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**MASTER
UNFRANCHISE®
OWNER PROGRAM**

A STRUCTURED SYSTEM OF SUCCESS

THE MASTER UNFRANCHISE[®] OWNER (UFO) PROGRAM

The decision to open and build an UnFranchise Business can be one of the most empowering and rewarding endeavors you'll ever undertake. As with a traditional franchise, the key to success will be your ability to effectively implement a tested and proven business plan. This business consists of standardized, coordinated and systematic actions. These actions, completed in a timely manner, can result in fundamentally sound and consistent growth within your organization.

The Master UnFranchise Owner Program is a structured system that identifies and quantifies what successful UnFranchise Owners are doing or have done to be successful. This program allows you to enter into action with belief and confidence.

Success is a journey, not a destination. The journey of a thousand miles begins with a single step, and building your UnFranchise Business will proceed in the same manner. Choosing the Two-to Three-Year Plan is the first step. However, the Two- to Three-Year Plan does not start when you register, rather, it begins when you start implementing the Basic 5 fundamentals of the business and are utilizing/implementing all of the components that make up the entire UnFranchise Business System. At a minimum, you should plan on a 12-month commitment to build the foundation for your UnFranchise Business. The 12-month action plan can be referenced in the Getting Started Guide (via [unfranchise.com>downloads>training](http://unfranchise.com/downloads/training)).

A Master UnFranchise Owner (Master UFO) is a qualified and active UnFranchise Owner who has made the commitment to master the UnFranchise Business System by implementing the established tasks, activities, and practices as set forth and defined in the Master UFO Program. By implementing the entire UnFranchise Business System and meeting the established criteria, these UnFranchise Owners increase the chances for success. The Master UFO Program was developed to provide solid information to answer two questions asked regularly by qualified prospects. The first, "What do I have to do to be successful?", and second, "How much can I earn if I do this?" To answer these questions accurately, it was essential that we track what the successful UFOs actually did to grow their business versus those UnFranchise Owners who just registered their business. Leading by example and becoming a Master UFO creates a strong, stable and secure business with bigger and more frequent commissions. In addition, these UnFranchise Owners possess the tools to measure, monitor, adjust and control their success and the success of those in their organizations. The Master UFO Program consists of initial and requalification criteria providing you with everything you need to know and do, and is already laid out.

Market America Worldwide provides a proven business plan — not a get-rich-quick scheme, a game, a club, a hobby or a program. This is a

business. If you work the system, the system will work for you. It is not a question of "if" the plan works. Are you willing to make a commitment to yourself and the UnFranchise System by taking action? Your success with the UnFranchise Business is a direct reflection of your willingness to take responsibility for your business. It starts with you — you have to take action. The Two- to Three-Year Plan only works when all the components and principles that make up the UnFranchise Business System are thoroughly understood, embraced, implemented, mastered and made into a habit.

There are many components that make up the entire UnFranchise Business System which are designed to work together, as the whole is greater than the sum of the parts. By meeting the tasks and activities within this system, you ensure that all of these principles and components are being implemented, leaving nothing to chance, and dramatically increasing the chances for success. When you master the plan by becoming a Master UFO, our research shows you increase your chances for greater success and higher commissions over those who do not participate in the Master UFO Program.

In order to assist those individuals aspiring to be Master UnFranchise[®] Owners, an analysis of common business activities and practices associated with individuals who were succeeding within the UnFranchise Business System was conducted.

By further defining what successful UnFranchise Owners are actually doing within the system, it qualified and quantified the basics and fundamentals of the UnFranchise Business System and the degree to which the entire system is being implemented as designed.

