

marketamerica® | SHOP•COM™

LEADERSHIP ACADEMY SUCCESS BINDER

Leadership Academy Business Binder

- 1.) Office Depot® Brand Classic-Style Magnetic-Strap Binder, 1" Rings, Assorted Colors Item # 571027
- 2.) Office Depot® Brand Insertable Dividers With Big Tabs, White, Clear Tabs, 8-Tab Item # 575034 (Quantity 2)
- 3.) Office Depot® Brand Preprinted Index Dividers, Numbers 1-31, 8 1/2" x 11", 30% Recycled, Assorted Colors, Set Of 31 Item # 1380088
- 4.) Tab 1: Welcome Guide
- 5.) Tab 2: Check List
 - 1 Basic 5 Weekly Checklist
 - Index Divider 1
 - Daily Checklist
 - Index Divider 2
 - Daily Checklist
 - Index Divider 3
 - Daily Checklist
 - (continue for 31 days- every 7 days put Basic 5 Weekly Checklist)
- 6.) Tab 3: Schedule
 - Blank Schedule
 - Daily Schedule
- 7.) Tab 4: Events
 - GMTSS Events Calendar
- 8.) Tab 5: Goals
 - Goal Sheet
- 9.) Tab 6: Reading List
 - Recommended Reading List
- 10.) Tab 7: Audio
 - Recommended Audio List
- 11.) Tab 8: Declarations
 - Out Loud Verbal Projections List
- 12.) Tab 9: Names List
 - Names List Jogger For Events
 - Names List Jogger For Business
 - Names Tracker
- 13.) Tab 10: Scripts
 - Basic Scripts
 - What Is It
- 14.) Tab 11: Challenges
 - 30 Faces

WELCOME GUIDE

YOUR FIRST TIME ON YOUR SHOP.COM PORTAL

1. Go to your home page www.shop.com/_____
2. Make sure your name is the Shop Consultant on that home page and make the page your home page.
3. Click “Sign In” at the top of the page.
4. Type in the email associated with your shop.com account and enter your password. If you don’t know this, your sponsor can and should help.
5. Learn to use this website to build your own Shopping Annuity. Complete the Shopping Annuity Assessment. A helpful site to learn more is www.shoppingannuity.com

CREATING A NEW CUSTOMER ON YOUR SHOP.COM PORTAL

1. Go to your home page, www.shop.com/_____
2. Make sure your name is the Shop Consultant on that home page.
3. Click “Sign In” at the top of the page.
4. Type in your new customer’s email address & click “No, I am a new customer”
5. Create a temporary password for your customer. You can use one unique password for all customers, such as AMERICA, that they can change when they desire.
6. Below that, make sure you put YOUR email as the person who referred them, which gets you 1/2 % cashback on all their orders.
7. Complete the new customer’s name, address, & phone number, type the security letters, click “I Agree” and “Submit”
8. Wait for the response in the system.
9. Congratulations! Email your new customer the directions for them to sign in and use their email & password to access your shop.com. Schedule a portal tour with every customer. You can simply get them in front of their computer and use www.join.me to screen share the walk-through of the partner stores, MA Store Hot Deals, & cashback.

TEACH OUR CUSTOMER HOW TO SAVE & EARN

1. Your customer goes to your website, www.shop.com/_____
2. Customer clicks “Sign In” at the top of the page.
3. Customer enters their email address and password.
4. Customer can search partner stores. Going to a partner store takes them out of your website to the partner store. However, the partner store will know they came from your website because they “signed in” through your shop.com website, so cashback will be awarded.
5. Make sure your customer downloads Shop Buddy so they get every coupon available to them.

CREATING AN ORDER IN YOUR BACK OFFICE

1. Go to your back office at www.unfranchise.com
2. Enter your email used for MA or your Rep ID and your password. If you do not know your password you can ask your sponsor. Make sure to allow pop-ups for MA.
3. Click on Ordering>Order Products and search the product you are looking for. Select BV instead of IBV for now. You can download the price guide to your computer to easily locate product codes from the searchable PDF file under Downloads>Sales Aides>Price Guide USA.
4. When you are ready to check out, click View Cart / Check Out.
5. Review your cart and complete the checkout process.
6. Select the BV placement for your order. NEVER place BV in your 001 (aside from AutoShip orders). Place the BV either in your 002 or 003. If you have questions, you can ask your sponsor which one you should select.
7. Review your placement before you submit your order.
8. Print your order and maintain a file of all your orders.

