



marketamerica®
SHOP•COM™

WELCOME TO THE TEAM!

Congratulations on Registering your UnFranchise® Business!

You have taken the first step in securing your future and getting out of the 45 year plan. This business system can and will give you everything that you desire, both monetarily and as it relates to the various needs and wants in your life, if you work it. Your Senior Leaders are committed to matching your efforts therefore it is crucial that you first define your goals clearly so that an appropriate plan of action can be created and implemented to meet those goals.

Just like any business, there are things that you will need to know in order to remain compliant and in good standing with Market America / SHOP•COM, your corporate partners. Regardless as to what you want this business to provide you, every UnFranchise Owner must go through a proper onboarding process. Please be aware that this process can take up to 10 hours to complete so it is imperative that you and your Sponsor / Senior Leader work together this first week to get this done in its entirety. This will set in motion good practices as you grow.

In order to help facilitate this process, we have put together a very comprehensive document that will help you. As you and your Sponsor / Senior Leader meet together it is important that you both go through this document and check off the items as you complete them, ask questions on areas you need clarity on, and take time on things that might feel outside of your comfort zone. In the end, simply be patient...there is a lot of great info here that is positioning you to not only accomplish your stated goals, but to also set you and your entire Organization up for success. Proper IMPRINTING and then DUPLICATING is the key to strong growth and it begins now.

WE'RE SO GLAD YOU'RE HERE!

NEW UNFRANCHISE OWNER CHECKLIST

Name _____ UFO ID _____ Email on File w/ MA _____ Start Date _____ Q-Date _____ 1 st Month AutoShip Pull Date _____ #Tues _____	Sponsored By _____ Sponsor Email _____ Sponsor Phone _____ Senior Leader _____ / _____
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UNFRANCHISE Login: Email / RepID _____ / _____ Password _____ SHOP•COM Login: Email / PCID _____ / _____ Password _____
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AT REGISTRATION

- ☐ **Sponsor:** Log into UNFRANCHISE.COM (go to My Organization > UnFranchise Registration)
- ☐ Start New Registration and Submit Application w/ FAST START KIT option
- ☐ Subscribe to UnFranchise Management System (UFMS) during UnFranchise Registration
- ☐ Set Up UnFranchise AutoShip Form (check the Accrual Protection box to insure it will be raised if you cross threshold)
 - ☐ 50 BV / 10 IBV
 - ☐ 100 BV (after first check) / 20 IBV (after first IBV check)
 - ☐ 150 BV (after first check for reaching 5000/5000 BV) / 30 IBV (after first check for reaching 5000/5000 IBV)
- ☐ Always Order UFMS on UnFranchise AutoShip
- ☐ Submit Form 925/1001

UnFranchise AutoShip initiates the Monthly Accrual Option for BV/IBV and enables your Sponsor to place BV/IBV into your BDCs.

AFTER REGISTRATION

- ☐ **New UFO:** Log into UNFRANCHISE.COM using Email/Rep ID and temporary password [change password]
- ☐ Agree to Auto Annual Renewal – “Opt In” (pulls the 1st business day of your anniversary month)
- ☐ Subscribe to Corporate Blog(s)
- ☐ Set up Direct Deposit and explain iTransact option
- ☐ Designate Internet Business Development Center (IBDC)
- ☐ Set BV and IBV Auto Placement options
- ☐ Create Website Name – www.shop.com/_____
- ☐ Download SHOPBUDDY to Browser
- ☐ Schedule Required Trainings
 - _____ New UnFranchise Owner Training (NUOT)
 - _____ Basic Five Principles (B5)
 - _____ Executive Coordinator Certification Training (ECCT)
- ☐ Learn how to register Preferred Customers
- ☐ Learn how to place orders, place BV / IBV, and generate manual Sales Receipts
- ☐ Learn how to access and run Management Reports
- ☐ Learn Online Forms – (Form 1000, UnFranchise AutoShip, Credit Card Administration)
- ☐ Learn Inventory Management Tool
- ☐ Review Master UnFranchise Owner & Shopping Annuity Master Member Programs
- ☐ Complete Shopping Annuity Assessment
- ☐ Complete Getting Started Guide

The items listed in this section do not necessarily run in sync with the order as it unfolds when setting up your UFMS. There may be some additional security protocols and multilingual selections that are not represented here. Complete those as directed. Also, some items may take longer to complete and therefore would be better understood after attending a training or a more in-depth appointment.

