

NETWORK MARKETING

What it is and what it isn't – and how to work it!

The purpose of this document is to increase your awareness of what Network Marketing and Sales is and what it isn't – and to give you an overview of how we implement Network Marketing to build a business with Nikken as independent Nikken Consultants.

The goal is to increase your understanding and prepare you for a success as a Network Marketing professional in Nikken. It will also serve as a foundation for the basic skills I will teach and that I ask you to duplicate. You will find that it is not different to what I have always done and always been teaching, just put together in a way that hopefully will help you understand better how to do Network Marketing better and how to teach it better.

I see this knowledge as a “recipe for predictable success”. It is my belief that if you get good at this, teach it to your team – and teach them to teach it to their team; you will be on your way to a successful Royal Diamond distributorship- as long as you do it constantly, continuously and with focus, dedication and discipline. Always with a sense of urgency, but at the same time being patient and persistent knowing that anything worthwhile takes time.

You should use this document for your own education as well as for those in your downline that are serious about learning this profession and build a business with Nikken. This is not a document you hand out to any prospect or just spread “wildly” to your whole downline and anyone you meet.

It is important to understand that I did not invent this information. I have no intention of “re-inventing the wheel” when someone has already done a brilliant job of documenting something. It does describe however, how I understand Network Marketing and sales – and how I have worked to build a multinational Nikken Royal Diamond business and was awarded the European Distributor of the Year for 2004/2005, and as an effect has been a member of Nikken's Millionaires' Club and President's Club since many years. Most of the content is taken from Eric Worre's new book “Go Pro – how to become a Network Marketing Professional and from an article by Bob Burg called “Be Proud to be a Sales Person. I have just shortened it or modified it here and there to fit our situation, as well as added my experiences and comments where I found it appropriate.

The document explains what our daily job is and how we should be doing it. It explains our “DMO – Daily Method of Operation”. If you get really good at this – and believe me, you can – anyone can; you will have a great chance at building a successful Nikken business if you just keep doing it.

Please understand that this complements and by no means replaces the “University” education you receive on the Bojapie platform. I strongly suggest that ambitious Nikken consultants take advantage of the PEP test and the 50 skills areas described on Bojapie. Before anything else: Study the skill module called “Edification”. When you get good at edifying, this will give you a great boost in credibility when approaching people with the Nikken opportunity in order to recruit them to your team.

The language used is English in order to be used in all countries where I have teams. Feel free to translate to your language, but I suggest before you do that, consider what this huge job will do for your business results. It is on purpose in some chapters more the way we talk than how we normally

write, since the information is to be used in communicating with prospects to enrol them in your team.

Contents

1. HISTORY & TRENDS.....	2
2. DECIDE TO “GO PRO” – BECOME A PROFESSIONAL.....	3
3. YOU’LL NEED TO LEARN SOME SKILLS.....	4
SKILL # 1: FINDING PROSPECTS.....	5
SKILL # 2: INVITING PROSPECTS to understand your product or opportunity.....	5
SKILL # 3: PRESENTING your product or opportunity to your prospects.....	8
SKILL # 4: FOLLOWING UP with your prospects.....	10
SKILL # 5: CLOSE – Helping your prospects to make a decision to become customers or distributor .	14
SKILL # 6: START UP – Helping your distributor get started right.....	16
SKILL # 7: PROMOTING EVENTS.....	17
4. ANYTHING WORTHWHILE TAKES TIME – Have urgency, but be patient!.....	19
5. HOW TO LEARN.....	20
6. APPENDIX: DEALING WITH A SALES PARADIGM – article by Bob Burg.....	25

1. HISTORY & TRENDS

The old vs. new economy:

- The old school said “get an education, go to work for a solid company – work 40 years and retire with a safe pension.
- Then we learned that times changed and we became aware that we might need to change company every 3-5 years – only to find out you can’t retire comfortably after 40 years so you keep working
- We’ve gone from being paid by the hour, month, year – and now we are moving towards a performance economy: servers in restaurants have seen this for a long time. My sister Nina was paid that way – straight commission and no fixed salary – over 20 years ago when working as a servant in a restaurant. Next will be the person cleaning hotel rooms – being paid by the room. In IBM 20 years ago, only 80 % of my salary was guaranteed, rest was based on performance.
- We experience that the New Economy needs fewer people: New technology – from customer service machines on the phone rather than people to talk to, from video shops to seeing it on your Ipad. From bookstores to Apple Istore etc
- Companies’ have more choices: fragmented advertising world or hire large and expensive sales force or.... switch to Network Marketing (NWM) and pay on performance?

- Example: I had a yearly discussion with the President of the company where I worked, on how much I was worth...We never agreed, so I started my own company to have control of my own time and to decide my own income. I chose Network Marketing (NWM) and it was a great way for a smooth transition into becoming an entrepreneur and self-employed.
- So what's the "catch" you may ask? – Well, you may have to embrace the temporary loss of social esteem from ignorant people. You see the future before it becomes apparent to everyone else! And it may appear uncomfortable for them. And as with all "truths" – they go through 3 stages: 1) you may be ridiculed 2) "violently opposed (when ridiculing doesn't work, they argue strongly against you) and then, (it's been said that this occurs usually when about 3% of the population accept it), you reach phase 3) Self-evident. For example: Hardly anyone questions whether acupuncture can solve some health problems today, but 35 years ago, people were a lot more sceptical, made fun of Asians who put needles in people's bodies and medical organisations were arguing heavily against it.

The Approach to Network Marketing – there's a reason why people think less of you

- Most people have either joined a network marketing opportunity or know someone who has
- Most people think: "hmm, I can think of 5-6 people who might do this too"...
- Most people are not joining a profession – just hoping to get lucky, sign up a few people to cover their start up costs and, sit back and wait for the money roll in
- That means that most people who joined haven't started a business, but bought a glorified lottery ticket! For example with 6 scratch-off spots – representing the 6 people they think will definitely join. They approach these 6 people with almost no skill and try to get them to join. And like the lottery ticket, most of them end up with nothing. So they rip up the ticket and instead of taking responsibility for not really starting their business, they blame Network Marketing and make sure to tell the world!

That's what you are dealing with if you choose this as a profession – the opinions of ignorant people (people who have lack of knowledge) who think they've done it right and it doesn't work. If that's going to be too hard to handle, then Network Marketing is not for you. But if you can embrace it – the world is yours! The people who embrace this are paid BIG money!

2. DECIDE TO "GO PRO" – BECOME A PROFESSIONAL

There are three categories of people who join Network Marketing:

- The Posers – treat this profession as a lottery ticket
- The Amateurs – focus on different things: Luck (If I only can sign in that monster distributor), timing (wonder if they get in at the right time), positioning (am I in the right team?), shortcuts (looking for an angle – advertising, door to door, the idea of the week)
- The Professionals: This is a person who set out to be an expert at the skills required to build a large and successful Network Marketing organisation.

"Ignorance on fire is better than knowledge on ice" is a popular saying in Network Marketing environments. Why not have both knowledge and passion/enthusiasm?

Example: You go to a doctor because you need an operation. Imagine if the doctor met you and said: “I’m so excited to conduct your operation. I’m so passionate I can hardly sleep!” You would probably ask yourself; “Good – and how long have you been doing this...?” Enthusiasm is great, but eventually you would want to marry that passion with skill!

It never stops to amaze me: Doctors, athletes, economists, accountants....others....would devote years and endless hours at huge financial expenses to learn and prepare for their profession. But when the same people are joining Network Marketing, they won’t give a month’s study and practice to become a Network Marketing Pro.