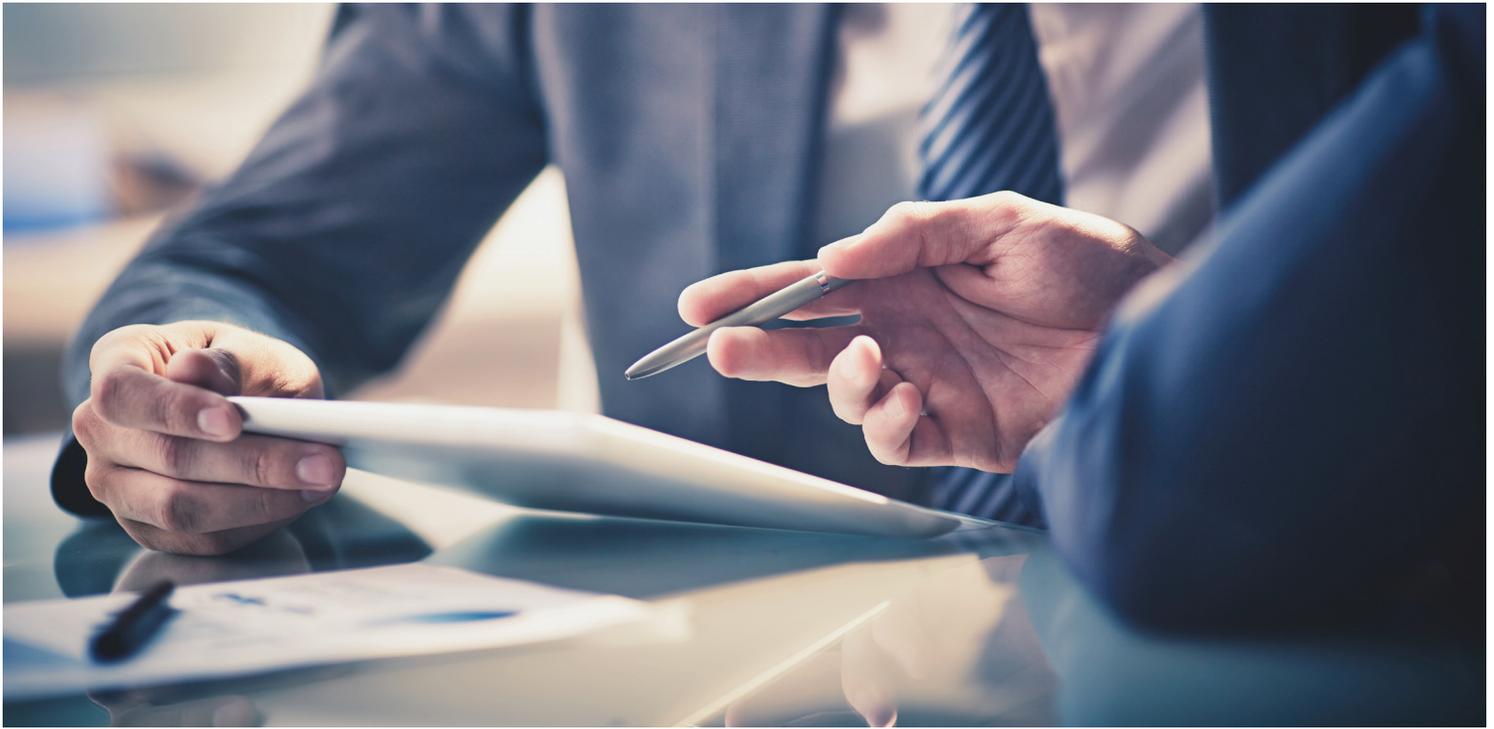
People have choices. You can be whatever you desire; a Sales Representative, an Independent UnFranchise Owner, or a Master UnFranchise Owner.

Sales Representative

An individual who submits an Independent UnFranchise Application and Agreement without submitting the subscription fee, or who has elected not to renew his/her subscription. A Sales Representative may NOT participate in the MPCP for the purpose of earning Commissions and Management Bonuses. Sales Representatives may begin participating in the MPCP at a later time by submitting the subscription fee. A Sales Representative may purchase products at UnFranchise Cost for retail sale and/or personal use.

Independent UnFranchise Owner

An individual who submits an Independent UnFranchise Owner Application and Agreement and the subscription fee in order to participate in the MPCP for the purpose of earning Commissions



and Management Bonuses. An Independent UnFranchise Owner may purchase products at UnFranchise Cost for retail sale and/or personal use.

Master UnFranchise Owner

A qualified and active UnFranchise Owner who has made the commitment to the UnFranchise Business System by implementing the established tasks, activities and practices as set forth and defined in the Master UFO Program.

The choice is yours. To be considered a Master UnFranchise Owner, you must satisfy the established tasks, activities and practices. The established tasks, activities and practices delineated within the Master UnFranchise Owner Program will allow each individual to measure, monitor, adjust and control his/her own progress, timing and success as this system is implemented.

UFO Recognition:

1. Upon qualifying for your initial Master UFO status, you will receive a UFO Pin, and at that appropriate time your name will appear in the UnFranchise Owner Magazine.
2. Upon requalifying your Master UFO status, your name will be featured in the UnFranchise Owner Magazine.
3. Upon requalifying your Master UFO status three out of four consecutive quarters in a 12-month period, your name and photograph will appear in the UnFranchise Owner Magazine.