IMPORTANT DATES AND ADMINISTRATIVE TASKS

- ☐ Submit Form 1000, quarterly for your 001....one-time only on qualified 002, 003, etc. (can be delayed until growth demands)
 - First Due::_____ • Second Due:_____ • Third Due:_____ • Fourth Due:_____
- ☐ Submit Annual Renewal Form 1052 – (not applicable if on Auto Renewal) – Renewal Date:_____
- ☐ **REMEMBER TO:** • Keep Credit Card information in UFMS and UnFranchise AutoShip Buying up-to-date • Read your Alerts by logging into your back office every day • Read your corporate emails, blogs, and team emails daily • Check FB Groups daily • Call your Sponsor, Senior Leader, and Partners daily/weekly • **Put all MA events into your Calendar FIRST** •

DIGITAL CONTENT

- ❑ The following websites come with your UnFranchise Business and are unique to your UnFranchise Business by using “/yoursitename” linkage*. All customer logins are the same across all platforms
 - Isotonix.com
 - MotivesCosmetics.com
 - TLSSlim.com
 - GetConquer.com (*site suffix is /usa-yoursitename)
 - Global.Shop.com
 - MarketAmerica.com
 - ShoppingAnnuity.com
 - Custom mini-Sites
- ❑ These Websites are part of our “University Major” and are available to you if you desire to specialize in them. They come with additional costs and certification requirements.
 - MaWebcenters.com
 - ShopFinancial.com
 - Nutrametrix.com
- ❑ Official Training & Information Websites for UnFranchise Owners.
 - UnFranchiseTraining.com
 - UnFranchiseManifesto.com
 - MarketAmericaEvents.com
 - Your Regional Events Website: _____
- ❑ Corporate Blogs & UFO Content Websites
 - BeingJRRidinger.com
 - LorensWorld.com
 - MyFashionCents.com
 - Blog.MarketAmerica.com
 - UnlimitedLifestyles.net
 - Wellness101Video.com
 - RonnieRobinsonOnline.com
 - GoNowResource.com
- ❑ Download UnFranchise Media App
- ❑ Create a Bookmark for UNFRANCHISE•COM on your phone & tablet
- ❑ Download SHOP•COM mobile app
- ❑ Download SHOPBUDDY app (iphone users only)
- ❑ Subscribe to www.YouTube.com/MarketAmerica (and other relevant brand channels)
- ❑ Like & Follow all Market America / SHOP•COM Social Media Platforms
- ❑ Like & Follow all Market America Executive Team & Leader’s Social Media Platforms
- ❑ Join FB Groups in relation to your genealogy and geographical location
- ❑ Additional FB Groups to join
 - Big AI’s Training Group
 - Market America National Conference Call
 - MA /SHOP•COM Convention Sharing Room

BEGIN WATCHING NOW

- ❑ ***The Evaluation Approach*** – MAWC2019 | JR Ridinger – <https://youtu.be/AbolOWyAlVI>
- ❑ ***Qualifying And Trial Runs*** – MAWC2019 | JR Ridinger – https://youtu.be/WkSa3T_FxMk
- ❑ ***Supporting ABC Pattern*** – MAIC2019 | JR Ridinger – <https://youtu.be/GK-N3rKdBzw>
- ❑ ***The Approach Anyone Can Use to Set the Appointment*** – MERC2019 | Phil Guido – <https://youtu.be/fDc07pBXmPE>
- ❑ ***Trial Size Marketing*** – MERC2019 | Phil Guido – <https://youtu.be/DVzP2bgCZ7U>

ADDITIONAL CONTENT TO WATCH

- ❑ ***Cash Flow Quadrant*** – Robert Kiosaki – <https://youtu.be/13zmg0BSDk0>
- ❑ ***How to Win Friends and Influence People*** – Dale Carnegie – <https://youtu.be/0uMZi1gc0Nc>
- ❑ ***Do These 5 Things If You Want To Attract Better Into Your Life!*** – Dr. John Maxwell – <https://youtu.be/ljlzuzOkhnM>
- ❑ ***Psychology of Wealth Thinking*** – Jim Rohn – <https://youtu.be/ppUx4J3J9FY>
- ❑ ***100’s of Motivational Videos*** – Motiversity – https://www.youtube.com/channel/UCAPByrKU5-R1emswVlyH_-g/videos

