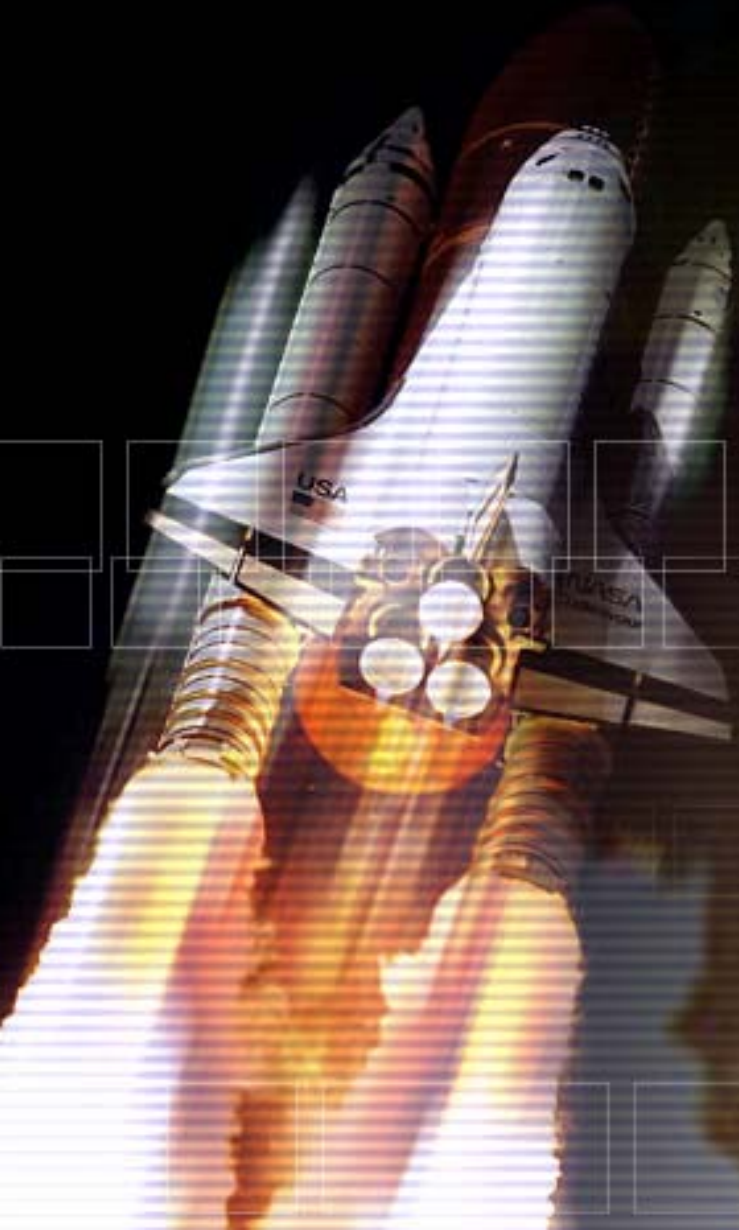


The Wellness Trak LAUNCH Strategy



Launch Strategy

- Creating a focused launch in your business is key, like in any business, to creating your 'Personal Success Story'. A 90 Day Launch Strategy can result in providing the foundation to the successful growth in your business towards the Platinum, Diamond and Royal Diamond ranks.
- A 90 Day Launch Plan can be used at any stage of your business. If you're brand new, choose the strategy that best fits your goals and your schedule.
- If you are an existing Consultant, choose or modify a launch plan that will help solidify your **SIXPLUS500** Map and help you find new core leaders to achieve the next rank.
- Keep in mind, most of the top earning consultants in Nikken, created a 60-90 day push in their business, which now results in the majority of revenue they earn. Most Royal Diamonds sponsored between 20-30 people in their first few months.
- Also, many top leaders have created 3-4 major launches at different times throughout their time with Nikken.





Preparing to Launch Your Business

Complete the Wellness Trak Workbook

- ***Complete your 90 Day Launch Calendar (time)***

With the aid of this document choose:

- Gold Plan.....Gold in 90 days or less?
- Platinum Plan*....Platinum in 90 days or less?

* If your goal is to achieve an income of \$100K in year one.