HOW TO EARN UFO PIN JACKET WITH STONE(S)

1. Qualify as a Master UFO by submitting your UFO Criteria Forms three out of four consecutive calendar quarters. **The exception is

earning your very first stone. This can be accomplished by qualifying three out of four consecutive quarters within a 12-month period. It does not have to be within the same calendar year.**

2. Upon earning a minimum of \$1,500 per week 39 out of 52 weeks each calendar year, you will be eligible to receive a UFO Pin Jacket with one stone. Additional stones will be awarded on a yearly basis provided this minimum earnings criteria is satisfied each year.
3. Your updated Pin Jacket will be sent to you automatically with the correct number of stones during the first quarter of the following calendar year. Any questions you may have, please address them to Donna Hill at Market America – donna.hill@marketamerica.com. Written communications, please send to:

**Market America/UFO Dept.
1302 Pleasant Ridge Rd
Greensboro, NC 27409**

*Income

The examples of income shown for each of the Independent UnFranchise® Owners featured are not intended to be representative of the earnings of any specific class of UnFranchise Owners, nor are they intended to represent that any given UnFranchise Owner will earn income in that amount. Rather, the income figures testify to the results which have been accomplished by Independent UnFranchise Owners who have devoted time, talent, hard work, and a willingness to follow the UnFranchise proven business plan in building their UnFranchise Business. The success of any UnFranchise Owners will depend upon the amount of hard work, talent and dedication which he or she devotes to the building of his or her UnFranchise Business.

MASTER UNFRANCHISE® OWNER (UFO) CRITERIA

Calendar Quarterly Qualification Verification and Validation Form Instructions

Master UnFranchise Owner (UFO) Criteria Calendar Quarterly Qualifications:

1. Complete the Shopping Annuity assessment.
2. Must have a subscription for the UnFranchise Management System (UFMS).
3. Purchase a total of 1,500 BV of product for the respective quarter. These product purchases must be from your paying UnFranchise ID or from a personally registered Preferred Customer's paying ID.
4. Generate \$1,500 worth of Partner Store purchases between you and your customers. These Partner Store purchases must be from your paying UnFranchise ID and/or from registered Preferred Customer's paying ID.
5. Enter the names and the UnFranchise Identification Numbers of the two qualified and active UnFranchise Owners that you personally sponsored for the respective calendar quarter.
6. Attend or conduct one New UnFranchise Owner Training (NUOT).
Attend or conduct one Basic 5 Training (B5).
Attend or conduct one Executive Coordinator Certification Training (ECCT) per calendar year.
Purchase a minimum of three tickets to World Conference and a minimum of three tickets to International Convention.
7. Complete a Basic 5 Diagnostic Test, in which you score greater than or equal to 50 percent AND/OR Earn a minimum of \$900 in commissions for the respective quarter (BV and/or IBV).

Your completed UFO Criteria forms are due by the 28th day past the quarter-end date. Please fax or mail. The fax number is 336-605-0041, attn.: UFO Dept.

The mailing address is:

Market America/UFO Dept.
1302 Pleasant Ridge Rd
Greensboro, NC 27409

UNFRANCHISE® OWNER (UFO) CRITERIA

Calendar Quarterly Qualification Verification and Validation Form Instructions

(Check one): Initial Requalification

Note: All qualification criteria must be satisfied within the Calendar Quarter in which you are applying. Paperwork is due by the 28th day past the quarter end date.

Name: _____ **UnFranchise ID#:** _____

Calendar Quarter Beginning Date _____ **Calendar Quarter Ending Date:** _____

(Use calendar quarters: January – March, April – June, July – September or October – December)

- Completed the Shopping Annuity® Assessment
- Have a subscription for the UnFranchise Management System (UFMS)
- Purchased a total of 1500 BV of product for the respective quarter. These product purchases must be from your paying UnFranchise ID or from a personally registered Preferred Customer's paying ID.

Order#: _____ Date: _____

Order#: _____ Date: _____

Order#: _____ Date: _____

Order#: _____ Date: _____

- Generated \$1,500 worth of Partner Store purchases between you and your customers. These Partner Store purchases must be from your paying UnFranchise ID and/or from registered Preferred Customer's paying ID.

Sponsored a minimum of two qualified and active UnFranchise Owners

Name: _____ **UnFranchise ID#:** _____

Name: _____ **UnFranchise ID#:** _____

Training Requirements

- Attended or conducted one New UnFranchise Owner Training
- Attended or conducted one Basic 5 Training
- Attended one Executive Coordinator Certification Trainings per year

Trainer Name: _____ Date: _____

Location: _____

Trainer Name: _____ Date: _____

Location: _____

Trainer Name: _____ Date: _____

Location: _____

- Ticket Requirements:

World Conference (3) (Ticket Numbers) _____, _____, _____

International Convention (3) (Ticket Numbers) _____, _____, _____

UnFranchise Level/Income Consistency Requirements

- Score greater than or equal to 50% on the Basic 5 Diagnostic Test

Documentation Attached _____ (initials)

AND/OR

- Earn a minimum of \$900 in BV/IBV commissions from one BDC per quarter

Commission total \$ _____

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