

# GETTING STARTED GUIDE

marketamerica® | SHOP•COM™

# CONGRATULATIONS

The decision to become an Independent UnFranchise® Owner and build a Market America UnFranchise Business can be one of the most empowering and rewarding endeavors you'll ever undertake.

## Topics:

- 03 Developing Your UnFranchise Business
- 04 Your Goal Statement and Detailed Plan of Action
- 06 Follow-Up Appointment
- 10 Master UnFranchise Owner (UFO) Criteria

### Senior Independent UnFranchise Owner Information:

Sponsor: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Senior Certified Executive Coordinator: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Senior Certified Executive Coordinator: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Senior Advisory Council Member: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Local Seminar Coordinator: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Qualification Date (Q-Date): \_\_\_\_\_

**AS WITH A TRADITIONAL FRANCHISE, THE KEY TO SUCCESS WILL BE YOUR ABILITY TO EFFECTIVELY IMPLEMENT A TESTED AND PROVEN BUSINESS PLAN.** This business plan consists of standardized, coordinated and systematic actions. These actions, completed in a timely manner, can result in fundamentally sound and consistent growth within your sales and distribution organizations.

The *Getting Started Guide* has been prepared as a recommendation to help you quickly start the building of your Market America Independent UnFranchise Business. You should refer to the Market America *UnFranchise Manual* whenever you need more detailed information. Implement and complete the *Getting Started Guide*, and encourage the Independent UnFranchise Owners you sponsor to do the same.

### MAILING ADDRESS

P.O. Box 35364, Greensboro, NC 27425

### OFFICE ADDRESS

1302 Pleasant Ridge Road, Greensboro, NC 27409

### OFFICIAL COMPANY WEBSITE

marketamerica.com, SHOP.COM

### KEY TELEPHONE NUMBERS:

Market America, Inc. (336) 605-0040

Computer Support (336) 478-4001

UnFranchise Services (336) 478-4006

Preferred Customer (336) 478-4120

Product Information (336) 605-0040

Fax (336) 605-0041



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### BLOGS

beingjrridinger.com, blog.unfranchise.com, lorensworld.com



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youtube.com/marketamerica

All currency herein is quoted in U.S. dollars unless otherwise indicated. Canadian Independent UnFranchise Owners should convert references of currency to Canadian dollars based on the consultant's location. Canadian Independent UnFranchise Owners' commissions are converted weekly from U.S. dollars to their country currency. For Canada, the conversion rate is the exchange rate published by OANDA immediately preceding the commission process for each week (typically the Tuesday of the week that the commission check is paid).

Earnings depicted are atypical, and the success of any UnFranchise Owner will depend upon the amount of hard work, talent and dedication which they devote to building their Market America business. For typical earnings, see market-america.info/mais.

# SECTION 1: DEVELOPING YOUR UNFRANCHISE BUSINESS

Following these guidelines will be one of the key success factors in developing your UnFranchise® Business.

## 1. What is your 'Why?'

What is the driving reason “*why*” you are building an UnFranchise Business?

It is important to define your “*why*” because it will drive you to accomplish your goals and create a better quality of life. You need to have a sense of purpose because that is what will sustain and maintain you through the highs and lows of developing the business. It is important to avoid getting too high or low during the UnFranchise Business building process.

Initially, many people think of money as their “*why*.” However, what do you want to do with that money? Is it to have time freedom or the ability to travel? Do you want to spend more time with your family or support your retirement plan? Open your mind to the lifestyle you would live if money were not an issue, and you will find your true purpose ... your “*why*.”

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## 2. I will...

- Commit to following this UnFranchise proven business plan for a minimum of 12 months.
- Commit 8 to 15 hours per week to complete the tasks and activities outlined in this plan.
- Purchase a ticket(s) to the next scheduled Global Meeting, Training and Seminar System (GMTSS) event (Local Seminar, District Conference, Regional Convention, Leadership School or International Convention).
- Convert Spending Into Earning by visiting UnFranchise.com to complete the online Home Shopping List.
- Download the UnFranchise Marketing App and UnFranchise Business App.
- Listen to a minimum of two audios each week from the UnFranchise Business App.
- Develop 10 Preferred Customers who order the company’s exclusive products.
- Learn and practice the Basic 5 fundamentals of the business: 1 – Attitude and Knowledge, 2 – Goals and a Goal Statement, 3 – Retailing 4 – Prospecting, Qualifying and Sponsoring and 5 – Follow-Up and ABC Pattern.
- Implement the Master UnFranchise Owner Program Criteria and become a Master UnFranchise Owner (*refer to page 10 in this guide*).