In his book “Outliers”, Malcolm Gladwell tells that research shows it takes approximately 10,000 hours practice to reach the expert level at anything. With 4 hours a day of practice that adds up to about 7 years. The formula applies to Network Marketing as well. The good news for us is: you earn while you learn – these go hand in hand! Focus on the skills & practice, practice, practice until you master it! The key to all learning is repetition! And another thing: When you decide to go pro – your group will be inspired to grow into Professionals as well!

Bottom line: If you’re going to be involved in this great profession, decide to do it right and treat it like a profession. If you decide to go pro, this business is great. If you join to have a business and earn money, and then stay a Poser or Amateur, it is unlikely that you will be a successful network marketer. However, all are welcome to be part of it, sell products and share the information with others. Earn a little extra. Just don’t expect the business to build itself.

It’s not an industry, it’s a profession. If you do it right, it’s truly a career choice. It can take you out of working in a job that doesn’t make you happy to a place of total freedom. Decide to become an expert! Decide to go Pro!

3. YOU’LL NEED TO LEARN SOME SKILLS

Network Marketing is a better way, but if you’re going to be involved, it’s best to be a professional.

Recognize that you’ll need to learn some skills – be a “responsible professional”!

- Realize that you are the only variable. Take 100% responsibility for your business and “say goodbye to your up line”. You can learn and take advice from them and use them as a resource, but do not make yourself and your success dependent of them.
- Earn while you learn – and learn at a very low cost
- It’s truly an equal opportunity business – for anyone, no matter age, race or gender, you can join it and become successful.
- It is uncomplicated and regarded as one of the highest paid skill sets in the world.
- You may receive great advice and support from people that also are financially motivated to support you
- There are only 7 fairly basic skills to learn.

Recognize that anyone can learn this profession; that YOU CAN learn these skills: And if you don’t believe in yourself; why not believe in my belief in you, because I know from 14 years experience

that you can. You will learn this the same way as you have learned pretty much anything else in life, whether it was learning to tie your shoes, ride a bike or drive a car: You will go through:

4 Stages of Learning!

- Unconscious incompetent – you don't know that you don't know. I had never heard of Network Marketing first time my friend told me about it.
- Conscious incompetent – you are aware that you don't know and must learn. I became aware of it and understood that I didn't know what it is and realized I had to learn. You meet people that don't want to learn, who thinks they know it all. You would have to educate them past that stage, otherwise they will not succeed. You can't help people who don't want to be helped. If they refuse – move on.
- Conscious competent – you are learning and need to focus/concentrate. You will make mistakes, but learn from them. Gradually, by practicing over and over you will get better
- Unconscious competent – now it is an automatic skill / behaviour. You're e now a Pro and you do and say things automatically without consciously thinking about it as you do them.

This is an overview of the basic skills you need to I earn:

SKILL # 1: FINDING PROSPECTS

- Who do I know? – absolutely everyone goes on the list
- Who do they know?
- Adding 2 people per day to the list is a good habit. A pro never runs out of people
- Network on purpose; seek organisations and places where you meet people

SKILL # 2: INVITING PROSPECTS to understand your product or opportunity

- The most critical skill to learn
- No reputation or influence needed, contrary to common belief
- Build relationships – be a “farmer” creating, nurturing relationships, giving advice, caring about the other person – not just as “hunter – out to get someone”
- Act as a coach/consultant and solve problems with common sense solutions
- Educate the prospect instead of just “ recruit/sell/push”
- Invite people to attend an event – any meeting live/online or to review a tool. A tool is a great way to educate the busy people – for example have them watch a video .

DMO - DAILY METHOD OF OPERATION:

Formula for financial independence in Network Marketing: “Your ability to get a large group of people to consistently do a few simple things over an extended period of time”.

Have a crystal clear strategy – a simple system: Learn how to invite people to watch a video, follow it up with an invitation to an event, and teach everyone else to do the same thing.

- ➔ Not pitching people and try to impress them with your wisdom and persuade/convince them
- ➔ Not just find some key leaders who can do that same thing, but...
- ➔ Follow the Formula for financial independence!

The emotions of inviting – 4 basic rules:

- ➔ Emotionally detach yourself from the outcome – just focus on education/understanding
- ➔ Be yourself
- ➔ Bring some passion/enthusiasm; contagious
- ➔ Posture! – Be bold, confident, strong.

The 8 step invitation formula – designed for “over the phone” or “face to face”

1. Be in a hurry – psychological/urgency is attractive and creates less resistance.
2. Compliment the prospect – but you must be sincere
3. Make the invitation – direct, indirect and super-indirect approach on warm/cold markets
4. If I..., would you? – very powerful phrase

If you've started the call with urgency, complimented the prospect, made the invitation and asked “If I..., would you?” – Their answer would be “yes” almost 100% of the time and you can just go to step 5.

If they ask for more information first, just respond with “I understand you want more information, but everything you are looking for is on the (DVD, CD, link, PDF, printed piece etc). The fastest way for you to really understand what I'm talking about will be for you to review that material. So, if I give it to you, would you review it?”

If they say no, then thank them for their time and move on. Also, review step 1-3 to see what you might have done better. But do NOT give your material to them.

If the person said yes – they have agreed to review your tool. BUT in fact only 5% of your prospects would do what they said they would do if you just use the first 4 steps. To get closer to 80%, you need to complete the invitation process professionally.

5. Confirmation #1 – get the time commitment; “When do you think you can watch the DVD? Don't suggest the time for them! 90% of the time they will give you an answer. If they say “I will try to do it sometime”, then tell them: “I don't want to waste your time or mine. Why don't we just try to lock in a time when you will have seen it for sure?” The key to all this is that they have now said yes twice.
6. Confirmation #2 – confirm the time commitment; If they tell you they'll watch the DVD by Tuesday night, your response should be something like, “So if I called you Wednesday morning, you'll have seen it for sure, right”? They will either naturally say yes or they will adjust the time slightly. In either case, the key to this step is that they have now said yes three times and they are much more likely to follow through. And the key is this isn't an appointment you have set. It's an appointment they have set.
7. Confirmation #3 – schedule the next call. This step is simple. Just ask: “What's the best number and time for me to call”. All you have to do is to call when you have said you will call. They've said yes four times. The whole invitation took a few minutes, and your chances

of achieving your goal of education and understanding has gone from about 5% to about 80%.

8. Get off the phone. Remember – you are in a hurry! Once you have confirmed the appointment, the best thing to say to someone is something like “Great, we’ll talk then. Got to run!” Too many people make the appointment and then unmake it by talking and talking and talking. Remember, our goal is education and understanding and we’re going to let the third-party tool do most of the work.

Tools you can use will be provided. Examples can be videos from the Royal Alliance or Nikken, Videos of Oddmund Berger made in Copenhagen or in Scottsdale Arizona. The PDF document with Questions & Answers to Oddmund Berger etc. They can be physically handed out or sent by email or as a link by email.

Here are some examples of all eight steps:

A person you know who hates their job - Direct Approach:

"Hey, I don't have a lot of time to talk, but it was really important I reach you. Listen, you're one of the most financially intelligent people I know and I've always respected that about you. When you told me you really didn't like your job, were you serious or were you just kidding around?" (They say they were serious.) "Great, I think I've found a way for you to create an exit strategy. I have a CD that describes what I'm talking about better than I can. If I gave you this CD, would you listen to it?" (They say yes.) "When do you think you could listen to it for sure?" (They say Tuesday.) "So if I called you Wednesday morning, you'll have reviewed it for sure, right?" (They say yes.) 'All right, I'll check back with you then. What's the best number and time for me to call?' (They give the information.) "Got it. We'll talk then. Got to run and thanks!"