THE FIRST 90-DAYS

The First 90-Days as an UnFranchise Owner are crucial to your success! As with any business there will be a learning curve so work diligently with your Sponsor and/or Senior Leaders to reduce that curve by completing this checklist as fast as possible. The goal here is to “onboard” you properly and to set in motion action steps that will be properly duplicated throughout the entire Organization resulting in creating a significant residual income stream for you. It is very important that you remain coachable during this process and allow those who have succeeded in this company to lead you. This doesn’t mean you don’t contribute; on the contrary, you are here because someone saw something great in you! So have fun, get to work, and make a radical impact in the lives of others. We’re so glad you’re here – Welcome to the Team!

★ CREATE A NAMES LIST OF 300 NAMES ★

BEGIN WORKING THAT LIST WITH YOUR SPONSOR / SENIOR LEADERS

HAVE PURPOSE

- ☐ Define your **WHY**
- ☐ Define your Financial Goals – **HOW MUCH DO YOU WANT TO MAKE BY WHAT DATE?**
- ☐ Define your Life Goals – **IF MONEY WASN’T AN ISSUE, WHAT WOULD YOU BE DOING WITH YOUR LIFE?**

CREATE POSTURE

- ☐ Purchase Tickets to the next **GMTSS EVENT** – *one for you and at least one for your guest*
- ☐ Learn the **EVALUATION APPROACH** – *direct and referral*
- ☐ Have your **ANSWER TO “WHAT IS IT?”** – *more than one*
- ☐ Develop your **2-MINUTE COMMERCIAL** – *what this business is solving for you*
- ☐ Learn how to use **OPENING DIALOGUE QUESTIONS** – *meeting people*
- ☐ Learn how to **SPEAK IN THEMES & CONCEPTS** – *be relevant*
- ☐ Learn how to **GUIDE COMMUNICATION** – *stay focused*
- ☐ Learn how to **OVERCOME OBJECTIONS** – *be bulletproof*
- ☐ Rehearse multiple scripts until you **SPEAK COMFORTABLY** – *be normal*
- ☐ Complete the 3 Required Trainings: **NUOT, B5, & ECCT** – *be a great student*

BECOME A LEADER

- ☐ Convert household to Market America Brands utilizing the Home Shopping List
- ☐ Define your Goals, write them down, and read them twice per day
- ☐ Join an Accountability Group
- ☐ Commit to a weekly Team Coring
- ☐ Learn all aspects of UNFRANCHISE•COM (your “Back Office”)
- ☐ Learn all aspects of SHOP•COM and additional Websites (your “Store Front”)
- ☐ Utilize a Central Calendar – Input all Market America trainings, events, and meetings FIRST
- ☐ Create a filing system on your computer for all downloads and materials
- ☐ Review your Getting Started Guide regularly and adjust accordingly
- ☐ Read the UnFranchise Manual in its entirety at least once

GET RESULTS

- ☐ Plan & Complete a Home Kickoff / New Business Launch EVENT – Date: _____
- ☐ Plan & Complete a “University Major” / product-specific EVENT – Date: _____
- ☐ Track your Activity using the 10-3-2 or 3-1-2 Momentum Sheets
- ☐ Work the ABC Patter with your Senior Leaders and Teammates
- ☐ Perform a SHOP•COM Portal Tour
- ☐ Sell a Product on your own
- ☐ Show the Business Plan

KEY DEFINITIONS & TERMINOLOGY

Every business and company has its own unique language and terminology so it is imperative that you learn Market America's. This is just a basic list to help get you acclimated as a deeper comprehension will come when you complete the **New UnFranchise Owner Training (NUOT)**, **BASIC 5 (B5)**, and **Executive Coordinator Certification Training (ECCT)**.