REPORTING BV VOLUME

1. All orders made on Thursday or Friday by you or your customers should be emailed immediately to your Senior Executive Coordinator. Make sure it is done the same day the order is completed.
2. Order reports should be done in the following format:
 1. Subject Line: More BV for you from (your name)
 2. Content area:
 1. Name of person where volume is placed
 2. Date of order & time order was placed
 3. State if order was from the portal or the back office
 4. State the income center (002 or 003) where the order was placed
 5. State the amount of BV
 6. State whether the order is UFMS or no UFMS
3. BV volume report must be emailed to all those receiving the volume.
4. All portal orders placed after 5pm on Friday for NON iTransact members count for the following week. If you have iTransact, you can push the order through prior to 11:59pm and it will count that day.
5. The following is an example of a BV report:

Example for Routine BV Report

Terry White

9/15/13 3pm

(Back Office Order)

002

200bv

(portal order no iTransact)

UFMS

(You will usually place in only one BDC but you can place in up to 2 BDC's)

FORM 1000 ONLINE

1. Your Form 1000 online will be completed automatically ONLY if you have at least two receipts from PORTAL ORDERS and they total \$200 or more (excluding shipping & tax)
2. If you do not have portal orders or you fulfill orders from your personal inventory, you will need to do Manual Sales Receipts. To file a Manual Sales Receipt, follow these steps:
 1. Log into www.unfranchise.com (your back office)
 2. Click on "My Customers" in the middle menu bar
 3. Click on "Sales Receipt Entry"
 4. Click on "Select Preferred Customer" from the drop down menu and continue
 5. Enter the product code & quantity and press "Add". Repeat for all products for that customer, then continue
 6. Enter shipping & tax & admin fee, set date of order, then continue (tax & shipping is optional)
 7. If you want a receipt to go to the client, leave the email in there, otherwise remove it.
 8. Click "Submit to Form 1000", then "I Agree" and submit.
 9. One receipt of \$60 or less can be from you. The second or multiple remaining receipts would have to be someone not in your home for a total of at least \$140 or more.

TO COMPLETE THE FORM 1000

1. Click My Account>Online Forms>Form 1000
2. In dropdown box select BDC 001
3. Check off the receipts / orders
4. Click "Assign Selected"
5. On the next screen, check "Agree" and submit
6. It should now say Requirement Met in green text when completed

Name: _____

Total Points: _____

Week beginning ____-____-____
Week ending ____-____-____

Basic Five Weekly Check List

1.) Listen to one audio per day:

Sun. ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

2.) Read 20-30 min. per day:

Sun ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

3.) Read goal statement 2 x's per day:

Sun. ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

4.) Sell 1 product per week to a new customer:

Name: _____ Date: ____-____-____ Product(s) _____

Order from one partner store on shop.com:

Name of partner store: _____ Date: ____-____-____

5.) Show the plan to one personal prospect per week:

Name: _____ Next Step: _____

6.) Follow up 1 time per week:

Name: _____ Next Step: _____

7.) Attend 1-2 meetings per week:

Date: ____-____-____ Location: _____ Meeting Type: _____

Date: ____-____-____ Location: _____ Meeting Type: _____

8.) Positive out loud verbal projections 50-100x's per day:

Business "high":

Business "low":

Goal for next week:

DAILY CHECKLIST

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2. ISOTONIX
3. DAILY DEVOTIONAL
4. EXERCISE
5. POWER SHOWER

CALL CUSTOMERS (re-orders & follow-up)

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3 WAY CALLS

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NOTES 2 WRITE (hostesses/team/prospects)

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ERRANDS TO RUN

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PERSONAL/FAMILY

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CALL TO FOLLOW UP/ SCHEDULE EVENTS

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1.) Listen to one audio per day:

Sun. ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

2.) Read 20-30 min. per day:

Sun ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

3.) Read goal statement 2 x's per day:

Sun. ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

4.) Sell 1 product per week to a new customer:

Name: _____ Date: ____-____-____ Product(s) _____

Order from one partner store on shop.com:

Name of partner store: _____ Date: ____-____-____

5.) Show the plan to one *personal* prospect per week:

Name: _____ Next Step: _____

6.) Follow up 1 time per week:

Name: _____ Next Step: _____

7.) Attend 1-2 meetings per week:

Date: ____-____-____ Location: _____ Meeting Type: _____

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8.) Positive out loud verbal projections 50-100x's per day:

Business "high":

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3. DAILY DEVOTIONAL
4. EXERCISE
5. POWER SHOWER