A good friend - Indirect Approach

"Hey, I'm running out the door, but I needed to talk to you real quick. Do you have a second? Great. Listen, you've always been so supportive of me and I appreciate that so much. "I've just started a new business and I'm really nervous. Before I get going I need to practice on someone friendly. Would you mind if I practiced on you?" (They say sure.) "Great! If I gave you a DVD that laid out the information in a professional way, would you watch it?" (They say yes.) "It's about 15 minutes long. When do you think you could watch it for sure?" (They say Thursday.) "So if I called you Friday morning, you'll have reviewed it for sure, right? Fantastic, what's the best number and time for me to call?" (They give the information.) "Great, we'll talk then. Got to run and thanks!"

A highly successful person – Super Indirect Approach

"I know you're busy and I have a million things going on too, but I'm glad I caught you. You've been wildly successful and I've always respected the way you've done business. "I've recently started something new and I'm looking for some sharp people. It's clearly not for you, but I wanted to ask, who do you know that are ambitious, money motivated and would be excited about the idea of adding a significant amount of cash flow to their lives?" (They say they do.) "I understand that you'd want to know more about it before you recommend people. I have a DVD that explains exactly what I'm doing and the kind of people I'm looking for. It's brief. "If I sent one to you, would you review it? (They say they would.) "Thanks. When do you think you could view it for sure?" (They say next

Monday.) 'Okay, so if I called you next Tuesday, you'll have reviewed for sure, right?' "Okay, I'll check back with you then. What's the best number and time for me to call?" (They give the information.) "Okay, great. Thanks again, I appreciate it so much. Talk to you next Tuesday!

A cold market prospect who's done a good job selling you something - Direct Approach.

"Now isn't the time to get into this and I have to go but you are super sharp and I happen to be looking for some sharp people. Do you plan on doing what you're doing now for the rest of your career?" (They say no.) "Good. I have something that might interest you. Now isn't the time to get into it, but I have a DVD that explains it all in great detail. If I gave it to you, would you watch it?" (They say yes.) "When do you think you could watch it for sure?" (They say Sunday.) "So if I called you Monday, you'll have reviewed it for sure, right?" (They say yes.) 'All right, I'll check back with you then. What's the best number and time for me to call?' (They give you their information.) "Okay, here it is. Thanks again for the excellent service and I'll talk to you soon'

Are you feeling the flow of how this works? Obviously there are many possible variations for different kinds of prospects, but I hope these examples help you to understand how everything comes together.

In terms of scripts, it's best if you get the basic concepts down and don't focus too hard on the exact script. Life doesn't work that way. But if you learn to let your prospect know you're in a hurry, then compliment them, then invite them, then pass on a tool with, "If I, would you," then confirm using the process I described and finally get off the phone or complete the invite, you'll do just fine.

Remember, in recruiting, there are no good or bad experiences. Just learning experiences. On your journey to becoming a Network Marketing Professional the best thing that can happen is for you to develop the skills to recruit on demand, in any situation. Then you never have to worry about being lucky. So practice, practice, practice!

SKILL # 3: PRESENTING your product or opportunity to your prospects

As you have learned, you will now have invited your prospect to review a tool or attend some sort of event (for example a 1-on-1 or ABC meeting in person or over video conference using Google+ , Bojable, Skype or teleconference/3-way call. Or a presentation at a Wellness Centre or hotel.

If they are reviewing the tool by themselves and you're not around, there's nothing for you to do. Just follow up when you should (skill # 4 below).

If you're physically with them, there are some things you need to understand, and one of the biggest is; YOU are not the issue! This was one of my biggest mistakes the first years and I don't want you to make the same mistake. Making yourself the big expert that knows everything makes your people dependent of you. There are big problems with that approach if you want to build a large and successful organisation. You will be the "go-to-guy" for every single presentation (and not much is done if you are not there doing the presentation every time). There is no way to create an organisation that will duplicate with this approach, and without duplication, Network Marketing is just a job.

The pros never make themselves the issue. More than that, they never present themselves as an expert. This is hard to understand for people (like myself) that have an advanced formal education and is respected as a competent person, an expert in another field. You will tend to want to be the same in network marketing. **The pros act as a consultant who connects the prospect to tools, events, or other distributors to help them become educated. Remember this: “In Network Marketing, it doesn’t matter what works. It only matters what duplicates”.**

The pros use tools instead of their own wisdom. The pros use live events instead of their own presentations. The pros use other distributors to give the facts instead of giving them themselves. The pros don’t present themselves as experts, they just invite people to learn more about the product or opportunity and let the third party resource provide the information. The pros bring passion, enthusiasm and belief and you will notice that this fire is contagious.

Your evolution of becoming a presenter to groups of people is likely to go through several stages:

1. Learning to tell your story
2. Learning the standard opportunity presentation
3. Learning different training presentations

Your story:

When presenting to groups of people, keep it simple and understand that people are not as interested in too many facts. But they are interested in your story and what this opportunity has meant to you, as long as you don’t bore them to death with it. And they are even more interested in what the opportunity or the product can do for them.

The story would help if the people in the audience can relate to it and thereby see themselves benefitting in a similar way. You don’t tell your story for you to shine, but for the audience to relate and get the feeling: “If they can do it, anyone can do it – and so can I”.

No matter your background, you can craft a compelling, personal story. I’ve found every good story has four elements (with my experience as an example):

1. Your background/situation. I was working as a corporate executive with 60-80 hour work weeks and 150 travel days per year.
2. The things you didn’t like about your background/situation – what you wanted to change. I wanted to control my time and my income and not have someone else control it for me.
3. How Network Marketing or your company Nikken “came to rescue”. A friend invited me to evaluate this opportunity for myself and see if I would want to join him in this venture.
4. Your results or how you feel about your future. The Nikken opportunity gave me the chance to build a residual income and create time and money freedom. A freedom and a cash flow that I have used to develop other businesses and income sources – doing what I love doing.

Take some time to create your story and start telling it every chance you see appropriate, but remember – as Zig Ziglar said: “People don’t care how much you know, until they understand how much you care about them”. Use your story often as a way to inspire others, but not for you to shine.

Opportunity presentation:

When it comes to the opportunity presentation, preparation is key. Decide to master it and learn to do the same exact presentation every time, just about word for word. Record it if that helps. Practice it over and over. Same stories, same jokes etc. Memorize it and know it backward and forward so that you can start from any part of the presentation and take it from there. You will not believe the confidence it will give you when you feel you master it.

To summarize this skill set:

1. When you are prospecting, you are the messenger, not the message. Get yourself out of the way and use a third-party tool.
2. Learn to tell your story in a way that will make your prospects curious to hear more.
3. When it comes to presenting in front of a group of people, preparation is the key. When you are prepared, it's fun.

SKILL # 4: FOLLOWING UP with your prospects

In MLM (Multi Level Marketing) they say the fortune is in the follow-up. I think that's true, because most people in MLM don't follow-up at all, at least not as professionals. There are some important concepts that are important to understand if you are going to master this skill.