- ***Invest In Your Business (\$)***

Review the entire Investing In Your Business document:

- Choose - Good, Better, Best Product & Tools Order

- ***Complete your MyContact List (contacts)***

Review the Contact & Invite document:

- Identify potential Partners versus Clients
- Select Top 30 Contacts

- ***Plug-In!***

Join The Wellness Network:

- Get on The Wellness Trak & register your Launch

Breaking the Board ANALOGY

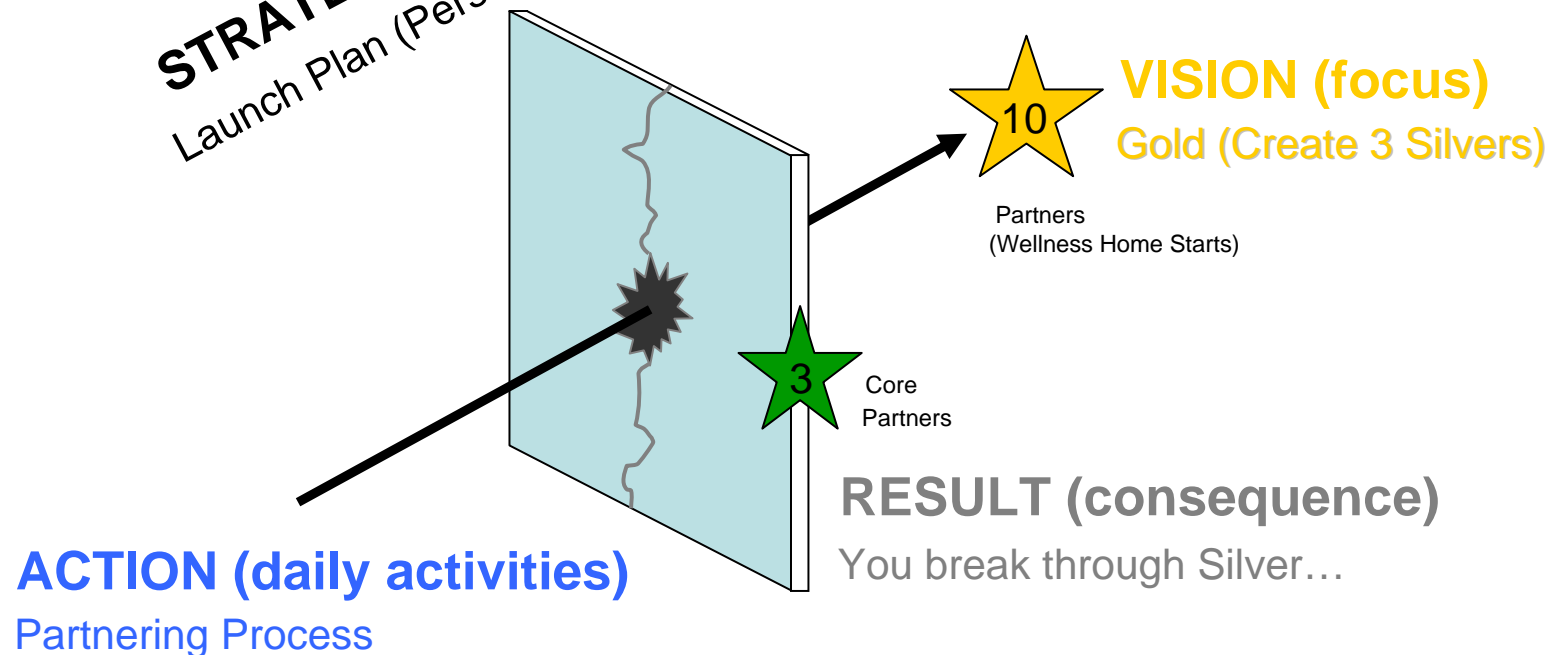
Decide on what you want the result to be, then build a plan focused on achieving the point beyond - the VALUE it adds!

STRATEGY (breakthrough)
Launch Plan (Personal Success Story)

GOLD Plan: Find 10 Partners (Yellow)
Generating 3 Core Partners (Green)

Strategic Thinking:

To break through the board your FOCUS must stay BEYOND the board!



The following Karate illustration is analogous to the key Strategic Thinking at work in ALL of life's breakthrough achievements.