- **UNFRANCHISE:** "UnFranchise" is a unique and propriety term, copywrited and exclusively used by Market America to best describe what our business is – This is the UnFranchise Business. Subsequently, those who partner with Market America as independent distributors are all referred to as "UnFranchise Owners" or "UFOs".
- **MANAGEMENT PERFORMANCE COMPENSATION PLAN (MPCP):** This is the binomial tracking system that every UnFranchise Owner is placed into in order to generate/accrue volume and receive commissions. It represents the genealogy of the entire UnFranchise Owner network. Most importantly, it is the powerful foundation of the UnFranchise Business model through which all successful growth and expansion occurs.
- **VOLUME:** A kind of "social currency" where by which the MPCP tracks and credits all of the shopping and purchases that take place by UFOs & Customers. Volume is placed into BDCs and flows through the MPCP at a rate of 100% infinitely. Once the Volume totals reach certain thresholds, it converts into cash commissions for any UFO that is eligible to receive them. There are 2 types of Volume:
 - ↳ **BUSINESS VOLUME (BV)** = The point value assigned to Market America exclusive products.
 - ↳ **INTERNET BUSINESS VOLUME (IBV)** = The point value assigned to partner store and third-party products.
- **PERSONAL VOLUME (PBV) –VS– GROUP VOLUME (GBV):** The difference here is denoted simply by where the Volume is originally placed. For example, Volume that is placed into a BDC counts as "Personal Volume" for that BDC and counts as "Group Volume" for any BDC above that it flows thru and accumulates. UFOs get paid commissions on Group Volume while Personal Volume works towards satisfying requirements.
- **BUSINESS DEVELOPMENT CENTER (BDC):** This is your 001, 002, 003, etc. and is identified by your 9-digit UnFranchise ID that is assigned to every UFO by Market America. The BDCs are where all of the volume (both BV & IBV) generated in your organization accrues, collects, and is ultimately converted into residual cash commissions. From a digital perspective, it is a placeholder in the MPCP genealogy that represents your UnFranchise Business. You can own up to 999 BDCs and each BDC is capable of earning 187K per year.
- **BANKS:** This term refers to the Left and Right side of every BDC where by which BV & IBV accrues and accumulates. Each side of a BDC has both a BV Bank and an IBV Bank which operate with respect to each other in generating commissions as a UFO
- **QUALIFY:** In order for a BDC to be considered "Qualified" within the MPCP, a few criteria must be met...
 - 1) 200 PBV into the respective BDC.
 - 2) BDC must be properly linked within the MPCP.
 - 3) Subscription Fee must be paid and renewed on an annual basis. **The Subscription Fee covers every BDC that the UFO owns...It is not done individually for each BDC..*
- **ACTIVATE:** For an UnFranchise Owner to earn commissions and management bonuses, their personal BDC must be Qualified and "Activated". Being "Activated" means that their BDC has one personally sponsored and qualified UFO on the Left and one personally sponsored and qualified UFO on the Right of that respective BDC and these UFOs were sponsored by the owner of that respective BDC. Any BDC eligible to earn commissions must also remain Qualified.
- **ORGANIZATION:** Every UFO economically connected to you in the MPCP whereby the Volume flows up to you 100%.
- **GLOBAL MEETING TRAINING & SEMINAR SYSTEM (GMTSS):** The uniformed, company-wide training system which can be accessed by all UFOs...Search and leverage meetings and trainings that are taking place anywhere in the world.