1. **Follow-up is doing what you said you would do.** If you say you are going to call at a specific time, then do it. Be the person who does what they say they're going to do. People also respects a person who values their own time. If you say you're going to follow up at a specific time or in a specific way, either do it or reschedule well ahead of your appointment.
2. **The only reason to have an exposure is to set up the next exposure.** In the beginning, I thought the reason to have an exposure was to get the person signed up! What I learned was that if you instead finish each exposure by setting up the next one, the prospect will eventually become educated on the opportunity and make an informed decision. The goal in my mind changed from "getting" the prospect on the first exposure to just keeping the process alive by setting up the next follow-up exposure, then the next and the next until they made a decision. When you first agreed with the prospect that he would review the tool, you went through several steps to set up the next exposure, meaning your follow-up call. That was your next appointment. When you make the call, you're going to ask if they reviewed the material. They'll say no, they didn't, or they'll say yes, they did. Let's look at how you'll set up the next exposure in both cases.

If they say no, they didn't have the chance to review the materials, it's important you don't show your displeasure at their lack of follow through. The best way to respond is; "That's ok. I understand sometimes life gets busy. When do you think you could do it for sure?" Set up the next time and walk through the same steps to get the commitment. Once you have it, including the date and time of the next call (the next exposure), then hang up and call them when you said you would. If you call them at the scheduled time and they still haven't reviewed the material, just repeat the process until they do.

If you call the prospect and they say yes, they've reviewed the material, you're going to ask them a few intelligent questions. Do NOT ask them "what do you think". This just invites their critical part to come to the surface and look for what's wrong and to come up with objections to try to sound smart.

A better follow-up question would be: "What did you like best?" This will take the conversation in a positive direction and will give you ideas as to the level of their interest. If they say "the product", then your next exposure will be product related. If they say "financial freedom", then your next exposure will be opportunity related.

Another great question to ask is: "On a scale of 1 to 10, with one being zero interest and 10 being ready to get started right away, where are you right now? Anything more than 1 is good. It says they have some interest. Most of the times you'll get something like a 5 or 6. No matter what number they give you, all you're going to do is ask them how you can help them get to a higher number. If the answer is very positive and the number is fairly high, you can go directly into the closing process (see below in the next section). If it isn't an obvious green light, then you'll just schedule the next exposure. Whatever it is, you never finish one exposure without setting up the next one. Never! If you do, it's over.

3. It takes an average of 4-6 exposures for the average person to join. Professionals understand this, so their goal is education and understanding. It is hard to educate someone with only one exposure. Take them from exposure to exposure and it will eventually sink in ("Repetition is the key to all learning").
4. And you are likely to also build a stronger relationship with the prospect during the process. You strengthen the friendship. That helps build trust, and people enjoy working with people they like. If average is 4-6 exposures, for every one that joins after the first exposure, another will join after 10. Some of the best people in Network Marketing were prospected for years before they finally made the decision to join. Keep your urgency...but have patience.
5. Condense the exposures for better results. Posers prospect someone once and move on. Amateurs prospect someone through several exposures over time. Professionals condense those exposures into the shortest time possible. People are busy. They are constantly distracted by life. It's important to keep their interest: the best way to do that is to stack the exposures as close together as possible. A slow process with weeks/months between exposures is difficult because between each exposure they tend to get distracted by life. On the other hand, if you have them check out a video, then a conference call, then get a product demonstration, then an online-presentation, then a 3-way call, then a live-meeting (or whatever combination of exposures you use in your team) – and do it all in a week, you give them the opportunity to really think about how this could change their lives.

At every step in the recruiting process, you will come across questions and objections. This is natural. Welcome them – it is normally a sign of interest. A lot of the time, your prospect will just be bringing them up to sound intelligent. They don't want to seem too easy, so they throw them out to feel better. How you respond is extremely important. If you act defensive, you will plant a seed of doubt in their minds. If you act offensive, you will chase them away.

Remember, our goal is education and understanding. It's not to win an argument. Welcome the questions as a help to understand their "blind spots", where they need more education. The

following tactics will help you overcome objections, but make sure you remember and spend more time focusing on the concepts. Tactics come and go. Concepts are timeless.

I've found that objections fall into one of two categories. The first is the prospect's limiting beliefs in their own abilities. They aren't sure they can be successful. The second is their limiting belief in Network Marketing. They aren't sure NWM will help them achieve their goals in life. For both categories, one of the best concepts is how you relate to people. The best way I have found is to let them know you're just like they are. You had the same doubts, questions, concerns, fears, and you overcame them. Believe it or not, your story (and the stories of others) will do more for you in overcoming objections than anything else.

There's an old tactic called "Feel – Felt - Found". It works with the concept of relating to people. When a prospect offers an objection, you respond with, "I know how you feel. I felt the same way (or other people have felt the same way). But here is what I've found." You can use it quite literally, or modify it based upon your story and your prospect.

When a prospect has a limiting belief in their abilities; Common objections in this category are: I don't have the money, I don't have the time, It's not my thing, I'm not a sales person, I don't know anyone or I'm too old/too young/have no experience/etc...

Solution: Relate to the prospect and tell your story and other people's stories. Example: "I don't have the money right now" – "I understand how you feel. I had/a friend of mine had the same challenge. He didn't have the money to pay his bills on time. He couldn't go out for dinner or travel on vacation anymore. He realized that, if he didn't have the money to pay his bills now, how was he going to change that in the future? He was tired of always being behind and he wanted more out of life. So you know what he did? He found the way and it was the best decision he's ever made. Let me ask you something...if you really felt this was a chance for you to take control of your financial future, do you think you could find a way to make it happen?"

9 out of 10 times they would agree that they could find a way. Again, forget the exact words and focus on the concept. The concept is simple, it's proven, and the results are amazing.

When people have limiting beliefs about Network Marketing: This category includes;"is this Network Marketing? Is this one of those things? Is this a pyramid scheme? I'm not interested in MLM. I don't want to bother my friends. And - how much are you making?"

When people ask the critical questions about MLM, it is usually because they or someone they know joined with no success (usually they just purchased a virtual lottery ticket as described earlier and it didn't pay off). This scenario represents well over 90 % of the people who will ask this kind of question. The rest heard of opportunities like this and are rightfully sceptical of the promise of getting rich quick.

Solution: Ask questions. For example: Oh, you have a story. Did you try it out at some point? What happened? Then just let them tell their story about their experience. If they say for example: "yes, I joined a company a few years ago, bought some products and lost my money" – you could reply: "What do you think was the reason you didn't have success? They say, "Well. My friend talked me into it. I didn't have a lot of time and I thought more people would join right away, but they didn't. I guess I lost interest. Your reply: "Do you think you really gave it a fair shot? They say, "No – not

really". You reply: "Do you think Network Marketing was the problem? Or do you think maybe your timing wasn't right? They say "It was probably the timing".

Do you see the dynamic? I have had thousands of these conversations and they're all slightly different, but if you ask some questions and be friendly through the process, you have a strong opportunity to help them get educated and take a look at what you have to offer.

In addition, you can relate to them and say that "I understand how you feel – I had the same objection initially, but I overcame it. Let me tell you what I found out..."

If someone uses the word "pyramid" with me, I usually say "Oh no, pyramid schemes are illegal and I would never be involved with something illegal."

If a person is asking with emotion attached, I usually respond with "Yes, this is Network Marketing. Do you know anything about it?" Again – asking questions and waiting for their answers, then asking more questions and through the process you can achieve your goal of education and understanding.

"I don't want to bother my friends". This one is slightly different. Again – relate to them, tell your or others' story and ask questions like: "What makes you think you'd be bothering your friends?" or "If you truly believed the opportunity and/or the product, would you let your friends know about it?" And "if I could show you a way to share the opportunity and the products with your friends without bothering them – without it feeling like a sales pitch, would that help you?"