CALL CUSTOMERS (re-orders & follow-up)

1. _____
2. _____
3. _____
4. _____
5. _____

3 WAY CALLS

1. _____
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NOTES 2 WRITE (hostesses/team/prospects)

1. _____
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ERRANDS TO RUN

1. _____
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PERSONAL/FAMILY

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CALL TO FOLLOW UP/ SCHEDULE EVENTS

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CALL PROSPECTS

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CALL BACK FOR THE DAY

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Name: _____

Total Points: _____

Week beginning ____-____-____

Week ending ____-____-____

Basic Five Weekly Check List

1.) Listen to one audio per day:

Sun. ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

2.) Read 20-30 min. per day:

Sun ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

3.) Read goal statement 2 x's per day:

Sun. ___ Mon ___ Tues ___ Wed ___ Thurs ___ Fri ___ Sat ___

4.) Sell 1 product per week to a new customer:

Name: _____ Date: ____-____-____ Product(s) _____

Order from one partner store on shop.com:

Name of partner store: _____ Date: ____-____-____

5.) Show the plan to one personal prospect per week:

Name: _____ Next Step: _____

6.) Follow up 1 time per week:

Name: _____ Next Step: _____

7.) Attend 1-2 meetings per week:

Date: ____-____-____ Location: _____ Meeting Type: _____

Date: ____-____-____ Location: _____ Meeting Type: _____

8.) Positive out loud verbal projections 50-100x's per day:

Business "high":

Business "low":

Goal for next week:

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5:30AM	S L E E P						
6:00AM							
6:30AM							
7:00AM	Jump Up	Jump Up	Jump Up	Jump Up	Jump Up	Jump Up	
7:30AM		Quiet Time	Quiet Time	Quiet Time	Quiet Time	Quiet Time	
8:00AM	Shower/Dress						
8:30AM							
9:00AM	Church	Lift weights/Exercise	Lift weights/Exercise	Lift weights/Exercise	Lift weights/Exercise	Lift weights/Exercise	
9:30AM							
10:00AM		Shower/Dress	Shower/Dress	Shower/Dress	Shower/Dress	Shower/Dress	
10:30AM		Periscope	Periscope	Periscope	Periscope	Periscope	
11:00AM							
11:30AM	Family Time	Market America and Office Work					
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4:00PM							
4:30PM							
5:00PM						Date Night	Family/Friend
5:30PM							
6:00PM							
6:30PM							
7:00PM							
7:30PM							
8:00PM	Movies Games	Phone Work	Recruiting	Kick-Off			
8:30PM							
9:00PM							
10:00PM							
10:30PM							Movies Games
11:00PM	B E D T I M E						

EVENTS CALENDAR

DATE	TIME	EVENT	LOCATION
January 2	7:00 PM to 9:00 PM	Leadership Academy	Ashelynn Manor 25276 Nichols Sawmill Rd Magnolia, TX
January 5	7:30 PM to 9:00 PM	UBP	Conroe Tower 300 W Davis St Conroe, TX
January 9	7:00 PM to 9:00 PM	Leadership Academy	Ashelynn Manor
January 16	7:00 PM to 9:00 PM	Leadership Academy	Ashelynn Manor
January 19	7:30 PM to 9:00 PM	UBP	Conroe Tower
January 23	7:00 PM to 9:00 PM	Leadership Academy	Ashelynn Manor
January 27	5:00 PM to 11:00 PM	Motives Brand Introduction, Product Knowledge & Marketing	Ashelynn Manor
January 28	10:00 AM to 4:00 PM	MA Skin & Personal Care Product Knowledge & Marketing	Ashelynn Manor
January 29	10:00 AM to 4:00 PM	Motives Custom Blend: Consultations, Formulations & Marketing	Ashelynn Manor
January 30	7:00 PM to 9:00 PM	Leadership Academy	Ashelynn Manor
February 2	7:30 PM to 9:00 PM	UBP	Conroe Tower
February 9 - 11		Market America World Conference	Miami, FL
February 13	7:00 PM to 9:00 PM	Leadership Academy	TBD
February 16	7:30 PM to 9:00 PM	UBP	Conroe Tower
February 20	7:00 PM to 9:00 PM	Leadership Academy	TBD
February 27	7:00 PM to 9:00 PM	Leadership Academy	TBD
March 2	7:30 PM to 9:00 PM	UBP	Conroe Tower
March 6	7:00 PM to 9:00 PM	Leadership Academy	TBD
March 11		Local Seminar	Greater Houston area, venue TBD
March 13	7:00 PM to 9:00 PM	Leadership Academy	TBD
March 16	7:30 PM to 9:00 PM	UBP	Conroe Tower
March 20	7:00 PM to 9:00 PM	Leadership Academy	TBD
March 27	7:00 PM to 9:00 PM	Leadership Academy	TBD
April 6	7:30 PM to 9:00 PM	UBP	TBD
April 20	7:30 PM to 9:00 PM	UBP	TBD
May 4	7:30 PM to 9:00 PM	UBP	TBD