- **SPONSOR:** The Independent UnFranchise Owner who introduced you to the business.
 - ↳ Can place Volume in BDCs of personally sponsored UFOs who are enrolled correctly in UnFranchise Auto Ship
 - ↳ Responsible for managing, supervising, training, and motivating within their Organization
- **PLACEMENT:** Location of a BDC in the Market America Genealogy...Also referred to as “linkage”
 - ↳ Specified on the application by the new UnFranchise Owner’s Sponsor
 - ↳ A BDC may only be placed on the Left or the Right of another BDC where no BDC currently exists (Open Placement)
- **START DATE:** The day that a UFO submitted their Application and paid the \$129.95 Subscription Fee.
- **Q-DATE:** The day of each month that all requirements must be satisfied by every UFO. Each UnFranchise Owner has a specific Q-Date based on their Start Date.
- **QUARTER:** For qualified UnFranchise Owners, a period of every three months based on the qualified UnFranchise Owner’s initial Q-date (also called a “Three Q-Date Period”).
- **BASIC BV/IBV REQUIREMENT:** 150 PBV / 30 PIBV generated by personal purchases or customers sales must be placed into your BDC-001 every Quarter.
- **FORM 1000:** In order to show the federal government and regulatory agencies that oversee us that we are in compliance and good favor, we are required to show them that every UFO has real customers. We submit a total of \$200 in full retail sales spanning 2 separate transactions or receipts every Quarter. There is a 30% rule which allows no more than \$60 of these receipts to be products purchased by the UFO for personal use.
- **UNFRANCHISE MANAGEMENT SYSTEM (UFMS):** Also known as the “Back Office”, UFMS is accessed at UnFranchise.com. This is where every UFO manages all aspects of their UnFranchise Business. There is a monthly fee of \$21.95 for every UFO and this is what is considered the only “overhead” associated with the UnFranchise Business.
- **SHOPPING ANNUITY ASSESSMENT:** An online tool that identifies your time value as well as spending that you are already doing, which could be redirected to build your business. The final report uses that information to recommend exclusive brands, Partner Stores and other products that could be used to fund your Shopping Annuity — and even estimates your Shopping Annuity at maturity.
- **MONTHLY ACCRUAL OPTION:** If you want your Volume to accrue month-to-month without resetting to zero, you will need to exercise this option. The following criteria must be met in order to do so...
 - 1) Maintain a subscription to UFMS.
 - 2) Place PBV into your BDC-001 by your monthly Q-Date
 - 50 BV: UnFranchise Owner – no commission earned
 - 100BV: Coordinator – earned first \$300 commission (BV)
 - 150BV: Executive Coordinator and higher – earned the \$600 for completing the BV commission pay cycle
 - 3) Place PIBV into the BDC-001 by your monthly Q-Date
 - 10 IBV: UnFranchise Owner – no commission earned
 - 20 IBV: Coordinator – earned first \$300 commission (IBV)
 - 30 IBV: Executive Coordinator and higher – earned the \$600 for completing the IBV commission pay cycle
 - 4) Complete the Shopping Annuity Assessment (one-time only).
- **UNFRANCHISE AUTO SHIP (UFAS):** Every UFO should be their own best customer and use all their own products, so Market America asks that you automate a small amount of BV & IBV. By doing so you will meet the Basic BV/IBV Requirement while also creating greater leverage for you and your Organization! UFOs can place Volume into the BDCs of UFOs that they personally sponsor and who are on UnFranchise Auto Ship. This allows for deep Volume Placement and more UFOs earning commissions. UFAS will help the UFO to exercise their Monthly Accrual Option without fail.

- **GREEN FLUSH:** Also known as a “Good Flush”. When both Banks on the Left and the Right side of a BDC reach 5000 / 5000 and you have earned the full \$1500 in that pay cycle. Once this occurs, your Banks will reset to zero and begin to accrue again. Both the BV and the IBV cycles operate this way.
- **TRIPLE FLUSH (Management Bonus):** When one of your BDCs and one BDC on the Left and one BDC on the Right of that original BDC all Green Flush the same week. This results in that original BDC generating an extra \$600 which is called a “Management Bonus”.
- **RED FLUSH:** Also known as a “Bad Flush”. This is when your Monthly Accrual Option is not satisfied and all of the Group Volume accrued in the Banks of your BDCs flush out and reset to zero. **Make sure all Credit Card info is up-to-date...An expired card could prevent your UnFranchise Auto Ship to pull thus not satisfying your Monthly Accrual Option.*
- **PURGE:** Also known as the “Worst Thing That Can Happen to a UFO but Is Easily Preventable”. Market America must comply with regulations and therefore all UFOs must also comply. UFOs must also meet company requirements that keep them qualified and current (also known as “active”) with Market America. Reasons for a Purge are the following...
 - 1) Not completing a Form 1000
 - 2) Not satisfying the Basic BV/IBV Requirement
 - 3) Not having a current Annual Subscription

WHAT HAPPENS IF YOU PURGE?

- ↳ Group BV/IBV in all personal BDCs resets to ZERO
- ↳ Personal BV/IBV in all personal BDCs resets to ZERO
- ↳ All Personal Volume (PBV) is removed from Senior Partner Banks (where it accrued as GBV) unless it has flushed
- ↳ The UFO becomes unqualified/inactive (may affect Sponsor’s Activation)
- ↳ If due to non-renewal, access to UFMS is suspended

WHAT TO DO AFTER A PURGE?

