTH and create your WEALTH?

What is YOUR PLAN “B” when your PLAN “A” goes away?

What happens if a catastrophic accident occurs? Most people are only 2 paychecks away from bankruptcy. *(Share your story or someone else’s story you know)*

What happens when your company closes their doors and your retirement is gone?

320,000 lost their jobs in the month of November 2001
12,000 were let go by Boeing
7,000 no longer work for American Express
Airlines and the Travel Agencies are going under taking lots of supporting industries with them.
Stock Market declines and 401Ks are going under with them and so are long worked for Retirement Plans!

Many people need to start over again but in what? With no time left? They MUST learn to earn more with less time and that is **LEVERAGE!!! or NETWORK MARKETING!**

It is the answer for the future.... WHY? *(Fill in the blanks from the NEWSPAPERS)*

You control your SUCCESS, so when do you implement a PLAN B? We all should have one in place in case the unexpected happens to Plan A!

Key: When you are nearing the end of a WP/In-home, tell a story that helps them think & visualize the need to take action.
Story (Health & Financial):

Every day when you wake up there are several struggles going on in your body. For many of you, you might say it’s just getting out of bed. But there are more **SERIOUS** struggles going on. **The first struggle** is between **LIFE** and **?** Some of you probably said **DEATH** and that is true, but the *real struggle going on daily is between “WELLNESS and ILLNESS.”*

If you do not have a **HEALTH PLAN** to **INVEST** in, then everyday **ILLNESS** pushes up against **WELLNESS** and gains a little ground. The next day the struggle continues and **ILLNESS** gains more ground. Pretty soon **WELLNESS** finds itself living in a small corner of your body and **ILLNESS** has taken over. You are now sick, and you move into your **SICK PLAN** which becomes very expensive and more difficult to reverse.

Let’s **INVEST** in our **HEALTH PLAN** when it’s *inexpensive*.....Take charge *now!*

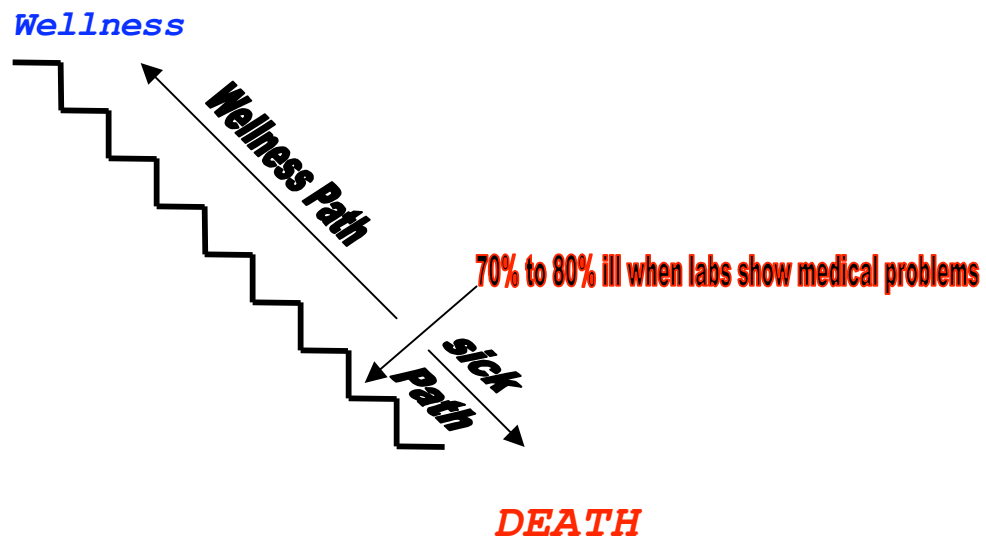
When you INVEST in a HEALTH PLAN, then everyday when ILLNESS pushes up against WELLNESS in your body (or your HEALTH PLAN) and finds that you got a good night sleep, ILLNESS loses a little ground. The next day when ILLNESS sees you began drinking living water, it loses more ground. When ILLNESS finally discovers you are taking good nutrition and

have the energy to exercise, it loses even more ground and is finally trapped into a small corner of your body and WELLNESS takes over **PERMANENTLY!**

Do you have that HEALTH PLAN yet? If not then we need to talk soon!

You have to realize that we are all on the “**stairway of life**”.