EVENTS CALENDAR

DATE	TIME	EVENT	LOCATION
May 18	7:30 PM to 9:00 PM	UBP	TBD
June 1	7:30 PM to 9:00 PM	UBP	TBD
June 10		Local Seminar	Greater Houston area, venue TBD
June 15	7:30 PM to 9:00 PM	UBP	TBD
July 6	7:30 PM to 9:00 PM	UBP	TBD
July 20	7:30 PM to 9:00 PM	UBP	TBD
Early August		Market America International Convention	Greensboro, SC
August 17	7:30 PM to 9:00 PM	UBP	TBD
August 26		Local Seminar	Greater Houston area, venue TBD
September 7	7:30 PM to 9:00 PM	UBP	TBD
September 21	7:30 PM to 9:00 PM	UBP	TBD
October 5	7:30 PM to 9:00 PM	UBP	TBD
October 19	7:30 PM to 9:00 PM	UBP	TBD
November 2	7:30 PM to 9:00 PM	UBP	TBD
November 16	7:30 PM to 9:00 PM	UBP	TBD
December 7	7:30 PM to 9:00 PM	UBP	TBD
December 21	7:30 PM to 9:00 PM	UBP	TBD

Create Your Goal Statement

Example:

It is August 9, 2017 and we are preparing to finally arrive in Greensboro, NC for International Convention. My family is with me; we are having a fantastic time creating beautiful memories! I'm homeschooling both of my girls and they are having the best education and best experiences as we travel to places we are learning about!

By simply changing a few habits in my daily routine and completing my checklist daily, my organization has grown quickly and duplicated perfectly.

The excitement is almost more that I can bear because my team is with me and I know how this is going to propel them into their dreams and goals! I am so excited that they are going to finally see all their possibilities and learn from the greatest minds in business. Finally, their dreams are becoming their reality and I could not be more proud. My team is now mentoring and growing their own teams.

I am on my way to a financially free life! Our dreams of being financially free are on their way. I have more time to spend with my family. I have already matched my current job's income with Market America income, making an additional \$3K/month and it feels amazing!

I love exercising 3-4x/wk. and operating with peak clarity and energy! I am healthy, fit and firm like when I was a high school athlete.

Like Loren Ridinger, I am a sharp business minded person with finely tuned skills for all situations, especially dealing with people.

I have amazing friendships and I love teaching and mentoring others!

3 x 5 Goal Statement

Example:

It is August 9, 2017, I am a healthy, fit and firm Senior Master Coordinator earning over \$3K every 4 weeks and I'm on my way to a six-figure income. My actions and leadership have earned me the respect of my husband and business partners and the confidence and platform to lead them even further. It feels great being in control of my time, by body and my life. I feel amazing! I always reach my goals!