- ↳ Re-qualify any personal BDCs, typically the 001 first, with 200 BV and reinstate BDC Activation
- ↳ Submit a Form 1000 for any BDCs to be eligible to earn commissions
- ↳ If purged for non-renewal, submit paper application with “late renewal” selected, pay \$129.95 Subscription Fee, re-qualify with 200 BV, submit Form 1000. A new Q-Date will then be assigned.

**Place a minimum of 50 PBV within 270 days into BDC-001 to maintain current genealogy location in the MPCP.*

ADDITIONAL TERMS

- **UNFRANCHISE BUSINESS PRESENTATION (UBP):** A corporate-approved and sponsored UnFranchise Business Presentation that is listed on the GMTSS and open to the public. Only approved speakers are authorized to present the business plan and some small costs may apply for UFOs. Guests are always free.
- **SHOPPING ANNUITY:** Our revolutionary concept that helps smart shoppers convert their spending into earning through SHOP•COM. Unlike a typical annuity from a bank, you don't have to invest a massive sum of money to get started — your investment is what you already spend on everyday purchases. **Visit ShoppingAnnuity.com for details.*
- **MASTER UFO PROGRAM (MUFO):** The Master UnFranchise Owner Program is a structured system that identifies and quantifies what successful UnFranchise Owners are doing or have done to increase their likelihood for success. **Requirements for this Program are found in your Back Office*
- **SHOPPING ANNUITY MASTER MEMBER (SAMM):** The Shopping Annuity is the very essence of the UnFranchise Business. All around the world, UFOs who are implementing the activities of a Shopping Annuity Master Member (SAMM) and duplicating SAMMs within their organization are experiencing tremendous results with increased BV, IBV and retail profits. **Requirements for this Program are found in your Back Office.*

UNFRANCHISE LEVELS

Market America does not utilize a multi-level-marketing pay plan and therefore does not pay on levels. Market America also pays out commissions weekly as opposed to monthly. So the "titles" you see listed here are solely based on how much a UFO has earned in commissions and management bonuses within four consecutive weekly commission cycles.

- ★ **UNFRANCHISE OWNER** – Completed Independent UnFranchise Owner Application & Agreement and paid Subscription Fee
- ★ **QUALIFIED UNFRANCHISE OWNER** – Place 200 PBV in orders into BDC-001 and maintain proper Linkage in the Market America genealogy.
- ★ **COORDINATOR** – Developed two Sales/Distribution Organizations, one on the Left and one on the Right side of a personal BDC with each accruing 1200 BV thus resulting in the first \$300 commission earned weekly commission cycle.
- ★ **EXECUTIVE COORDINATOR** – Developed two Sales/Distribution Organizations, one on the Left and one on the Right side of a personal BDC with each accruing 5000 BV thus resulting in the last \$600 commission earned in a weekly commission cycle.
- ★ **MASTER COORDINATOR** – Earned the first \$600 Management Bonus.
- ★ **SENIOR MASTER COORDINATOR** – Earned \$3000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **PROFESSIONAL COORDINATOR** – Earned \$4500 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **SUPERVISING COORDINATOR** – Earned \$7500 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **NATIONAL SUPERVISING COORDINATOR** – Earned \$10,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **EXECUTIVE SUPERVISING COORDINATOR** – Earned \$15,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **DIRECTOR** – Earned \$18,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **EXECUTIVE DIRECTOR** – Earned \$25,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **FIELD VICE PRESIDENT** – Earned \$36,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **EXECUTIVE FIELD VICE PRESIDENT** – Earned \$45,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **SENIOR EXECUTIVE FIELD VICE PRESIDENT** – Earned \$63,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **FIELD PRESIDENT** – Earned \$80,000 in Commissions & Management Bonuses in a 4 consecutive weekly commission cycles.
- ★ **INTERNATIONAL FIELD PRESIDENT** – Earned \$100,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **INTERNATIONAL FIELD CHAIRMAN** – Earned \$125,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.
- ★ **SENIOR INTERNATIONAL FIELD CHAIRMAN** – Earned \$150,000 in Commissions & Management Bonuses within four consecutive weekly commission cycles.

UNFRANCHISE OWNER TRAINING SCHEDULE

The Global Meeting & Training Seminar System is how we leverage Market America to grow our UnFranchise Business – We build Event-to-Event. While not all of the events & trainings listed below are required, it is almost impossible to succeed as a UFO without attending these events and duplicating this throughout your Organization.