## 3. Enter these important dates into your calendar.

UnFranchise Business Presentations (UBP):

(dates) \_\_\_\_\_

New UnFranchise Owner Trainings (NUOT):

(dates) \_\_\_\_\_

Basic 5 Trainings (B5):

(dates) \_\_\_\_\_

Executive Coordinator Certification Trainings (ECCT):

(dates) \_\_\_\_\_

Local Seminars:

(dates) \_\_\_\_\_

District Conference:

(dates) \_\_\_\_\_

Regional Convention:

(dates) \_\_\_\_\_

Leadership School:

(dates) \_\_\_\_\_

International Convention:

(dates) \_\_\_\_\_

# SECTION 1: DEVELOPING YOUR UNFRANCHISE BUSINESS

(continued)

## 4. Result-producing activities:

Create a Possibilities List of people who may be interested in the products, the business and/or online shopping or may be able to lead you to the right people. (List your top 10 possibilities below.)

1. Name: \_\_\_\_\_  
Phone: \_\_\_\_\_
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Phone: \_\_\_\_\_
8. Name: \_\_\_\_\_  
Phone: \_\_\_\_\_
9. Name: \_\_\_\_\_  
Phone: \_\_\_\_\_
10. Name: \_\_\_\_\_  
Phone: \_\_\_\_\_

Schedule a call or text workshop with a senior business partner to make calls to share the business and/or products:

(dates) \_\_\_\_\_

Schedule two-on-one and/or one-on-one meetings to present the UnFranchise Business twice per week using the evaluation approach:

(dates) \_\_\_\_\_

Home and/or online Product Preview/Wellness Event:

(dates) \_\_\_\_\_

Home and/or online Business Presentation (HBP):

(dates) \_\_\_\_\_

Download ShopBuddy® personally and encourage all Preferred Customers to download ShopBuddy.

### Develop your answer to “What Is It?”

Developing an answer to “What is it?” is necessary to discuss Market America Worldwide I SHOP.COM efficiently and effectively with your new possibilities and prepare you to talk naturally, sincerely and confidently about the company. It is recommended that you refer to the Prospecting, Qualifying and Sponsoring section of the Basic 5 audio, online training and/or the *UnFranchise Manual* for further details and instructions.

**Example:** “A global product brokerage and Internet marketing company specializing in One-to-One Marketing.” **Example:** “The Shopping Annuity® is a revolutionary program which enables people to convert their spending into earning. Have you ever heard of it?”

### Develop your two-minute commercial.











People will ask you why you have established your UnFranchise Business, and your response could stimulate them to think about their current lifestyle and situation. Your two-minute commercial should be a testimonial explaining the real reason you are developing your business.

### Here are a couple of examples:

- “I was sick and tired of living month-to-month on a salary that never seemed to grow. I started this business to create a supplemental income.”
- “I started my UnFranchise Business to establish my children’s college fund.”

The objective of the two-minute commercial is to generate interest and start a dialogue about the business or the products, which can lead to further conversations and an appointment where the prospect can evaluate the business. Take the time to determine your sense of purpose and your “why.”

## Tools to share the UnFranchise Business:

							
2-on-1 Meeting	1-on-1 Meeting	Home Business Presentation	3-Way Call	Online Videos	Social Media	Invite Friends Tool	Exclusive Product Catalog
							
Online Presentations (Webinars/Online)	UnFranchise Business Presentation	Mobile	GMTSS	Nutri-Physical®, Skincare Analysis, Custom Skin Quiz and TLS Profile Quiz	ShopBuddy®	Home Shopping List	UnFranchise Marketing App and UnFranchise Business App

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## SECTION 2: YOUR GOAL STATEMENT AND DETAILED PLAN OF ACTION

To be effective, your goals must be specific, measurable and written. Take a few minutes and write down what you would like to accomplish. For additional information on developing a goal statement, refer to the applicable section in the *UnFranchise® Manual*, online training and/or audios. You may want to seek some advice from your sponsor and/or senior business partners in this area to ensure your goals are properly established.

### A. Personal goals

1. Decide what you want. Determine the things or lifestyle you desire to have.

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2. When do you want it? Set target dates for the achievement of each goal.