Recommended Reading List

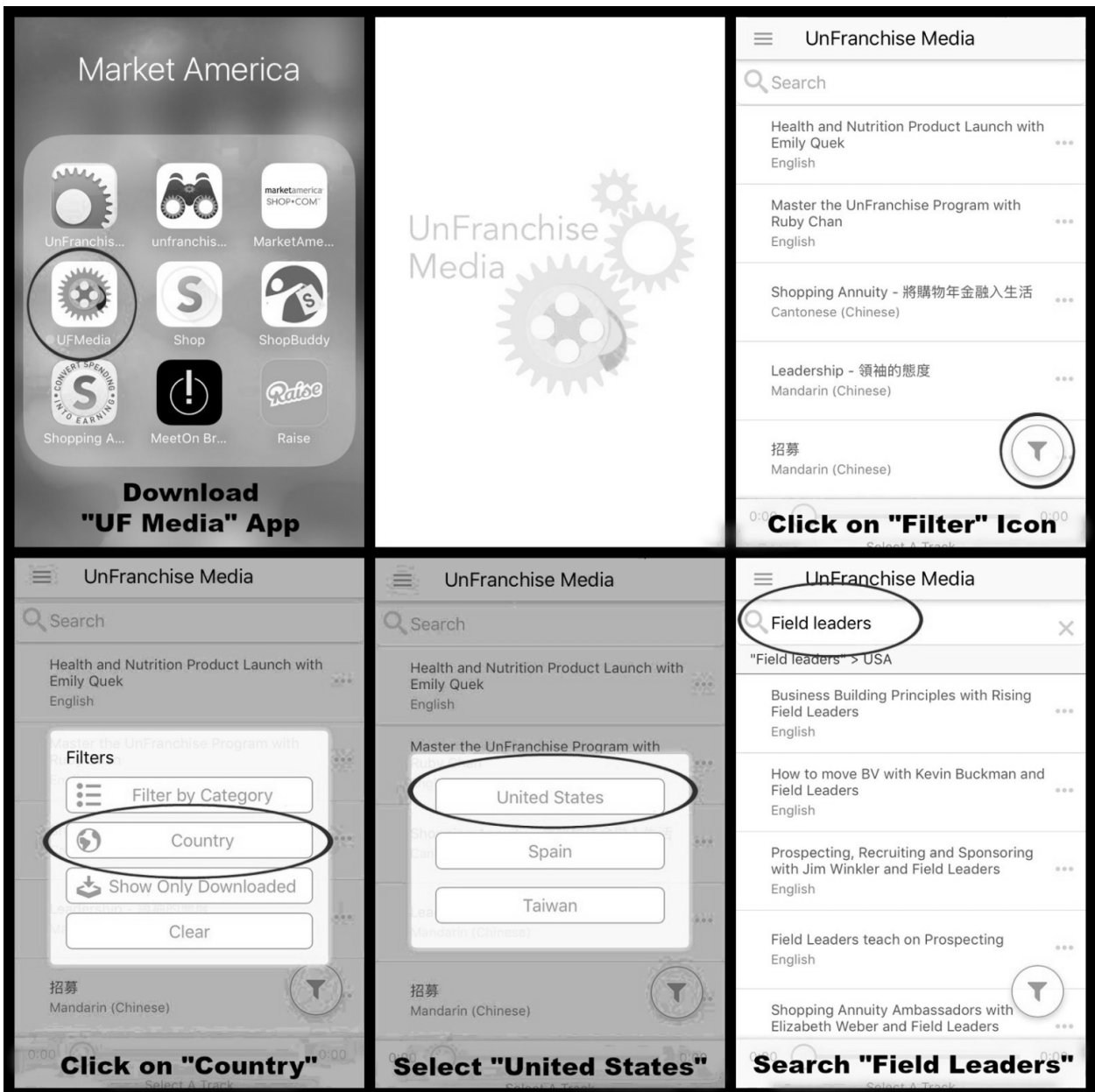
- **Dream Giver by Bruce Wilkinson**
- **Rhinoceros Success by Scott Alexander**
- **The Richest Man in Babylon by George S. Clason**
- **How to Win Friends and Influence People by Dale Carnegie**
- **Who Moved My Cheese? by Spencer Johnson**
- **Magic of Thinking Big by David Schwartz**
- **Greatest Salesman by Og Mandino**
- **Failing Forward by John Maxwell**
- **Rich Dad, Poor Dad by Robert Kiyosaki**
- **Cash Flow Quadrant by Robert Kiyosaki**
- **Hung By the Tongue**
- **Be Like Mike by Dan Williams**

Extended Recommended Reading List

- **Think and Grow Rich**
- **As A Man Thinketh**
- **4 Hour Work Week**
- **7 Habits of Highly Effective People**
- **Atlas Shrugged**

UF MEDIA APP

- 1.) Download UF Media App for either I-phone or Android
- 2.) Sign in using same login as unfranchise.com
- 3.) Click on the filter icon
- 4.) Click Country
- 5.) Select United States
- 6.) In Search type:
 - Field Leaders
 - Audio Classics
 - Basic 5
 - Isotonix(These are suggestions as you are learning about MA)



Out Loud Verbal Projections List

- 1. Everyday in everyway I am getting better and better!**
- 2. I am on my way to a six-figure income!**
- 3. The person who solves the most problems makes the most money!**
- 4. I eat problems for Breakfast, Lunch and Dinner!**
- 5. I am a friend-making machine!**
- 6. Readers are Leaders!**
- 7. I always accomplish my goals!**
- 8. I am worthy of success!**
- 9. I always finish what I start!**
- 10. I simply do what those who fail would not do!**