★ **New UnFranchise Owner Training (NUOT) – \$15**

Check GMTSS for Date/Time (3 Hour Course)

Required Training

★ **Basic Five Principles (B5) – \$15**

Check GMTSS for Date/Time (3 Hour Course)

Required Training

★ **Executive Coordination Certification Training (ECCT)**

\$50 – First Time / \$25 – Retake

Check GMTSS for Date/Time (6 Hour Course)

Required Training

★ **Market America World Conference (MAWC) – \$200**

Miami, Florida

February (3 Day Event)

★ **Market America International Convention (MAIC) – \$200**

Greensboro, North Carolina

August (3 Day Event)

★ **Regional Convention – \$75**

Somewhere in your Region

Dates vary by Region (2 Day Event)

★ **District Conference – \$50**

Somewhere in your District

Dates vary by District (1-2 Day Event)

★ **Local Seminars – \$30**

Happens Locally on a Saturday

Appx 5-6 per year (1 Day Event)

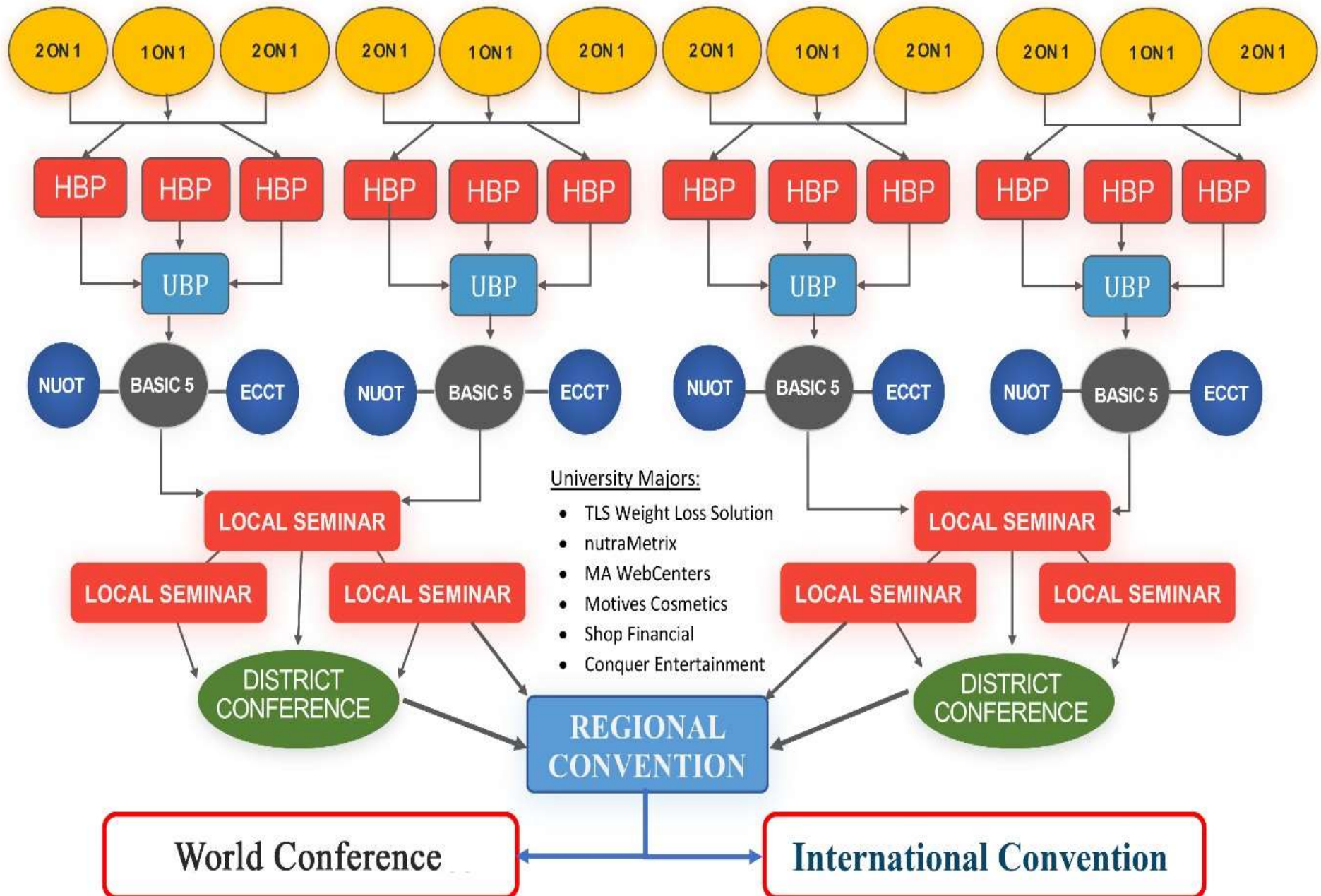
★ **UnFranchise Business Presentation (UBP) – UFO: \$7 / Guest: FREE**