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3. Determine what you are willing to give the business in the way of time, effort and sacrifice to obtain your goal.

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4. Develop a detailed plan of action. Determine what you must do each year, each month, each week and each day to achieve your goal. This business is built most effectively one day at a time, working consistently. Simply satisfy the daily tasks and activities (see below) in the detailed plan of action to ensure the achievement of the weekly, monthly and annual goals.

5. Write it out (steps 1-4) in a 50- to 100-word statement and read it twice daily. Fine-tune it each week or month until it is in line with reality. The repeated reality checks will keep you focused and on your way to achieving your goals.

### DAILY TASKS AND ACTIVITIES

- Add or cultivate two possibilities daily.
- Call one to three prospects from your Possibilities List daily to schedule at least two appointments per week to evaluate the business and see if they know the right people.
- Promote the business and/or products through word of mouth and social media.
- Send information and product samples through the UnFranchise Marketing App.
- Present the UnFranchise Business (show the plan) twice per week using the evaluation approach.
- Follow up with a prospect and/or customer.
- Invite two people to earn Cashback or visit SHOP.COM.
- Listen to an audio or watch a video.
- Use Market America products daily.
- Read your Goal Statement.

### B. Business goals and objectives

*(Develop an action plan with your sponsor or senior business partner)*

#### 1. Commission income

I will commit \_\_\_\_\_ hours per week to my UnFranchise Business.

I will commit \_\_\_\_\_ nights/days per week to my UnFranchise Business.

I will register a minimum of 10–15 Preferred Customers who purchase Market America-exclusive products by (target date) \_\_\_\_\_.

I will personally sponsor two qualified Independent UnFranchise Owners (to activate) by (target date) \_\_\_\_\_.

I will reach the Coordinator level (receive first \$300 commission) by (target date) \_\_\_\_\_.

I will reach the Executive Coordinator level (receive \$1,500 in commissions) by (target date) \_\_\_\_\_.

I will earn annual commissions of \$\_\_\_\_\_ by (target date)\_\_\_\_\_.

#### 2. Personal use

Personally purchase and use  $\geq 150$  BV (ultimate goal:  $\geq 500$  BV per month) worth of product monthly after one month. Personally purchase  $\geq 30$ -50 IBV (ultimate goal:  $\geq 100$  IBV per month) from your SHOP.COM site monthly.

#### 3. Retail sales

Establish a customer base of  $\geq 10$  purchasing  $\geq 35$  BV of product monthly after three months.

#### 4. Organizational volume

The goal of each Independent UnFranchise Owner in your organization should be to create  $\geq 500$  BV and  $\geq 30$  IBV each month ( $\geq 150$  BV Personal and  $\geq 350$  BV Customer Sales).

Teach, manage and support each Independent UnFranchise Owner on your team to achieve this goal.

**5. Earn  $\geq$  \$300\* monthly (BV)** from the Management Performance Compensation Plan (MPCP) within three to six months of implementing this plan. (Equates to you plus three Independent UnFranchise Owners on the left and three Independent UnFranchise Owners on the right of a Business Development Center [BDC], with each creating  $\geq 500$  BV and  $\geq 30$  IBV monthly.) — Base 10, Seven Strong

**6. Earn  $\geq$  \$600\* monthly (BV)** from the MPCP after eight months of implementing this plan. (Equates to five Independent UnFranchise Owners on the left and five Independent UnFranchise Owners on the right of a BDC, with each creating  $\geq 500$  BV and  $\geq 30$  IBV monthly.)

**7. Earn  $\geq$  \$900\* monthly (BV)** from the MPCP after 10 months of implementing this plan. (Equates to eight Independent UnFranchise Owners on the left and eight Independent UnFranchise Owners on the right of a BDC, with each creating  $\geq 500$  BV and  $\geq 30$  IBV monthly.)

**8. Earn  $\geq$  \$1,500\* monthly (BV)** from the MPCP after 12 months of implementing this plan. (Equates to 10 Independent UnFranchise Owners on the left and 10 Independent UnFranchise Owners on the right of a BDC, with each creating  $\geq 500$  BV and  $\geq 30$  IBV monthly.)