"How much are you making"? If you are making money already, this is a great question. You can just tell them what you have experienced earning. Personally, I consider my income to be a personal matter, but I respect that people would want to have some kind of idea as to what is possible. If asked, I would typically describe what I have experienced earning at different levels in my first 5 years up to reaching Royal Diamond. In addition I comment that what I have earned neither promises nor put a roof on what they can earn. There have been people earning more or less than me at the different ranks. Some have reached the ranks faster and some slower. The key message is: Do not let your degree of success or what you can accomplish, depend on what others have done – or how fast they have done it! If you are not making money yet, your answer depends on how long you've been involved. If you are relatively new or have been around a while, but have just been a wholesale customer and not really worked with it till now (except maybe shared it with some friends who bought some products from you at some point), you can tell them you're just getting started and that you are really excited about the future with this company, because you knew things weren't going to change if you didn't do anything to change them.

The other way to answer this is to tell your story and then tell the stories of other people. If you don't have enough stories, study the Royal Diamonds. Go to YouTube and listen to a number of interviews with Diamonds and Royal Diamonds. Learn a couple of their stories and tell the short version: https://www.youtube.com/results?search_query=theroyalalliance&page=2 for more information that can be useful, visit the home page of Royal Alliance: www.theroyalalliance.com is a great source for material and inspiration from the united force of Royal Diamonds in Nikken worldwide. Another tool you can use is the PDF file I have produced, where I answer a number of common questions you could get on this topic. Or the videos we produced by the Wellness Centre

team in Copenhagen where I answer a number of questions. Please contact your upline leader/mentor for advice on how you get access to these.

By the way: Did you know that the Network Marketing Industry total sales volume per year now is greater than the Film-and Record industry put together? (Source: Darren Hardy, Publisher of the Success Magazine)

SKILL # 5: CLOSE – Helping your prospects to make a decision to become customers or distributors

This skill is a natural bi-product of following up professionally. As you walk through exposure after exposure, our goal of education and understanding will be accomplished. But that doesn't mean the prospect will come out and ask you for an order form or application. It's our job to guide them to decision.

The key to success in this area is a combination of having good posture and asking good questions. Good posture means the way you carry yourself. Your words and actions will help your prospect feel more confident about joining your opportunity or they will plant seeds of doubt.

It will help if you come across as bold, strong and confident and clearly as one who believes in Nikken and its products and opportunity, in Network Marketing as a better way of distribution and in yourself in this picture. It will be perceived negatively on the other hand, if you come across as needy and emotionally attached to the outcome (desperate to get the order/sign-in).

Think about the sub-conscious impact you will have on your prospects. Assume people are interested and want to join you in your venture. Be properly prepared and have application, order forms, start-up materials etc with you when meeting prospects (or available for download online). Ask questions and listen intently to the answers – don't just talk and talk and talk. Be focused on being interested in the other person, not just trying to be an interesting person. Prospects don't like that. No one does. Interview top performers when you have a chance and figure what they do and what you can emulate. Here are some of the things that I recognize:

1. You'll learn that professionals are emotionally detached from the outcome. They are the opposite of needy and they are not trying to "get" anybody. They are just trying to help. They are "good little go givers" rather than "good little go getters". Instead of asking "what's in it for me", they ask themselves "how can I offer a solution to the prospect". In other words, their goal is education and understanding while helping a prospect making a decision that would positively impact their lives.
2. Professionals are very assumptive in their approach. They expect the person to join because their belief that the opportunity would benefit the prospect is so strong. They are rock solid; some even shocked when a person decides to not get involved.
3. Professionals promote themselves as much as the product or the opportunity. Meaning they help the prospect make the decision by saying "You get ME". They don't say "I'm going to do everything for you". It's more like: We have a great product and opportunity, and I'm going to take this to the top and we can do it together". This gives people great comfort that they don't have to learn everything on their own.

4. Professionals are always prepared. Always. They have everything they need to get a person started right on the spot.
5. Professionals ask question after question after question and are great listeners. They act like a consultant helping a person with a problem. Network marketing professionals use questions as their most powerful tool. Model what they do - act as they act. As time goes on, you will be able to act less and less and believe more and more.

Regarding questions: Don't ask "what did you think" which leads nowhere. Learn to ask questions that lead in a positive direction: Did it make sense to you? What did you like best about what you just saw? Pretty exciting isn't it? Can you see how this could be an opportunity for you?

I personally like to use "What did you like best?" It almost always gives a positive answer and it gives clues as to the area in which they are most interested.

Then I like to ask "let me ask you a question. On a scale of 1 to 10, with 1 meaning you have zero interest and 10 being you're ready to get started right now, where are you?" They will give you a number which will indicate whether they need more information before making their decision or are leaning toward getting started now.

If you feel they need more information, just get them to the next exposure that will help them most. If ready to get started, then ask a series of questions. You could for example do

The "Four question closing technique":

1. Based on what you've just seen, if you were to get started with this company on a part time basis, approximately how much would you need to earn per month in order to make this worth your time?" – Let them come up with a number. Ask them what it would be worth to make it worth their time.
2. Approximately how many hours could you commit/invest each week to develop that kind of income? – and remember: It's better to do 2 hours every day than 14 hours one day/week
3. How many months would you work those kinds of hours in order to develop that kind of income? – Again, they would have to think of their level of commitment they want the income from question 1.
4. If I could show you how to develop an income of (their answer from Q1) per month, working (their answer from Q2) hours a week over the course of (their answer from Q3), would you be ready to get started right now? When?

Most of the times you will get a positive answer to Q4. And when people say "sure, show me how", you can pull out your compensation plan and sketch out a reasonable game plan to achieve their goals.

There are rare occasions where people give you unrealistic numbers. They might say they want to earn EUR 10.000 and work 2 hours per week. You will then act as a consultant and say: "I'm sorry, but your expectations are too high. You can get to 10.000 per month, but it will take more hours and more months than you are willing to commit. If you are willing to change those numbers, we can talk".

If you get a negative answer to the four questions, that's ok. It just means the prospect will need to have more exposures before they are ready. Schedule the next one and repeat the process when you're done. This skill will take practice. But it's a skill that will serve you for the rest of your career. If you are tired of having too many people thinking about it and not enough taking action, this will help.

SKILL # 6: START UP – Helping your distributor get started right

Professionals set proper expectations, they help get some quick results, and they continually guide the new Distributor through the many phases of our profession.