GOLD PLAN Launch Strategy

The Strategy:

- **5 Wellness Home Briefings – one per week, 5 weeks in a row**
- **First 2 are Hosted by Upline Silver, last 3 are hosted by person launching business**
- **Must invite at least 18 people per week to your Wellness Home Briefings from your NameGame List**
- **Total numbers (1/3 rule):**
 - 90 people invited
 - 30 people come to Wellness Home Briefings
 - 10 people become a Partner
 - 3 become Core Partners – Launch their business
- **Key events are the Monthly and Quarterly events – these events are a MUST for people to attend who are launching their business and to ‘lock-in’ those who have not yet committed.**
- **After your 5 weeks of Wellness Home Briefings, you will focus the balance of time in your 90 Day Launch, helping your NEW Core Partners launch their 5 weeks of Wellness Home Briefings, while offering support to Partners* not fully engaged in a Launch.**

*See Notes section.



GOLD PLAN Launch Strategy

Time Frame: 90 days

Objective: Find & Launch 3 Core Partners (sponsor 10 front line Senior+)

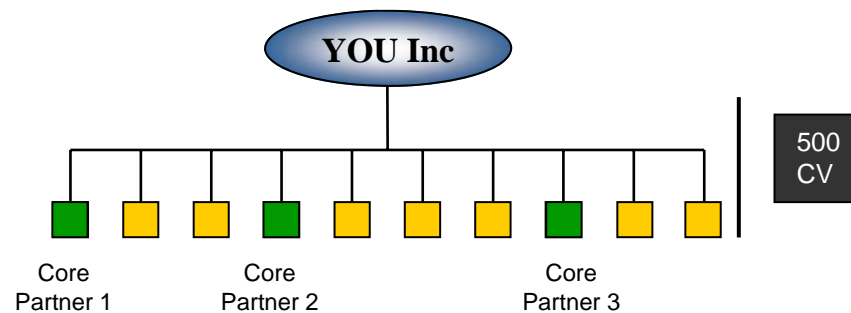
Rank Goal: Gold

What is Needed:

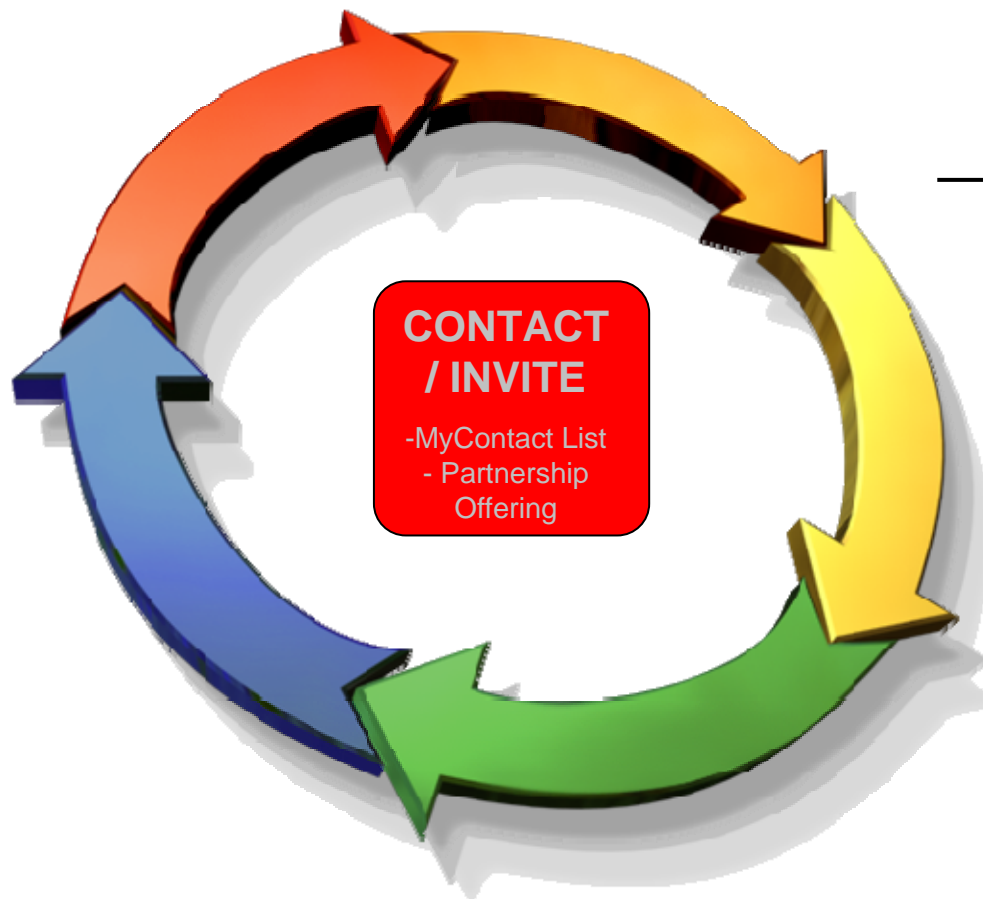
- Invest in products
- Invest in tools
- Complete MyContact™ List
- Commit to the numbers
- Work with upline
- Align with 90 day WN calendar