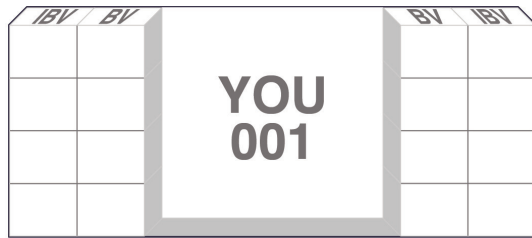
*\*In commissions*

## SECTION 2: YOUR GOAL STATEMENT AND DETAILED PLAN OF ACTION

(continued)

### BUILDING A FOUNDATION – BASE 10, SEVEN STRONG

1. Personally purchase and use  $\geq 150$  BV +  $\geq 30$  IBV in product monthly after one month.



Complete the Shopping Annuity® Assessment

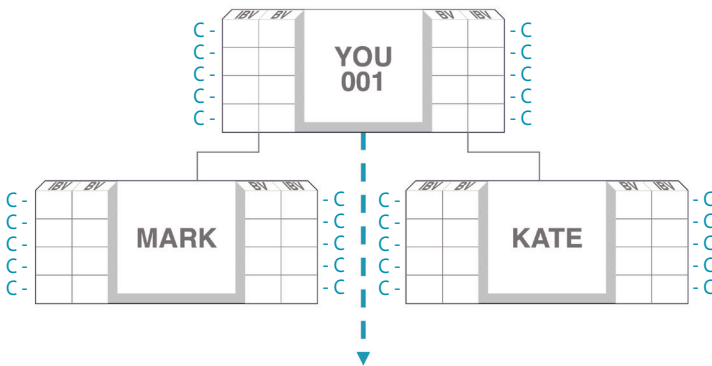
2. Establish a repeat customer base of  $\geq 10$  customers purchasing  $\geq 35$  BV monthly within one to three months.



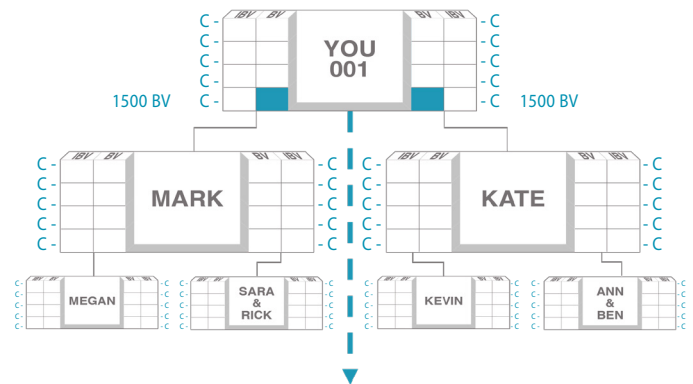
C = Customer purchasing  $\geq 35$  BV

Personally purchase and use  $\geq 150$  BV +  $\geq 30$  IBV in product monthly after one month.

3. Activate by personally sponsoring one qualified Independent UnFranchise Owner in your left and right organization, with each implementing "Base 10."



4. Earn  $\geq \$300$  (BV) monthly. (Equates to you plus three Independent UnFranchise Owners on the left and three Independent UnFranchise Owners on the right of a Business Development Center [BDC], with each creating  $\geq 500$  BV and  $\geq 30$  IBV monthly.)



## SECTION 3: FOLLOW-UP APPOINTMENT (IMPLEMENTING THE BASIC 5 FUNDAMENTALS)

The follow-up appointment should be scheduled three to seven days from the date the business was established.

### 1. Developing attitude and knowledge

- Review your "why."
- Review your answer to "What is it?"
- Review your Possibilities List and determine how to approach new prospects.
- Determine the Top 10 possibilities and best approach for each.
- Discuss what you have learned from listening to audios and watching videos.
- Review UnFranchise.com.
- Review SHOP.COM site functionalities (ShopBuddy®, eGifts, Price Alerts, Comparison Shopping, Hot Deals, etc.).

- Review marketamerica.com corporate information site.
- Follow and "Like" Market America, SHOP.COM and Shopping Annuity on social media.
- Download the company's mobile applications.

### 2. Reviewing your goal statement with a business partner

- Review goals and goal statement.
- Review your plan of action — daily, weekly and monthly tasks.

### 3. Retailing — increasing your personal use and group sales volume

- Personal use: You must be a product of the products you are recommending. Replace products you are currently purchasing from someone else's business with products from your business (use the Home Shopping List to identify).

