

PEP Team Guidelines

The PEP Team (Power Patch Energy Promotion) is a focused marketing strategy, designed to build a Nikken business quickly. The foundation of the program rests on three main principles:

1. The essential power of a simple, duplicatable system to success in MLM
2. The power, impact and applicability of our magnetic energy products for the wellbeing of people of all ages
3. The power and impact of a simple gift, and the inherent excitement and generosity of people who join Nikken

The program rests on the concept of presenting hundreds of people with the Nikken Power Patch, a low cost product that will inevitably generate a dynamic response in many who try it. Most Nikken Consultants are in this business because of a profound result with magnets and far-infrared products. Most of the best product stories and immediate “miracles” in Nikken came from these products. Mr. Watanabe, Nikken’s Owner, has directed his corporate staff to return the company to its core marketing focus ...natural energy products. And this year, we expect to bring forth other internationally patented “firsts” in the magnetic product line.

The idea of gifting these “little miracle cure-alls” is simple and easy to teach to new partners. Who doesn’t like to give and receive gifts? Other companies like Mary Kay and Tupperware have been doing this for years. We just haven’t had the right product before.....something low-cost and impactful. Now we do!

People have usually heard of magnets and natural energy medicine but don’t really understand how these technologies work. In fact, the medical community rarely talks about energy products....just drugs and surgeries. But people are curious. They have heard the results people are getting with natural energy products and want to know more. The simple act of giving a sample of this energy offers these interested people a chance to do something they have probably been thinking about doing anyway.....trying magnets! And it feels great to be the giver, so you want to do it more!

Any seasoned Nikken Consultant would agree that when you get 90 curious people trying our products and into your pipeline each month, emotional responses occur and good things usually come of it. People want to know more and people start ordering Nikken products. And it only takes a small amount of retail business to completely recover the cost of the program. The beauty of this initiative is that the product we are “gifting” lead naturally into some of the most important and lucrative Nikken products.....e.g. the Energy Pak, the Sleep System, the Bi-Axial Magnetic products, etc.

Those of us who are introducing this program firmly believe that 90 gifts will net you at least 13-14 interested prospects (15%) who want more information (once you get your personal approach rhythm down). Of these interested prospects, approximately 5 will place an order or join Nikken (rule of thirds). Of these pipeline prospects who take action, 1-2 will become active Consultants, and duplicate this program. We project that an average order will be more than \$300 and that 1-2 of the new active Consultants from this initiative will do substantially more business volume in the coming months (creating leverage and residual income). So, at the end of each month, (once you are working the program efficiently and correctly) you should have at least \$1500 in orders and a partner who will help you double that month to month! Then your business will begin to work the way you want it to!!

This brings us to the cost of getting this PEP Program rolling in your business. You will see a materials and cost analysis on page 3 showing that the cost of making 90 “gifts” each month is about \$180-\$200, depending on your rank in Nikken. If you are a Senior, a \$750 retail order from one person will provide you the income to support this program. And of course, the higher your rank, the lower the sales required to breakeven each month. For Silvers and above, the retail order needed is just \$450! After that, you are net positive with everything that comes in.

On page 3 you will find an outline detailing how to create the “gift” business card. We suggest that you make a personal commitment to get out 4 of these per day, 5 days per week, 22 days per month (giving you two days/week to goof off). Opportunities to present the cards come along the way in whatever you are doing. It is relatively simple if you are willing to approach people. And of course, you have to make a point to be out in places where people congregate.

A normal approach line is something like this:

“Hi! I saw you working out and I wondered if I might ask you a question? Do you ever hurt after your workout? Or feel like you have used up every ounce of energy you have? If you do, I have a great new product that I want to give to you. It’s called a Power Patch and it whisks away discomfort and refills people’s energy tank without drugs or heat pads or anything like that. These little Power Patches use natural energy that the body just craves. I’m delighted to offer you a chance to experience the same relief that I get every day. All I ask is that you try it yourself or share it with someone who will try it so that I can get some feedback in a few days. You can either call me in a day or two, or I will call you back in four or five days. Fair enough? Can you give me your name and phone number so that I can follow up.

“By the way, let me tell you about one of the amazing experiences I have had myself with these Power Patches.....” (It is critical that you learn to tell a good personal story in 90 seconds, and that you tell it every time you offer a card)

That’s it! Now it’s your turn! Order your Power Patches and start handing them out!

Power Patch Gift Promotion

Objective – 90 New People in Pipeline per Month

Step 1 Order 6 boxes of Power Patches from Nikken (available on Autoship)

Step 2 Open Power Patch individual packages and cut patches into five 2-Unit gifts

Step 3 Insert 2-Unit gifts into 2” X 3” ziplock bags

Step 4 Print following message (modify to suit) on Avery #6572 labels

This is an optional message that can be printed on the back of your business cards. Check out the Supplies page at www.pep4life.com for more details. If you order cards with this printed on the back, skip to Step 6.

Experience my Gift of “Wellness”!

Just sandwich the adhesive patches where it hurts-gold nodules against skin- and start enjoying the healing benefits of natural energy!

Please call for more information or to share feedback on any experiences you or a friend have while using this product.

Step 5 Apply label to back of business card near to left or right edge of card

Step 6 Staple plastic bag to business card at edge without label (flat edge of staple on front of business card)

A beautiful brochure is also available at www.pep4life.com which you may choose to offer to each prospect in addition to your card. This is not required, but it does add a level of credibility and information for the prospect. If your budget allows it, we highly recommend that you order a pack of these brochures and test your own results.

The PEP Program is an economical and fun way to really create solid momentum in your business. Would you spend \$180.00 to get \$1500 of new business and one active Consultant?! Serious residual income is built when you decide to do a few simple steps every day.

For more information, contact your sponsor or your Upline Diamond. Help is here!