Game Plan interview – 5 steps:

1. Validate their decision to become a distributor. “Congratulations on making the decision! I’m proud of you for taking charge of your life. From now on, things are going to be different for you and your family.” Takes around 5 minutes. By end of the discussion, any doubt they may have had about becoming a distributor should be gone.
2. Set their expectations. Most people come in with unrealistic expectations, so always say the same 3 things:
 - First: “If you succeed in this business, it’s always going to be you who create that success, not me. And, if you fail it’s going to be you who create the failure, not me. You are going to be the difference between success and failure. I’m here to guide you every step of the way, but I can’t do it for you. I’m here to work with you, but not for you.” – THEY need to build a business. You can be a resource, but you can’t do it for them. You will say: I’m here to work with you, but not for you.
 - Second: The next thing you will say is: “My job is to help you become independent from me as quickly as possible. Do you agree that’s a good goal?” – We get paid well to develop independent distributors, not dependent ones. You don’t want an organisation that only does things when you are there to push them. When they produce on their own without your constant help, you know that you have duplication and freedom. You are the teacher for your group, not their slave. You show them the skills so they can practice and build it from that point onward.
 - The third thing you say is: “There will certainly be ups and downs as you build your business. There will be good times and bad times. I will know when you’re in one of the bad times when you aren’t calling me, you aren’t showing up for meetings, you aren’t on the calls, or when you aren’t qualifying for your payment/check, if I start hearing excuses etc. When that happens to you, and it happens with everyone, how do you want me to handle that? Do you want me to leave you alone? Or do you want me to be persistent and remind you why you made the decision in the first place?” – This way you know it’s true that everyone experience self-doubt and we have set up a relationship to turn it around when it happen. If you instead had promised them the world, they would sit back and wait for you to perform. Now you will still coach them from time to time, but your people will become independent quickly.
3. Go through a getting-started checklist to help the new person have the best chance for success. Here are some examples of what you could include:

- Make sure your new distributor is set up with appropriate products: products for personal use (including a monthly auto ship) and for demonstration. It is very important that the distributors develop an emotional attachment to the products and that can only happen if they are using them and enjoying the benefits.
 - Make sure your distributor is set up with appropriate tools to help their prospects with the tools that will professionally take them through the exposure process.
 - Make sure your new distributor is connected. Show them how to find things on the company website, where upcoming events are held, when the leadership calls and meetings are conducted etc
 - Make sure your new distributor has a basic understanding of the compensation plan. They don't need to know all the details in the beginning, but they should understand the key points and what will happen financially if they move through the first few levels.
 - Make sure your new distributor has a fundamental understanding of how to properly invite their prospects to understand more about what they have to offer.
4. Challenge them to go through the first few ranks and accomplish Silver quickly. It is a race to help the person get results quickly. If they receive early reinforcement, they would continue. And if they don't, they have a tendency to fade away. Think about the simple actions you could encourage them to take in their first week to get the best possible results – to get their first distributor, their first customer. Encourage them to attend the first events. Help them earn their first commission check. Helping your new distributor get off to a quick start is so important.
 5. Give some specific assignments. New distributors crave direction and they respond incredibly well to simple assignments. And give a deadline for them to be completed. It's just like the exposure prospecting process. You go from exposure to exposure, but it doesn't end when they become distributors. The professionals continue to go from exposure to exposure, assignment to assignment. The purpose of this is to help the distributor to get "over the line" between success and failure. On one side of the line it's easier to continue than to quit. This can help your distributor get "over the line": The first customer, the first distributor, the first commission payment, attending a big event, making friends inside the organisation, proclaiming their intentions to the world, getting promoted to next level or being recognized for some sort of achievement - and a hundred other things. As a sponsor, your job is to help them get over the line and STAY over the line. It's always there and you, as a leader, need to be constantly aware of where your people are emotionally and to continue to encourage them to never let go of their dreams.

SKILL # 7: PROMOTING EVENTS

In Network Marketing meetings make money. It's that simple. Nothing replaces face-to-face interaction. Meeting people one on one, in small groups or local or bigger events; will have a huge impact on the long-term success of any Network Marketing organisation. But one particular type of event is the most powerful, and that is the "destination event". Examples are Orlando 1-4 May 2014 and before that, Ebeltoft 31 August – 1 September 2013. These are events where most of the attendees travel to a different city or country, stay at a hotel, and participates in a conference/convention. There is something magical about it.

You get to refocus and recommit to your future. You gain strength from the presentations. Sometimes a person says something at just the right time in your life, and it changes you forever. I've had hundreds of these moments over the years at destination events. I gave up blaming an event, I decided to become a professional at an event, I realized I could do this and that no one could stop me at an event. I decided to go to the top at an event. These events are so powerful.

You also receive incredible validation of your decision to be involved. It's a concept called "social proof", and it's very important. At a destination event, you see lots of other people who have made the same decision you have, and that feels good. You also see how some of them have overcome their fears and gone to the highest levels in your company. You start to think, "If they can do it, so can I". There's also some positive peer pressure involved: recognition programs – who won the contest, moved to next rank, earned the top income or spoke from stage. And you start feeling: "The next time, I will be walking across that stage."

Overall, the sense of community at a destination event is comforting. We all live in a world filled with ignorant people when it comes to Network Marketing. That can be discouraging. But at a big event, suddenly we are surrounded by people who think like WE think. They have similar beliefs, hopes, dreams, aspirations and positive attitudes.

Once you understand how important destination events are to the success of your business, you need to learn how to effectively promote them to your organisation. It's really very simple: The more people from your group attend events, the more money you're going to make in our profession. Top leaders know exactly how many people are attending and they make sure to grow that number at every event.

The first step in developing a culture that promotes attendance at destination events is to personally be more committed than anyone else to attending, and helping others make the same decision. That means you need to lead by example, and never miss a destination event.

Whatever it takes – make it a priority to make it to these events – no matter what! This important commitment will serve you well. Once you are fully committed, the next step is to grow the number of people on your team that attend with you. Most people announce the next big event to their group, sit back, and hope people register. Professionals understand there is a big difference between being an "announcer" and being a "promoter".

Promoters make the event a priority in their group. They are relentless with their message. They tell stories that inspire people to action. They take nothing for granted and don't rest until people have registered. One thing I learned many years ago: Never buy someone's excuse – at least not in the beginning. I can't tell you how many people started off by telling me the reasons they couldn't attend the next destination event, only to find out their reason wasn't really true. The problem with amateurs is they buy that first story and that's the end of it. A person says: I can't get off work, or, I can't afford it, or, I can't arrange childcare, or, Who's going to watch my dog?... etc And the amateur says; "Oh well, it is what it is. I hope you can make it to the next one".

The professional has a completely different mindset. They don't buy their story, because they know it's probably not real. Instead they work with that person to help them understand the meaning and

importance of attending the event. Then they brainstorm with them to figure out a way to overcome their initial problem.

I can't tell you how many people I've talked to who had already decided they weren't going to attend the next event, and within 5 minutes, they'd changed their mind and registered. The lesson here is to tell yours and other successful people's stories. Don't buy theirs!

Think of this skill as if you are a publicly traded company and your stock value is tied directly to how many people you have at each destination event. If that were the case, you would make it a priority to always have a bigger number at the next event, wouldn't you?

Here's the challenge:

1. Make a committed decision to be in Orlando 1-4 May 2014 at the next Royal Alliance event.
2. Decide how many people you will have with you from your group.
3. Start promoting it in meetings throughout the year and encourage your people to do the same. And go beyond your first line. Promote and talk about it at every meeting all the way into next spring. If people have weeks and months, they can find the money, the time etc as long as they make a decision to do so.

One last thing: If a person says that they will first see if they can get some from their group with them, encourage them to think of this: People will in most cases not follow you until they see that you have made a committed decision. So make your decision first. Buy your ticket to the event. Some even buy some extra tickets for downline, because they have decided to have a certain number of people there. Then promote it and people will follow you.

4. ANYTHING WORTHWHILE TAKES TIME – Have urgency, but be patient!

A friend and client of mine started a business around 10 years ago. Today it is highly successful, with hundreds of employees and it is making money. However, as with many other business-start-ups, it took them several years to break even (around 7 years in their case). The owners have invested millions of Euros and got payback on their initial investment after approximately 9-10 years. But when a person starts a Network Marketing business, they expect their money back in the first month and get rich by the third month. And when that doesn't happen, they blame Network Marketing!