## SECTION 3: FOLLOW-UP APPOINTMENT

(continued)

- Review your Possibilities List for potential customers. Identify 10 of those potential customers and expose them to the company's exclusive products and your SHOP.COM site.
- Develop 10 Preferred Customers ordering the company's exclusive products.
- Send product samples through the UnFranchise® Marketing App.
- Host a home and/or online product preview with your team within the first month of starting your business.
- Take the Nutri-Physical® Nutritional Analysis, Skincare Analysis, Custom Skin Quiz and TLS Profile Quiz located on your SHOP.COM site.
- Introduce your customers to your site:  
SHOP.COM/\_\_\_\_\_
- Ensure all customers register as Preferred Customers.

### 4. Prospecting, Qualifying and Sponsoring: Basic methods for expanding your organization

**Possibilities List:** It has been proven that the average person knows more than 300 people. Create a Possibilities List of at least 100 people to expose the business to using the evaluation, referral or direct approach. Create the habit of contacting at least one to two people per day to present the business to and a minimum of two qualified prospects per week. By creating this habit, you present the business to 104 qualified prospects per year (2 x 52) in an effort to personally partner with (sponsor) a minimum of eight UnFranchise Owners annually. In addition, develop a Top 10 List. The Top 10 List is the group of individuals to whom you will initially expose the products, business and/or SHOP.COM.

**Evaluation approach example:** "John, I just started a business that I am working part-time with some associates. We are really excited about its potential and are looking to expand in the (John's geographic location) area. John, your name came to mind as someone who might have an interest in what we are doing or might know the right people for our expansion. Either way, you can help us by evaluating the business. I would like to provide some information to you that gives a general overview. You may or may not be interested, but you may know someone who would be."

**Response:** Moderate to high level of interest — schedule a three-way call or appointment to show the business plan (two-on-one meeting, HBP\* or UBP†).

**Response:** Little interest — use the video presentation to generate referrals and introduce Market America's exclusive products and the SHOP.COM site.

**Video approach:** There are several basic tools provided by Market America for Independent UnFranchise Owners to use, such as the "UnFranchise Business Plan" videos (available online). These tools allow you to prospect the greatest number of people efficiently and effectively. More importantly, these tools for prospecting people can be used by

anyone, regardless of their knowledge level about this business. With the video approach, you must only learn two things: how to set the appointment and how to follow up.

**a. Follow-Up:** Send the About Market America I SHOP.COM PDF or other online business support tools the day after scheduling the appointment. Set a time to call your prospect immediately after they have watched the video.

**Response:** Moderate to high level of interest from videos — schedule a two-on-one appointment, UnFranchise Business Presentation (UBP) or additional online video presentation (prospect at a distance).

**Response:** Minimal interest from videos — try to set a two-on-one appointment or conference call to get referrals, introduce Market America products and present the SHOP.COM site (in this order).

### 5. Follow-Up and The ABCs of Building Depth — Implementing a Duplicatable System

**Personal responsibilities:** People will do what you do. The ABC Pattern starts with you performing the following minimum daily, weekly and monthly activities. Conduct ABC/Trial Run meetings (one-on-one, two-on-one and Home Business Presentations).

**Objective:** Move one ABC level per week in a new person's location and bring the team and/or senior partner(s) with you to provide help and support. At each HBP or UBP, the primary objective is to schedule follow-up appointments.

**Organizational responsibilities:** Measure, monitor, adjust and control the tasks and activities being performed by your personally sponsored Independent UnFranchise Owners and those Independent UnFranchise Owners you are personally working with and mentoring. Schedule a time to review their progress in implementing their action plan.

- Complete the Home Shopping List.
- Listen to audios and watch videos (creating a culture of learning every day).
- Purchase a ticket(s) to the next scheduled Global Meeting, Training and Seminar System (GMTSS) event (Local Seminar, District Conference, Regional Convention, Leadership School or International Convention).
- Conduct Product Preview and SHOP.COM overview.
- Implement Base 10, Seven Strong with organization.
- Have regularly scheduled call/texts workshops.
- Conduct Home Business Presentations.
- Perform result-producing activities every day: Use and share Market America's products and your SHOP.COM site, share the business, attend events and sell tickets (education).
- Complete NUOT, B5 and ECCT.