Once per month on a Weekday Evening

12 per year (1 Hour Event)

★ **Additional University Major Trainings, Product Trainings, Moving Up Seminars, and Business-Building Events** are offered throughout the year and are usually announced at conferences and conventions. Please check the GMTSS or consult with your Senior Leader about when these events are happening and the costs involved.

Global Meeting, Training and Seminar System (GMTSS)



STAIRCASE TO SUCCESS IN MARKET AMERICA

Where do you see yourself at the end of the year & how do to get there? Focus your attention on completing the DAILY STEPS consistently and you will accomplish the Weekly / Monthly / Quarterly Steps as a result which will then position you to earn \$3600 per week for years to come!

ANNUAL GOAL

- ↳ POSITIONED TO EARN \$3,600 / WEEK
- ↳ ONGOING INCOME

QUARTERLY STEPS

- ↳ Qualify for Master UnFranchise Owner (MUFO) & Shopping Annuity Master Member (SAMM)
- ↳ Help 2 – 10 UFOs complete and qualify for MUFO & SAMM
- ↳ Personally Sponsor 2 new UFOs and building in the ABC Pattern of Depth

MONTHLY STEPS

- ↳ Show the Plan at least 4 times
- ↳ Attend UBP with guests
- ↳ Trial Run 2 and Sponsor 1 (minimum 2 per quarter)
- ↳ Generate 500 BV (personal use, customers)
- ↳ Generate \$1000 in purchases from Partner Stores (personal use, customers)

WEEKLY STEPS

- ↳ Show the Plan to 2 people per week
- ↳ Follow up with at least 1
- ↳ Conduct or Attend a Home Business Presentations (HBP)
- ↳ Generate 125 BV (personal use, customers)
- ↳ Generate \$250 in purchases from Partner Stores (personal use, customers)
- ↳ Add 1 new Customer (Trial Size Marketing and/or Shopping Annuity Assessment)
- ↳ Call your Coach/Mentor/Senior Partner

DAILY STEPS

- ↳ Promote your Business (one-to-one, social media, personal stories and testimonials)
- ↳ Read Goal Statement
- ↳ Listen to Audio / Watch a Video
- ↳ Talk to / Cultivate / Call / Text 1-3 People
- ↳ Book 1 Appointment
- ↳ 15-30 minutes on Shopping Annuity Assessment / SHOP•COM with family, friends, customers, or partner



BECOME
CONSISTENT
IN THE
DAILY STEPS
WITHOUT
EXCEPTION

7-DAY MOMENTUM SHEET

Building Momentum by Implementing 10-3-2 or 3-1-2 System

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	TALKED TO:	TALKED TO:	TALKED TO:	TALKED TO:	TALKED TO:	TALKED TO:	TALKED TO:
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
	APPOINTMENTS BOOKED	APPOINTMENTS BOOKED	APPOINTMENTS BOOKED	APPOINTMENTS BOOKED	APPOINTMENTS BOOKED	APPOINTMENTS BOOKED	APPOINTMENTS BOOKED
1							
2							
3							
	NAMES ADDED	NAMES ADDED	NAMES ADDED	NAMES ADDED	NAMES ADDED	NAMES ADDED	NAMES ADDED
1							
2							
	CALL PARTNER	CALL PARTNER	CALL PARTNER	CALL PARTNER	CALL PARTNER	CALL PARTNER	CALL PARTNER
✓							
	SHOWED THE PLAN TO:	SHOWED THE PLAN TO:	SHOWED THE PLAN TO:	SHOWED THE PLAN TO:	SHOWED THE PLAN TO:	SHOWED THE PLAN TO:	SHOWED THE PLAN TO:
1							
2							
3							
4							

NOTES
