

May Health and Wellness Be Yours

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"Are you excited?"

These words sound familiar... why of course! They are out of the mouth of Dave Johnson- the #1 distributor of NIKKEN-DOM. So why would someone of Dave's caliber continuously repeat such a seemingly silly little question? Why indeed? Is there a method to his madness?

NIKKEN specifically, and network marketing, in general, is a series of emotional highs and lows. In fact, life itself has a series of emotional highs and lows (in case you haven't noticed yet). In this exhilarating business the highs are higher, the lows are lower, and they come a lot faster- kind of like a roller coaster. These peaks and valleys can sometimes be earth shattering, especially to the new inexperienced distributor. I know- I've been there!

Dave Johnson told me 5-1/2 years ago about the "3 stages of network marketing". Knowing about these 3 stages definitely can help calm our sometimes crazy emotions! Here is how this knowledge helped me. You see I had been involved with Nikken for 8 months. I was working my tail off struggling to go silver- my income was OK as some extra income but not even close to paying back my original investment in product, tools, and events/trainings. The house was a wreck because I was too busy doing Nikken to clean it. Those 5 pillars of health seemed pretty dim. I was out day and night doing roll-outs, demos, distributor training, and the only (very small) weekly WP in Boise. Meanwhile, my heroic husband Bob was providing sustenance through his engineering consulting while starting his own fledgling business and doing the "Mr

Mom" stuff- all the time wondering if me, his wife, had lost her magnetic mind.

That's how things looked at our house the day Dave Johnson called and asked me that annoying question "Are you excited?" At that point I was definitely not excited! Quite the opposite in fact! I was more on the verge of depression! I didn't have 80 people at my first meeting like Dennis Williams, I hadn't made lots of \$ like Dave, I didn't have a golden tongue like Jeff VanBlaricum, I didn't know about "vested interest" like Dave Rolfe. I was just little old me, struggling along in Nikken, whining to upline Dave-saying things like "I'm quitting". It was a low day on the roller coaster.

Did Dave act sorry for me? Did he commiserate with me? Did he shoo me away? Did he yell at me, tell me he didn't have time to talk? None of the above. Dave simply shared a concept that changed the course of my business and the course of my life- the 3 stages of network marketing.

Stage 1 is where we work very hard and get paid part time. This is where most people give up and quit. Well, I could identify with stage #1 for sure! I was in the thick of it! Dave explained that he himself had spent many years in other companies in stage #1 before Nikken. He assured me I was doing all the right things, I was right on target. In fact I was way ahead of where he had been after 4 years in his first networking business. I was ahead of Dave Johnson? That was an exciting thought!! I was feeling more hopeful, even somewhat excited!!

Stage 2 is where we are working very hard and starting to make full time money. Those who continue to consistently build and nurture their fledgling business are happy to get to stage 2. Dave assured me that if I kept doing what I was doing, stage 2 was not far away for me!!

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The best motivation is self-motivation. The guy says "I wish someone would come by and turn me on." What if they don't show up? You've got to have a better plan for your life. Jim Rohn

"Passion is the love of turning being into action. It fuels the engine of creation. It changes concepts to experience. Passion is the fire that drives us to express who we really are." Neal Walsch

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This idea got me more excited! In fact stage 2 became reality for us in our 16th month in Nikken when we received our first \$5000 bonus check.

Stage 3 is where you get paid for things you're not even doing directly!! I'd equate this to 2nd level, or more, breakaway silvers... Leaders that are multiple levels deep. At the end of our first year we had 2 silvers in our group with only one direct sponsored silver- a year later we had 26 silvers with only three direct sponsored (gold level).

Every new business, traditional and network marketing alike, **must** go through stage #1 and stage #2. Only network marketing has the potential to evolve into stage #3. A sense of perspective is needed to make it through stages 1&2 and on into #3. We need to keep doing daily results oriented activity and give our business time to grow and mature-developing momentum.

So I've come to the conclusion that network marketing really does depend on being "excited"! Why? I believe it works best not to push or pull people into Nikken... it's best to attract them by who we are- by the attractiveness of our products (pun intended), and our business, and most of all by our excitement and the fun we're having sharing our NIKKEN stories!! Charlie Pekarski, a wise old salesman I met in Chicago told me "selling is the transferring of emotion". So our #1 priority may do well to be "being excited"!

I think that's what Jim Rohn meant when he said "work harder on yourself than you do on your job". Every day since I had that conversation with Dave, my lows have ended sooner and not been as low because I was able to accept this gift of higher perspective on how this business works. Thank you Dave! Every day since then I've worked hard on "being excited". I exercise every day (it creates natural endorphins), I have written goals I say out loud every day with energy and enthusiasm (creates natural endorphins that override fear and doubt-per Cardell Smith)!! Wow!! What holds us back

...over one-third (36%) said that within a past three years their company has been through some kind of reengineering, downsizing, or restructuring which resulted in some employees losing their jobs.
American Demographics April 99

in Nikken? Doubt and fear can be a biggie, right? If we have tools that help us override doubt and fear why not use them many times a day!