NAMES LIST JOGGER FOR BUSINESS

RELATIVES

Parents
Grandparents
Sister(s)
Brother(s)
Aunts
Uncles
Cousins

WHO IS OUR

Milkman
Mailman
Paperboy (parents)
Dentist
Physician
Minister
Florist
Lawyer
Insurance Agent
Accountant
Congressman
Pharmacist
Veterinarian
Optometrist

WHO SOLD US OUR

House
Car / tires
Piano / Organ
Fishing tackle
T.V. / Stereo
Suit / Ties / Shoes
Business Cards
Wedding Rings
Glasses / Contact Lenses
Vacuum Cleaner
Boat
Camper
Honda / Bicycle
Living room furniture
Typewriter / Adding Machine
Computer
Air Conditioner
Surfboard
Kitchen Appliances
Riding lawnmower
Luggage
Avon Products
Mary Kaye Products
Tupperware
Carpet

WHO

- Lives next door / across the street
- Is my barber / wife's hairdresser
- teaches our children at school
- Was our best man / ushers
- Was our maid of honor / bridesmaids
- Was the wedding photographer
- Is the purchasing agent where I work
- Is the band director at school
- Are our babysitters parents
- Goes hunting / fishing with me
- Was my Army/Navy/Marine buddy
- The architect who drew up our house plans
- Goes bowling with us
- Is president of the PTA
- Was my wife's fraternity brothers (sorority sisters)
- People we met camping
- Credit Manager of the store where we shop
- Is (my wife's) boss – or former boss
- Are the people we work with
- Was old high school teacher/principal
- Repaired our T.V.
- Upholstered our couch
- Are the people we knew on our old jobs
- Went with us to the races
- Is in our car pool
- Installed our telephone
- Has a laundromat
- Teaches ceramics / crafts
- Owns a taxi service
- Cuts our grass (parents)
- Painted our house
- Owns a pet shop
- Installed our refrigerator
- Renewed my driver's license
- Owns our apartment
- Is in Rotary, Lions, Kiwanis, etc
- Is on the board of directors with me
- Is Jaycee President
- Plays bridge / poker with me
- Is in my wife's garden club
- Is in our book club
- Is my child's kindergarten/daycare/nursery teacher
- Are the parents of my children's friends
- Is a deacon in our church
- Owns a slipcover, fabric or drapery business
- Manages a ladies / mens salon – exercise facility
- Gave me a speeding / parking ticket
- Does our income taxes
- Cleans our clothes
- Hung our wallpaper
- Taught our children driver's ed
- Gave our children swimming lessons this summer
- Works with the rescue squad
- Owns beach / mountain cottage where we vacationed
- Sells us gasoline and services our car
- Sold my wife her wig
- Owns a nursery
- Delivers Parcel Post Packages (UPS)
- Works with exterminating / pest control
- Store's my wife's winter coat
- Sells ice cream in the neighborhood
- Owns or manages the jewelry store downtown
- Sells aluminum awnings
- Works for a travel agency

WE KNOW SOMEONE WHO IS

- Waitress / Waiter
- Furniture Dealer
- Notary Public
- Farmer
- Actor / Actress
- Land clearer
- Horsetrader
- Statistician
- Cement finisher
- Antique dealer
- Brewery Salesman
- Engineer
- Contractor
- Chiropractor
- Podiatrist
- Auctioneer
- Ophthalmologist
- Nurse
- Dietician
- Pediatrician
- Golf Pro
- Mechanic
- Electrician
- Student
- Anesthetist
- Plumber
- Fashion Model
- Surgeon
- Architect / Remodeling
- Security Guard
- Librarian
- Dental Hygienist
- Sheriff
- Mortician
- Shoe Repairman
- Fire Chief
- Missionary
- Physical Therapist
- Secretary
- Real Estate Agent
- Motel Owner / Manager
- Welder
- Railroad Ticket Agent
- Highway Patrolman
- Crane Operator
- Newspaper Pressman
- Judge
- Candy Salesman
- Bulldozer Operator
- Photographer / Model
- Police Detective
- Mobile Home Salesman
- Motorcycle Owner
- Music Teacher
- Soft Drink Distributor
- Pizza Delivery Person
- Art Instructor
- Air Traffic Controller
- Owns a local hardware store
- Forester
- Lifeguard
- Owns a Car Wash
- Seamstress
- Swimming Teacher
- Sells Storm Doors / windows
- Carpenter
- Interior Decorator
- Computer Programmer
- Pilot / Flight Attendant
- Typewriter Salesman
- Sells Auto Stereos
- Bus Driver
- Grocery Store Owner
- Is a Ski Instructor
- Bank Cashier / Teller
- Insurance Adjuster
- Delivers Bottled Water
- Cloth Cutter
- Warehouse Manager
- Owns a Catering Service
- Garage Mechanic
- Moving Van Operator
- Owns a Towing Service
- Editor
- Rent-A-Car Representative
- Veterinarian
- Lab Technician
- Professional Ball Player
- Own Video Store
- Restaurant Owner
- TV Announcer / Producer
- Owns a Cleaning Company
- PBX Operator
- Tool & Die Maker
- Owns a Limousine Company
- Social worker
- Cookware Salesman
- Boat Salesman
- Race Car Driver
- Encyclopedia Salesman
- Coin Dealer
- Paper Mill Worker
- Dance Instructor
- Employment Services
- Brick Mason
- Sawmill Operator
- Sells Firewood
- Drafting Manager
- Industrial Engineer
- Cleans Gutters
- Printer
- Research Technician
- Sells Hot Tubs / Jacuzzis
- Office Manager
- Telephone Linesman
- Installs Insulation
- Owns a Bakery
- Lithographer
- Teaches Karate
- Plant Foreman
- Fisherman
- Bench Machinist