Understand the Numbers and Timing:

- To find & launch 3 Core Partners in time, you will sponsor 10 Senior+ Consultants within 5 weeks.
- To sponsor 10 Senior+, you will take 30 people thru the complete Partnering Process.
- To take 30 thru the Partnering Process, you will contact & invite 90 people within the first 5 weeks.
- You will contact & invite 18 people per week.
- You will then Launch your 3 Core Partners with the Gold, or Platinum Launch Plan.



Launch Plan DAILY SCHEDULE



DAILY

Gold Plan

3 Contacts per day over 6 days (minimum)
Attend & Invite people to a Wellness Home Briefing (In-Home Event)

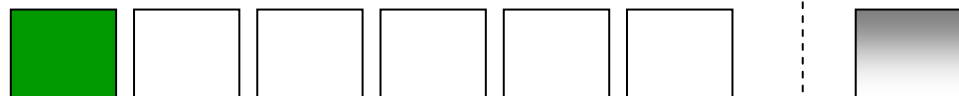
Remember 1/3 Rule

Launch Plan WEEKLY SCHEDULE


Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
CONTACT / INVITE	CONTACT / INVITE	CONTACT / INVITE	CONTACT / INVITE		CONTACT / INVITE	CONTACT / INVITE
STEP 4 Get Aligned	Get Aligned Team Meeting Hosted by Gold		STEP 1 Validate Business	Wellness Home Briefing Hosted by you, or your Partner	STEP 3 Validate Plan	Strategy Session Hosted by Silver
7:30pm 20 Min Webcast (Hosted by Upline Diamond)			8:00pm 15 Min NetworkCall (Hosted by Platinums)		10:30am 20 Min VP ABC Call (Hosted by Upline Gold)	
			STEP 2 Validate Products		Decision	



Fill out your SIX PLUS 500 Map with those who *initiate* the Launch Phase



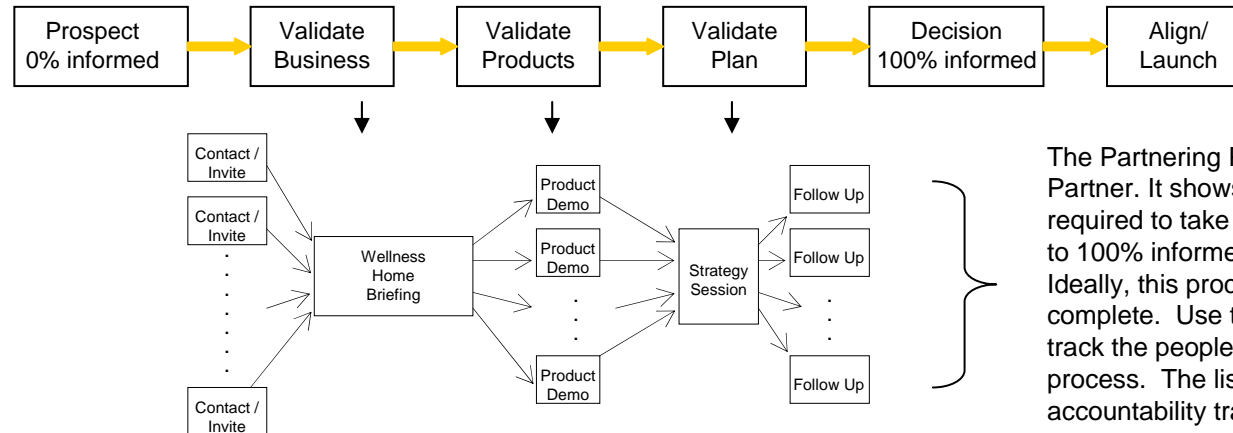
Launch Plan MONTHLY SCHEDULE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
Core Partner in the 1-2 week Alignment Phase						<i>Contact /Invite</i>
<i>Contact /Invite</i> WEEK 1	<i>Contact /Invite</i>	<i>Contact /Invite</i>	<i>Contact /Invite</i>	<i>Contact /Invite</i> Wellness Home Briefing		9 Strategy Session <i>Contact/Invite</i>
10 <i>Contact /Invite</i> WEEK 2	11 <i>Contact/Invite</i> Get Aligned	12 <i>Contact/Invite</i>	13 <i>Contact/Invite</i>	14 <i>Contact/Invite</i> Wellness Home Briefing	15 Mid-Month Event	16 Strategy Session <i>Contact/Invite</i>
17 <i>Contact /Invite</i> WEEK 3	18 <i>Contact /Invite</i> Get Aligned	19 <i>Contact /Invite</i>	20 <i>Contact /Invite</i>	21 <i>Contact /Invite</i> Wellness Home Briefing	22	23 Strategy Session <i>Contact/Invite</i>
24 <i>Contact /Invite</i> WEEK 4	25 <i>Contact /Invite</i> Get Aligned	26 <i>Contact /Invite</i>	27 <i>Contact /Invite</i>	28 <i>Contact /Invite</i> Wellness Home Briefing	29	30 Strategy Session <i>Contact/Invite</i>
31 <i>Contact /Invite</i> WEEK 5		Mid-Month ('Lock-in') Event on the 3 rd Friday evening of the month. Complete 5 th week cycle.				