At the top of the stairs is total WELLNESS and at the bottom of the stairs is what? *Death!* Did you realize by the time people develop abnormal findings on their lab tests, you are about 70% to 80% on your way down the stairs because that is when the lab tests tell the doctor there is something wrong. It's the doctor's job to keep you from going further down the stairs. In most cases it is not his job to head you back up the stairs because they can only (in most cases) hope to get you half healthy again. Whose job is it to get you going back **UP** the stairs? That's right, it is *your job* and that is solely what NIKKEN is all about.....WELLNESS. Wellness consultant's help you begin today to take charge of your health & help you head back up the stairs to wellness. If you invest in your sleep, the most important element to your immune system and overall health, you might jump up a couple of steps. Add living water and advance another step. Add a balanced nutrition program and go up another step. Begin that exercise program because you now have energy and you might get close to the very top step again because you have taken control of your **WELLNESS**. Wouldn't it be nice to be looking and living life from the top of the stairs? *You have a choice; do you want to be looking down the stairs or UP the stairs? When are you going to start your upward movement?*



The second struggle we each face daily is the struggle between: **SUCCESS AND FAILURE**

Most people have placed their **SUCCESS PLAN** in other people's hands and are surprised when they are told their success plan or Plan A has gone away. Have you placed your **SUCCESS PLAN** in someone else's hands like an EMPLOYER? Perhaps it is time for you to take charge of your life and begin today to develop another **SUCCESS PLAN** that will not interfere with what you are doing today. A plan that will lay the ground work for additional income to be present should your Plan A fail. Don't gamble on your future. Develop and own your **SUCCESS PLAN**- a plan that you control 100% of the time and your only limits are the size of your vision. That is what **NIKKEN** offers, and this is why so many people are seizing the opportunity and running with it. Why not get onboard yourself? All you have to do is ask how?

KEY: In a WP, insure you end with a story to open their minds to the urgency to learn more/or make a decision to change & take action. This is an example of the story we close with – it gives many people an “ah-ha”.

Have you ever watched a fly trying to get out of a closed window? They beat their heads up against the glass because they can see the **FREEDOM** they want but they just can not see there is no way they will ever make it because of the invisible barrier preventing them from achieving it even when they try harder and harder. Sort of like the “glass ceiling” at work! Even when someone opens the window and the fly can now smell and feel the fresh air and **FREEDOM** where he wants to go, there is still the screen on the window that prevents him from getting there. With this new sense of freedom, the fly even *tries harder and harder* but will not succeed. Sort of like people when they encounter the “filters or screens” that stand in their way of success on the climb to the top.....the ones preventing upward mobility even when people try harder and harder. As with the fly, people keep trying harder and harder, beating their heads against the invisible barrier, enduring the stress and exhaustion until like the fly, they fall to the windowsill dead from all of it. What a life just trying to create a living and wanting nothing more than **FREEDOM**? They keep doing the same thing over and over again, harder and harder, expecting a different outcome. **That is INSANITY!**

Even when you open a door just 90 degrees or even 180 degrees away from the fly and show them **FREEDOM**, seldom, if ever, does the fly turn and explore it. They just keep trying harder and harder and eventually die trying. That is like so many people who have been trained to work for someone else, helping to buy someone else’s car and home, not enjoying **life** because they have to rely on someone else for a **living**. Are you one of them?

We have opened up a door for you. It is called **NIKKEN**. Do you have enough vision to step through it? Once you do, a whole new world of **HEALTH, WELLNESS, PROSPERITY and FREEDOM** opens up to you and many other doors can be opened just by making the commitment to learn more. Come on through the door to **FREEDOM** we have just opened. It will change your life, give you **BALANCE** and put **FUN** back in your life. Let’s go down the track together as a **TEAM**.

WHERE DO YOU WANT TO GET STARTED? With the Health, with the Wealth, with the Freedom or do you want it ALL? (Health Plan, Success Plan, Freedom Plan – which one do you want, or do you want it all?)

Summary: OWNERS is used to help people see all aspects of Nikken – Financial & Wellness Balance. When you find their interest, you continue to take them through a process of discovery in the area they are interested in. Use tools, 3-ways, bigger events, etc. Don’t forget to invite them to join you and get started – ask them to join you in business and to help set up their Health Plan.

Nine Benefits which occur while using OWNERS:

1. Creates **confidence** from day one – New Consultants “become” a Wellness Consultant from Day 1
2. Helps a Consultant lead with the Business & the Products simultaneously
3. Using the acronym **OWNERS** is extremely **duplicable** (the key to this business)
4. During the Presentation, helps the Consultant:
 - a. Listen More
 - b. Create Interaction
 - c. Locate the ‘C’s true interest
5. Helps lower ‘C’s barriers *through a interactive process of Self Discovery*
6. Helps ‘C’ take **OWNERSHIP** of their health & helps them **INVEST** (no need to loan-loaning won’t even come up)
7. **Credibility:** Helps a Consultant treat this as a **Global Business** from day one. Nikken is “an over 2 ½ decade Global Preventive Wellness Company, leading the Wellness Revolution” (verses “a magnet company”.)
8. Helps the New Consultant highlight our role in Health & Wellness, and differentiate and not cross over into medical.
9. Helps the Consultant (during the product focus) lead with Nikken’s Leading Edge Core Technology – that of the sleep system. Helps them illustrate how all the other technologies stair step one to a higher level.