LIST BUILDING BY FREE ASSOCIATION

INSTRUCTIONS:

If the new distributorship is a couple, the husband and the wife should each make a list.

When you read (hear) each word, write the first name that comes to mind.

Please do not stop to prejudge the person or consider if they would be interested.

Use a carbon to make a copy for your upline.

Alex	Ed / Eddie	Pam
Alice	Ethel	Paul
Alicia	Evelyn	Plays guitar
Amy	Farmer	Postman
Andy / Andrew	Filthy home	Peter
Ann	Frank	Pregnant
Art	Floyd	President of PTA
Avon Lady	Gynecologist	Plumber
Army/Navy/Marine/AF buddy	Gail	Printer / copier
Always late	Greg	Quinn
Animal lover	Harry	Restaurant owner
Beautiful Voice	Hazel	Ron / Ronnie
Blonde hair	Has pool	Sara
Big coffee drinker	Has an accent	Stacy
Betsy	Handicapped	Sports nut
Brenda	Has lots of kids	Spotless home
Brian	Has no kids	School teacher / principal
Barbara	Heidi	Scott
Boat nut	Irene	Tony
Beard	In your car pool	UPS Man
Braces on teeth	In your bowling league	Valerie / Val
Beautiful lawn	Insurance agent	Veterinarian
Beautiful teeth / smile	Jack	Wanda
Banker	Jamie	Wendy
Car nut	Jewish	Wears glasses
Carpenter	Jody	Wade
Calvin	Karl	Who prepared your taxes
Cecil	Kay	Who sells you gas
Chris	Kyle	Who own a kids nursery
Craig	Keith	Who sold you house
Cindy	Loves Jewelry	Who sold you Tupperware
Cornelius	Lives in an apartment	Who repaired vacuum
Catherine / Cathy	Lives next door	Your exterminator
Dresses sharp	Loves chocolate	Your Travel Agent
Drives a neat car	Larry	Your best man
Drives a van	Lynn	Your maid of honor
Drives a Volkswagen	Laina	Your kid's band director
David / Dave	Messy hair	Your hairdresser
Dry Cleaner	Meticulous hair	Your barber
Dan / Danny	Musician	Your babysitter's parents
Doreen	Milkman	
Debra / Debbie	Marty / Martha	
Don / Donnie	Michelle / Micky	
Donna	Mike / Michael	
Dentist	Mustache	
Doctor	Naomi	
Eric	Natalie	
Enthusiastic person	Owen	
Electrician	Olive	
Engineer	On your softball team	

BASIC SCRIPTS TO SET APPOINTMENTS

Warm Market Script

Hi _____. This is _____. The Reason I am calling is I need your help. Can you help me out? *(Yes)*

Great! I want you to evaluate a business we are expanding in the community. I realize this may or may not be for you, however I guarantee you will know the right professionals that will fit what we are looking for.

Are you least busy in the beginning or the end of the week?

How about _____? *(set time and place)*

I am looking forward to meeting with you and I know you are great at keeping your appointments, so I will see you there!

(If you get)

"What's it all about?".....It's the Unfranchise, have you ever heard of it?