It's like people don't want the laws of the business world to apply to Network Marketing. We DO have a better way, but we're not selling magic beans here. Anything of value takes time to develop. One of the reasons in my opinion is that many people that start a Network Marketing business come from an employee background and bring that employee mentality into the business. They believe that as soon as you put a little time in, you can expect to get paid. That's not how any business works. First you invest time and money, and then you get paid a little later. And you don't get paid per hour, you get what you truly earn – what you deserve – directly related to the results you achieve – which again are based upon how good you are at what you are doing.

In Network Marketing we learn that from time to time in your life, your income can take a lucky jump. You might be in the right place at the right time. But if you don't grow quickly as a person to that new higher level, your income is going to come back down to the level of who you really are. In the end, you only get to make what you are.

In order to earn more, we need to become more. We need to work on our skills in order not to have to rely on luck or timing or positioning. You might have heard; "you can get rich quick", "there's no work involved", "The product sells itself", or any number of similar statements, but you must learn to give up those false and unrealistic expectations and go to work on YOU. That's why the Humans Being More (HBM) concept/philosophy is such an important aspect of your business. Not just the HBM training, but the whole idea behind it. Make sure you attend the HBM training as soon as possible if you haven't done it. Then connect with your upline leaders and seek advice on how to continue your personal and professional development.

The 1/3/5/7 Formula

There seems to be a formula that works well in our profession. As a general rule it will take:

1. One year to become competent and profitable in Network Marketing. You will know the basics, you'll cover your expenses, and you'll be learning,
2. Three years of consistent part-time effort in order to go full-time.
3. Five years of consistent effort to become a six-figure earner or above (over USD 100.000)
4. Seven years of consistent effort to become an expert

This doesn't mean you can't make more than that in the short term. Many people do. I just mean that if you want to keep making that kind of money, you need to eventually become an expert.

5. HOW TO LEARN

First realize that you CAN learn whatever you need to become good at Network Marketing. These skills are learned skills and we learn them the same way we learn anything else in life (see the "4 stages of learning" described on page 4).

Remember that there are no bad experiences and no good experiences – just learning experiences. Professionals are always learning, always growing, always trying to get better.

Model successful behaviour

Try to avoid reinventing the wheel. It's easy to find someone in your company who's very successful. Who's really good at the skill you need to learn. All you need to do is model their behaviour and you can begin to enjoy their results.

Study

Watch DVDs; listen to CDs, read books. Ask the top leaders what they're reading and become a reader. 10 pages a day and you can read a 300 page book in a month. Even more important – I suggest you find a few good ones and study them (rather than just read through them).

Events

The best way I know to internalize life-changing information is to attend live events.

Be careful with distractions

Be careful with what you allow into your mind. Don't jump on every "new idea of the month." Be focused on a very narrow range of skills:

1. Finding prospects
2. Inviting prospects
3. Presenting
4. Following-up
5. Closing
6. Getting people started
7. Promoting events

Make sure you master THOSE skills first before adding anything else to your "to-do" list.

Take action

Almost all of the learning in MLM is in the doing. That means you shouldn't wait for complete knowledge before taking action. Part of the reason people avoid taking action is they are afraid they'll be embarrassed. If you want to be successful in Network Marketing, you must learn to set that fear aside. Here's why: It's very difficult to look good and get better at the same time.

Start with what you have. Progress before perfection is a good philosophy that I have learned a lot from following. Make a plan – do the plan. Review your results to see how you can get better next time.

Teaching is one of the best ways to learn. Bob Proctor once told me that "you don't know anything really well, until you can teach it to another person so that this person understands it". That was a great advice!

Your Associations

The Law of association says that you'll become the average of the five people you spend the most time with. You'll think how they think, act the way they act, and talk as they talk, and earn similar to what they earn. This law is real. You can't fight it.

If you're trying to learn to become an expert in the Network Marketing Profession, doesn't it make sense to find a way to spend more time with the people who have the skills you're looking for?

1. Disassociate with people that are toxic to your life and will keep you down permanently.

2. Limit your associations with negative people or people who're not helping you grow in the direction of your dreams
3. Expand your associations with people who can help you become a better person and a better professional. The people who have the skills you're looking for.

Find someone who will push you. Find someone who will inspire you. It's ok to dream big, but you also have to be patient. Anything of value takes time. Continue to develop your skills. Become a permanent student. Those skills will make a place for you for the rest of your life.

Realize one more thing. Top earners in Network Marketing work HARD - at least for a while – at least for periods of a time. We have a great lifestyle and we love what we are doing, but we work HARD from time to time – especially the first years to build the business. If you want big success in MLM, you're going to have to do the same.

Network Marketing isn't about luck, timing, positioning, or signing up that magic person who will make you rich. Freedom is possible, but it isn't free! It will take hard work to stay consistent when the world tries to distract you. It will take hard work to learn the skills required for long-term success. It will take hard work to become the leader you were meant to be.

Some people in Network Marketing become unhappy when they realize work is involved. Most of them join for a free ride. Be different. It might be hard work, but it's good work and it's the best way I know for the average person to enjoy true freedom.

It's all worth it

Network Marketing can be challenging. It is an emotional experience. The ups and downs can be dramatic. But in the end, for so many reasons, it's all worth it.

If you decide to become a Network Marketing Professional, you will not only create an income for yourself, you'll create a career. Consider the skills required to be a doctor, a lawyer, a big company CEO or even a world class musician. You're talking about a high level of skill, and a fairly high level of income. Now consider the skills necessary to become a Network Marketing Professional. They are TINY small in comparison! And yet many Network Marketing Professionals enjoy a higher level of income and most certainly a higher degree of freedom.

If you look at any career, there is a barrier of entry (how hard it is to get in) and a long term benefit (what you get if you do get in). Consider for example what it takes to become a doctor or lawyer. Intelligence, years of effort, money, contacts etc. There's always a ratio between the barrier of entry and the long term benefit. There is no question in my mind that of all professions in the world, the professions of Network Marketing has the best ratio when you compare the low barrier of entry with the high long term return.

One of the best decisions in my life was making a career out of Network Marketing instead of just messing around. Now it's great fun to spend a good portion of my time helping other people do the same thing.

The freedom you will enjoy

For me freedom means having choices. It means living a life I want to live instead of the life other people want me to live. Imagine your life without limits, as you imagined it when you were a child:

- You wake up when you are done sleeping
- You're doing work that is fulfilling and makes you happy
- You get to work with people you enjoy
- You don't have to compromise all the time
- You work when you feel like working, but you also play when you feel like playing
- You get to spend tons of time with the people who are important to you

When you get a clear picture of what freedom is all about, you'll find the price you'll need to pay to achieve it in Network Marketing is very low. Facing your fears and living a life that's free is easy. Spending the rest of your days living half a life is hard.

The lives you will touch

It's one thing to create freedom for yourself and your family. It's another thing altogether to help someone else do the same. Network Marketing allows you to do this in a big scale. When my wife and I calculated a few years ago, we came to the fact that we must have positively impacted, with our organisations, hundreds of thousands of people in over 25 countries. We find that rewarding and meaningful.