The 1/3 Rule!

Many businesses, including politics, create success by understanding that only a percentage of the population will either, agree, buy or accept what is being presented. This is an important concept to both understand and accept. NOT everyone will join you in the Nikken business and NOT everyone will become a Wellness Home client. However, knowing this information can be very helpful when building your business plan and strategy. The top leaders in Nikken have found that success in numbers typically comes down to the Rule of Thirds! Meaning, 1/3 of people you contact will be interested in going through this Recruiting Process, of those, 1/3 will join your business and 1/3 of those individuals will become core partners that will be on your SIXplus500 Map. Therefore, realizing, accepting and understanding that a successful launch is linked to the number of people you bring through the recruiting process will help you in achieving success.

The Partnering Process / Launch Strategy



The Partnering Process will identify a Core Partner. It shows the flow and the steps required to take a prospect from 0% informed to 100% informed then Aligns them to Launch. Ideally, this process should take 7-10 days to complete. Use the NameGame™ List to help track the people you have in the partnering process. The list also acts as a great accountability tracking form.

Time Strategy

Investment	Gold < 90 Days	
	Money	Good/Better/Best
	Contacts	90 contacts < 35 Days
	Time	3 contacts/day 5 weeks, 12 hrs per wk

Weekly Allocation of Time Partnering Process	Contact / Invite	10 minutes X No. of Contacts per week
	WH Briefing	1 ½ hours X No. of Scheduled Events (priv, pers, pub)
	Product Demo	20 minutes X No. of Interested Contacts per week
	Strategy Session	1 ½ hours
	Follow Up	20 minutes X No. of Interested Contacts per week
	Get Aligned Meeting	1 ½ hours

ACTIVE INCOME MODEL

While the SIXplus500 Passive Income chart (see Wellness Trak Workbook) shows you the residual income potential that can be achieved once you build your business, the ACTIVE INCOME MODEL highlights the income that can be earned WHILE you are BUILDING your business. An important difference to understand. Collectively, this page and the SIXplus500 model show the two attractive income streams that are produced when building a wellness business – one while you build, the other once you have built it!

RECRUITING: When you sponsor a NEW Consultant who purchases either the Good, Better or Best Pack

Your Rank	Good Pack (1500 CV)	Better Pack (3000 CV)	Best Pack (5000 CV)
Executive:	\$150	\$225	\$325
Silver:	\$300	\$525	\$750

These are approximate median figures based on \$US.

RETAILING: When one of your RETAIL CLIENTS purchases products

Your Rank	500 CV	1000 CV	2000 CV
Executive:	\$140	\$280	\$560
Silver:	\$180	\$360	\$720

It Pays to Build your Business

This document is supported and linked to 'Investing in your Business'.