Great, that's exactly why I want to get together with you, 30 minutes or so.

How does your schedule look later this week?

"Tell me more"..... Actually it's 90% visual, and I'll be going over that when we meet, so is Thursday or Friday better for you?

"I really don't have time to put one more thing on my plate".....

I can understand that, but really all I want is about 30 minutes of your time, this may or may not be for you, but at the very least I'm sure you could point me in the right direction, and if so it could be mutually profitable.

So which works better for you, _____ or _____?

Multi-Purpose Script 1

Hello _____. This is _____.

Did I catch you at a good time? Great!

(If No: How about I give you a call back in 30 minutes or so?)

Hey, when we talked the other day, I noticed (compliment) and/or you mentioned (complaint)

this might be a shot in the dark, but are you the type of person to keep your business options open?

Great! I'd like to get together with you over a cup of coffee, to run a business idea by you, 30 minutes or so.

Let me ask you a question, what does your schedule look like later this week (or) earlier next week?

(Have your schedule in front of you, book appt/where/when)

Now _____, you're good at keeping your appointments right? Great!

I'll see you at (ex/at Starbucks on Thursday at 5:00PM)

(If you get)

"What's it all about?".....It's the Unfranchise, have you ever heard of it?

Great, that's exactly why I want to get together with you.

So how does your schedule look later this week?

"Tell me more".....Actually it's 90% visual, and I'll be going over that when we meet, so is Thursday or Friday better for you?

"I really don't have time to put one more thing on my plate".....

I can understand that, but really all I want is about 30 minutes of your time, this may or may not be for you, but at the very least I'm sure you could point me in the right direction, and if so it could be mutually profitable.

So which works better for you, days or evenings?

Home Business Presentation

Hello _____. This is _____.

Did I catch you at a good time? Great!

(If No: How about I give you a call back in 30 minutes or so?)

Hey, I was wondering if you could help me out with something?

_____ and I recently ran across an incredible business, being as busy as we are, this just looked too good to pass up.

We are really excited about its potential and want to run the concept past a few people that we trust and respect.

It may or may not be for you, but at the very least I'm sure you could point me in the right direction, and if so it could be mutually profitable.

We are gathering a few people together for a brief overview here at our place on _____ and _____, at _____ (time) which would work better for you?

(If you get)

"What's it all about?".....It's the Unfranchise, have you ever heard of it?

Great, that's exactly what we will be going over, it'll just be a brief overview.

So how does your schedule look later this week?

"Tell me more".....Actually it's 90% visual, not something that I could explain at this point anyway, I'll be introducing you to the people that are very successful with the company, and they'll be going over the information. So is Thursday or Friday better for you?

"I really don't have time to put one more thing on my plate".....

I can understand that, but really all I want is for you is to evaluate it, like I said, this may or may not be for you, but at the very least with your connections, I'm sure you would know the right professionals, and if so it could be mutually beneficial.

So which date works better for you?!

What is it?

We are a product brokerage and internet marketing company call shop.com. Have you ever heard of us?

OR

We teach people how to get paid on the money that they are already spending.

OR

The Anyway business! It's something you're doing already you're just not getting paid for it!

What we do is take everyday average people and help them redirect their spending into earning. I'd love to show you how we do it.

Do you know anyone shopping online?

Lose The Scripts- Hit Key Points

Coincides with YouTube Video "Lose the Scripts" by Jim Winkler

https://www.youtube.com/watch?v=TwTwC5c_QS4

- 1.) I only have a second. The reason I'm calling is I recently started a business on the side of what I'm doing with my full time occupation.
 - 2.) Edify: The reason I'm calling you I because... (I've always admired your work ethic)
 - 3.) I want to get together for coffee
(Could be with or without your business partner)
 - 4.) You may or may not be interested, either way is fine with me.
 - 5.) Can you help me out?
 - 6.) Set apt Wednesday or Thursday
 - 7.) Do you see anything in your schedule between now and then that would prevent you from keeping our appointment? We are both very busy and I just want to make sure this is a solid appointment.
 - 8.) What is it?
We teach people how to get paid on the money that they are already spending.
-OR-
We are a product brokerage and internet marketing company call shop.com. Have you ever heard of us?
 - 9.) When they are asking too many questions, it is time to set the appointment.
Everything else is hard to explain, let's discuss it over coffee.
Which day works better for you, Monday or Tuesday?
- *If neither day works ask:
When is the soonest day that would work for you?

30 FACES : 30 DAYS