The people you will meet

As a result of making a career out of Network Marketing I have been introduced to the most amazing people. Network Marketing professionals from around the world that I have learned from and contributed to. Some of the most brilliant people in the world have become my mentors, friends, teachers and business partners and I have the pleasure of learning from people like Bob Proctor, Jack Canfield, Reid Nelson, Wolfgang Sonnenburg and many, many more. This profession also helped me to introduce me to my amazing German wife Angelika. I lived in Stockholm, Sweden at the time. She lived in Hamburg. We both won a Nikken summer contest year 2000 and met on the trip to Hong Kong and Australia. Two years later we married in Oslo and today we live in Spain and Germany. We travel frequently, but when we want to travel. And we often travel to amazing places do our work with some truly amazing people. I'm not saying you will find the love of your life in MLM, but I AM saying you'll find friendships that will last a lifetime. By the way – we live longer and longer. We should not just add more years to our life, but also add more life to our years.

The places you will see

If you build a large and successful Network Marketing business a few things will happen: 1. You will win trips to amazing places 2. You're going to need to support your organisation as it expands into different countries and 3. You're going to have enough money and time to go wherever you'd like. I have visited many countries and amazing places on all continents as a result of joining Nikken and becoming a Network Marketing Professional: I've been all over the USA, among the places are Maui, Hawaii, Los Angeles, Phoenix, Las Vegas, Orlando, New York. We have also been to Bahamas, Tokyo and other cities in Japan, Sidney and Cairns in Australia, Hong Kong, multiple cities in Germany,

Norway, Sweden, Denmark, Finland, London, Paris, Nice, Amsterdam, Moscow, St Petersburg, Mexico, Mauritius and many other places.

All of this and so much more because I embraced the great profession of Network Marketing. The same can happen to you.

The causes you can contribute to

There are lots of causes. You may want to give to your parents or someone else in your family, or to an organisation that means something to you. You can contribute with your money, your time, your competence, your influence

The person you will become in the process

As a profession, we move products and services to the customers who want them, but our real purpose is much deeper. At its core, this profession is an incubator for personal growth. It is about Humans Being More. You will learn how to face your fears, how to solve problems, how to feed your mind with positives and protect your mind from negatives. You'll learn how to grow stronger, you will learn a lot about yourself and other people, how to communicate effectively, how to sell in an educational and informative way and how to teach, speak, coach, mentor and lead others.

You'll learn that the greatest benefit isn't getting what you want. The greatest benefit is what you become in order to get what you want. I learned what was always there and what has been passed down for ages. The journey is everything.

To get started the right way

To get the best possible benefit out of this document, decide what you want to accomplish with your Nikken business. Then seek advice from the nearest upline in your organisation who has proven by results that they have achieved what you want to achieve. The person who gave you this document will most certainly be able to introduce you to the right person.

Learn and practice over and over and over again the 7 basic skills – and you will be well on your way to an incredible learning experience as well as a possible financial freedom! Enjoy!

6. APPENDIX: DEALING WITH A SALES PARADIGM

Many struggle to learn selling for the simple fact that they are entertaining false beliefs about what sales is and what it isn't. While intellectually knowing that they need to sell their ideas, messages products or services in order to be successful in business (or as a parent for that matter), they tell themselves that they can't. Many are not even aware that communication and selling is a learned skill that anyone can learn. A friend of mine found this article on internet that may help your understanding.

Be Proud To Be a Salesperson - By Bob Burg

I see it all the time. Or at least far too often. Headlines such as:

- "Sell Without Selling!"
- "Never Sell Again!"
- "Salesless Selling!"

Have you noticed the proliferation of teachings and articles telling you that you don't need to sell in order to ... sell?

I often hear salespeople try and deny they are salespeople.

Examples: "I'm in sales but I don't really sell...I just help people." Or, "I don't consider myself to really be in sales." This sales-denial is not meant to be dishonest. They really believe it when they say it.

What's the confusion? Like most things, it goes back to a false premise; in this case, the term "sales" or "selling."

If you believe that selling is somehow immoral or ... yucky, you'll do practically anything to avoid identifying yourself with it. This makes total sense, doesn't it? The challenge is - since you know you are in sales - the disconnect is costing you a lot of money in lost business. Just as important, it's keeping a lot of people who would have benefited from your product or service from doing so.

There are several false definitions of selling that, unfortunately, far too many people accept and believe. So let's clarify this:

1. Selling is not about talking people into buying something they don't want or need; it's finding out what they do want or need and helping them to get it.
2. Selling is not taking advantage of others, but giving them more advantage through your excellent products or services (assuming it genuinely meets their needs and can benefit them).
3. Selling is not about taking but about giving. In fact, the Old English root of the word "sell", "sellan" meant... "To give."

Semantics or Not?

And, exactly what do you give when you sell? You give time, attention, counsel, education and empathy. And, most of all, you give value. You should be proud of that; proud to be in sales, and proud to say that you are sales professional.

Of course, what the "non-selling" claims at the beginning of this article and others we often see are trying to communicate is "selling without using manipulative tactics." I understand. And, of course, I agree.

And, again, I'll go back to the premise: If you really believe that selling is based on "tactics of manipulation" (actually, this describes a con-artist, not a professional salesperson) and you are an honest person, then that false definition is hurting your sales. After all, how do you effectively do something that -- in your gut -- you feel is wrong? You don't!

So, reframe, my salesperson friend. And, do this by understanding what selling is and -- just as importantly -- what it isn't. Focus on providing your exceptional value to the lives of many, and thrive.

Oh, and do products ever actually "sell themselves?" No. That's why you are so badly needed.

Why it is Called "Selling," Not "Order-Taking"

Earlier, we saw that selling is finding out what people want and helping them to get it. But, that brings up a good question: "If someone wants or needs something, can't they just tell you? I mean, are people so stupid that they can't figure these things out for themselves?"

Actually, it has very little to do with being stupid or smart. It has much more to do with simply not necessarily knowing what is available and/or possible. That's why part of a professional salesperson's job is to educate, and do so correctly.

Please understand that practically all of the helpful, useful and valuable inventions that today we take for granted first had to be sold to the public.

The brilliant 18th Century German philosopher, Arthur Schopenhauer is quoted as saying, "all truth passes through three stages: First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as self-evident."

And, sometimes...it's simply ignored!

In his excellent book, "The Purple Cow," marketing authority Seth Godin shares the story of the person who literally invented sliced bread. We've all heard the saying that something is "the best thing to come along since sliced bread." So, obviously, the man responsible for its creation saw the world rushing to his door, correct?

Umm, not exactly. According to Godin:

"In 1912, Otto Frederick Rohwedder invented this simple machine that could take a loaf of bread and actually slice it. And, the machine was a complete failure. This was the beginning of the advertising age, and that meant a good product with lousy marketing had very little chance of success. It wasn't until about twenty years later -- when a new brand called Wonder started marketing sliced bread that the invention caught on. It was the packaging and the advertising of WonderBread -- builds strong bodies twelve ways -- that worked, not the sheer convenience and innovation of pre-sliced bread."

The point is, regardless of whether it's a huge, multinational conglomerate paying big bucks to advertise or the salesperson or small business owner hitting the pavement, the Internet, or both, selling on some level must take place.

Sure, the McDonald's customer doesn't have to be sold on the burger (though originally he/she was), or maybe even the fries and soft drink. But the person behind the counter who knows how to gently, effectively and consistently up sell the hot, delicious apple pie brings in a lot more money for the store, and has a happier (if not lighter) customer.

Yep, even great ideas usually need to be sold. And, they are sold by salespeople. That's why sales is called "sales" and selling is called "selling." Neither is called order-taking.

Of course, that salesperson need not literally be a sales professional, but may instead take the shape of a parent, a friend, a teacher or a coach. In other words, someone who sells another on doing what will be in the best interest of the buyer.

And that might simply be spreading the peanut butter on one pre-sliced piece of bread and jelly on the other.