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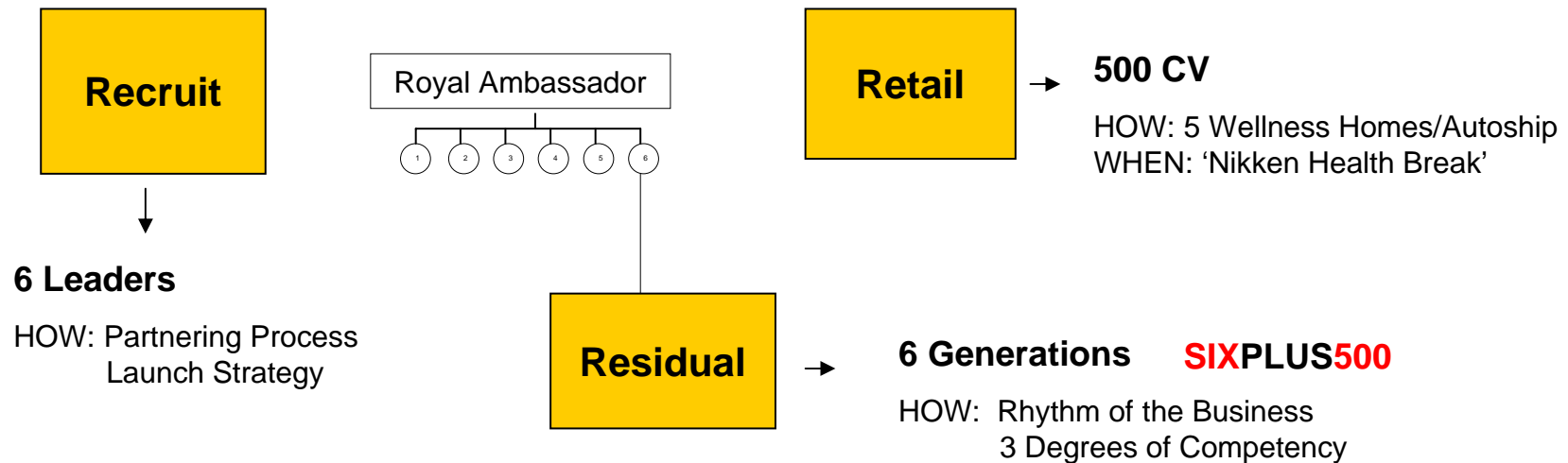


Looking to the Future

3-5 Year Business Plan to Royal Ambassador

Understanding the 3 R's of your Business is very important to ensure long term success. To achieve the highest ranks in Nikken, you will need understand the WHY and the HOW to each of the R's – Recruit, Retail, Residual. The 3 R's are the foundation to a future Royal Ambassador business!

The 3 R's of your Business





Notes

Supporting Partners

Not all New Partners who join Nikken are prepared to commit to a full Launch, as outlined in this document. Perhaps they don't yet understand the need, or are not yet fully enrolled in Nikken as their vehicle for financial freedom. They may only see themselves as operating at the level of the Franchise, or Retail Model. They are none the less on your team and may at some point 'light up' and want to commit to a Launch. In the meantime, it is important to meet them at their level of involvement. They will contribute to your business and will often lead you to someone who is willing to commit to a Gold, or Platinum Launch Strategy.

Providing support to Partners, in this case, means giving them access to (semi-private) events that you are organizing for your personal Retail & Recruiting efforts, as well informing them on events that are available on a public level to assist them. This is in addition to coaching them on the basics and the occasional ABC, they may require.

In areas where public weekly events take place, such as Wellness Previews, there is usually a cover charge for Consultants (to cover costs) and guests are free. Online meetings are also available – check the web cast schedule at The Wellness Network. These and similar community events are open to all (cross-line) and provide excellent support for the development of Partners not yet identified as a Core Partner.

A public event is a community *service*. As your business grows, you will find yourself more actively participating on that level, however, it should come as a complement to your 'core' business building activities. As a Gold Consultant you may consider joining in, or setting up and providing that service to your local team and make it available to all.



Notes

Supporting Clients

Providing support to existing Clients and potential NEW Clients from your MyContact List, in this case, means giving them access to (private or semi-private) events that you are organizing for your personal Retail efforts, as well informing them on events that are available on a public level to inform them about what's new in Nikken, or greater product knowledge. This can include special events that feature guest speakers who will provide advanced knowledge of specific products.

The Nikken Health Break Education and Guide will help you create an environment that makes offering this *community service*, as suggested on a monthly basis, an enjoyable experience for all.

Remember that a Wellness Home has a beginning, but not an end. Maintaining a connection to Clients and providing them with a great Nikken experience, with good follow up, will be a strong source of referrals. It will help to establish you as their 'Wellness Consultant' and Nikken as their 'brand of choice' for wellness with future additions to their Wellness Home.

*I slept and dreamt that life was joy.
I awoke and saw that life was service.
I acted and behold, service was joy.*

-Rabindranath Tagore (1861–1941)