Other ways to stay excited... Read books, listen to tapes, go to Nikken events - all not as ends in themselves but rather as tools to give us the courage and fortitude to go out and DO the few simple disciplines we need to do day after day to make our business happen! That is, seeing new people and doing painstaking followup!

Wishing each of you health, happiness, and prosperity as we all grow together on this WONDERful Nikken journey! Love, Trish

Company Announcements

- National convention (Oct 13-15) was awesome!! Key points:
 - ✓ Nikken saluted the distributor workforce by having first class event and food and parties!!
 - ✓ Jamie Clark (Mt. Everest climber) was the most awesome speaker ever!! Even when the inspiration leaves, the messages remain: one step at a time and the value of relationships!
 - ✓ We have a new Bio-Directed Nutritional Technology that puts us above other companies that focus on nutritionals!
 - ✓ 5pillars.com and personal web page!
Awesome potential for increasing our efficiency and awareness of health/wellness.
 - ✓ Other new products! Intellirest bed, gold bracelet and elastomag neck/shoulder device!!
 - ✓ 100% satisfaction guarentees available on mattresses now, at a cost, in addition to standard manufacturer defect guarentee.
- Starting next year we'll have one product launch/year...at the Nikken convention in Oct. A few products will be released individually

Success is neither magical nor mysterious. Success is a natural consequence of consistently applying basic fundamentals. Jim Rohn

through the year, like the magstrides were this year.

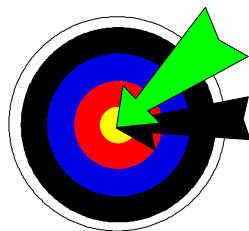
- New HQ's is moved into with slight disruption of phone service... the new shipping area capable of shipping up to 22,000 packages/day... old shipping maxed at ~8000/day.
- Starting Jan 1 car and home program can have less strict cost guidelines depending on pin rank... so we don't have to buy up if we're not ready and can pay off existing home mortgage rather than lock into new higher one...
- Confirmed upgrade of Nikken to 5A1 Dunn & Bradstreet rating **only 1% of all companies listed with d&b have this rating!**
- Amway/Maganabloc was served a "cease and desist" letter from the FDA to bring them in line with the other 12 or so companies that had previously been issued such. Again I am grateful for Nikken's forward looking approach to follow FDA guidelines and educate us to do so (it's still up to us in the end) with long term stability and growth as the objective.

Duplication!

Duplication! We hear over & over how important duplication is. So what is most duplicable? Does most duplicable mean most clear? Most detailed? Nicest presentation? Perhaps, but what is **most duplicable** is what *the most people can feel best about*. By virtue, it's got to be the **most basic elements**. Discerning the basics from all the information available can be a challenge. Plus, there are different degrees of "doing Nikken" from the casual user to the full time business person and these basics should work for all degrees. What basic philosophy can be passed on to fuel both the casual product user as well as the full time business person? What is 100% duplicable and so "simple" it is easy to overlook and lose focus

on? Here are some thoughts that come right from Nikken philosophy:

- Be excited and have a why, to the degree possible for the moment (aka **Nikken Silver Training!**)
- Talk to people/share your story & product, do rollouts, shutup & listen listen (grassroots marketing and **21 club** type activity, give out tapes, etc)
- Do this with your peoples' people (**ABC process**). This teaches people while getting them started in business. With the intent that they do the same for their new people, and so on...



Not everyone will thrive doing a structured system approach to Nikken and in fact, some may rebel and "quit" if they think they have to do Nikken business a certain way.

So flexibility within the team should be allowed to fit the individuals style. Regardless of what system we use, or even if we don't "use a system" **it will pay to direct focus to the basics!** These basics are contained in all the systems and it would do well to point out how **Nikken teaches these basics on a fundamental level through Silver Training, rollouts, and the ABC process.**

Use of ... alternative therapies ... increased from 33.8% in 1990 to 42.1% in 1997.

Estimated expenditures for alternative medicine professional services increased 45.2% between 1990 and 1997 and were conservatively estimated at \$21.2 billion in 1997. In 1997, an estimated 4 in 10 Americans used at least 1 alternative therapy... For adults aged 35 to 49 years in 1997, it is estimated that 1 of every 2 persons used at least 1 alternative therapy

JAMA November 11, 1998 *Trends in Alternative Medicine Use in the United States 1990-1997* by David M. Eisenberg, MD and others

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Wellness Previews

Again there can be some confusion about how to do the wellness preview or presentation.

We believe that the most solid network marketing business is a lot of people doing a little. So the question with group presentations is *what will appeal to the most people?*

Imagine a wellness preview with 99 guests. Suppose 33 of these guests are there specifically because of their interest in Nikken products, 33 are there mostly out of curiosity, or were "dragged in", 33 are interested in a business opportunity.

- First assume the presenter has a strong focus on the business aspect and enthusiastically launches into sharing their story and what a great business this is! Well that is where we lose 5 or 10%, maybe 30 or 40% of the audience- in particular, those who came for the *product*. I've seen people walk out even before the product was mentioned. This mode works well for those interested in the *business*, but can actually lose others. How do the *curious* people react? Who knows... They may shut down if they don't like being hit with "another opportunity"?
- Now assume the presenter starts by sharing a product story and then moves into the products/testimonials and *then* works into the business- how great a business this is! The *product oriented* people are hopeful for what the product can do for them and the people they know and love, the *business oriented* people are thrilled that such a viable business has a great product behind it! The *curious people* may be thinking "maybe this can help so and so... Maybe this is a business I can do?"?? Few are lost, everyone is happy, everyone wins! Plus, do you know what's interesting? The "product" person may end up being the most prolific business person! It's natural to think of all the people who may benefit from the product and *automatically* the "business side" comes in!

When a presentation starts out with "What are you missing out of life?" And how 97% are missing the boat trading time for money- this is focus on getting them to think about business. If a brand new person comes and gets hit heavy duty with guilt trip of not being where they should be and forced to acknowledge the big question of what do they want in life compared to Mr. Distributor who can go where ever he likes... I think that most people will reject this.

We suggest focus on the basics: present the products *then* business points the company suggests. Add to that your personal style/story and incorporate points from others where appropriate.

Competition:

I saw some "knock offs" today... unlike the big A's which are about same price as ours (although their distributors only get a portion, 1/3 I think, of the volume), these products I saw today were about 1/3 the price of ours. The thing is that they are probably about 1/10, or less, as effective! Here is why... (I'll use magsteps for comparison, but any other product is the same idea) the knockoff foot inserts (\$20) had 4 small magnets 1/4" dia or so... To be effective the mag's have to be over an accupressure point if "nerve related" or directly over hurting area if "damage related"... we have pretty much 100% coverage with the triangular pattern (not to mention the steep field gradients shown in the our video/brochure "mag technology") thus most assuring coverage vs 4 small mags where it's luck if they get close to the needed point!

I've found a manageable way to track new levels... So here we go to catch up for the past few months... Sorry to postpone your well deserved acknowledgment. This reporting goes six levels deep from us.

Vol Month Feb99

New Platinum Akin, Andy GA

New Silver Stone, Kath KY
 New Silver Donnell, Leslie C GA
 New Silver Stoddard, Elaine ID
 New Silver . . . Butler, Richard L WA
 New Silver Sorensen, J AB
 New Silver Dawes, Ma AB
 New Silver Lindstrom, WA
 New Silver Gunter, Andrea L NV
 New Silver Freeman, Lynn M NV
 New Silver Petersen, Walte NE
 New Silver Healey, Gai MA
 New Silver Frink, Ly VT
 New Silver Messer, Gre MA

New Gold Kick, Jody LMA

New Silver McIlhenny, Sa MA
 New Silver Demers, Diane MA
 New Silver Coviello, C NH
 New Silver Robinson, Nor TX

New Gold Caudill, Lloyd TN

New Silver Caudill, James Do KY
 New Silver Ratliff, Tina D AL
 New Silver Leydecker, Harvey AL
 New Silver Myers, Angie MS
 New Silver . . Ashby, Loma UT

32099.apr

Volume month Mar 99

New Silver Shell, E CA

New Silver Bauer, Linda ID

New Gold . . . Lewis, Bradley E MA

New Silver Smith, Ed NV

New Silver Kane, Sa MI

New Gold . . . Morris, Betty AL

New Silver Warren, Debo AL

New Silver ANDREWS, G MS

New Gold . . Massagli, Tony CA

New Silver . . . Cole, Arlene Y CA

New Silver Davis, Gary L CA

New Silver . . Krenik, Gaylyn MD

New Silver . . . Butler, Bernadet MD

New Silver . . Don McClow MD

New Silver . . Mc Dougal, Spencer UT

New Silver . . . Denos, Michael F UT

51699.apr

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Volume month of May 99

New Gold Pohman, Odessa ID
New Gold Williams, Don L NE
New Gold . . . Thomas, Deborah A NB
New Platinum . Hanson, Bob MD
New Platinum . Ashby, Jeffery A UT

61699.apr

Volume month of June 99

New Silver George, Darren Mic AB
New Silver Cook, Susan M ID
New Gold Morissey, Beth OR
New Silver TERRY, LILLIAN OR
New Silver WONG, ANNIE OR
New Silver FRANKLIN, ANN AL
New Silver . . . Hart, Angela CO

71699.apr

Volume month of July 99

New Gold . . Stogner, Tracy Glen AK
New Silver Thickstun, Mari Margaret AK
New Silver Thickstun, Charlot E AK
New Silver KIMURA, SHEREE CA
New Silver . . . McCoy, Cherie A AK
New Silver Tate, Gail L NM
New Silver SICO, CYNTHIA NC
New Silver Curtis, Clyne A ID
New Platinum Manuel, Richard NE
New Silver Thacker, Linda NE
New Silver . . . O'Connor, Lynn A OR
New Silver . . Birch, Kathy MD

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