# POSSIBILITIES LIST

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Phone: \_\_\_\_\_

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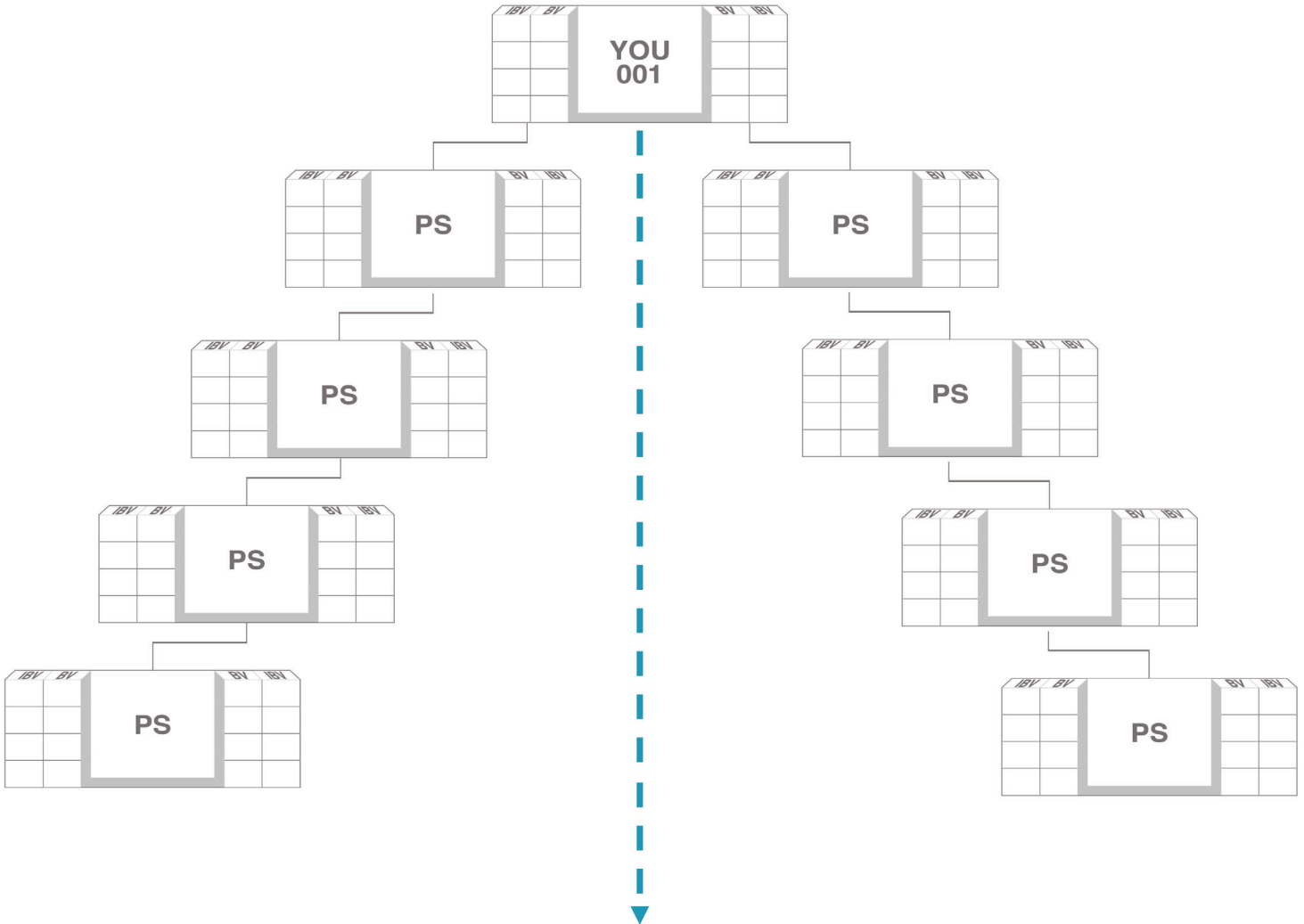
Name: \_\_\_\_\_

Phone: \_\_\_\_\_



# ORGANIZATIONAL CHART

**Goal:** Personally sponsor a minimum of four Independent UnFranchise® Owners placed in your left organization and four Independent UnFranchise Owners in your right organization.



KEY: PS: Personally Sponsored Independent UnFranchise Owner

# MASTER UNFRANCHISE OWNER (UFO) CRITERIA

Calendar quarters: January – March, April – June, July – September or October – December

(Check one)  Initial  Requalification

**Note:** All qualification criteria must be satisfied within the calendar quarter in which you are applying. Complete online through UnFranchise.com.\*

Name: \_\_\_\_\_

UnFranchise ID#: \_\_\_\_\_

Calendar quarter beginning date: \_\_\_\_\_

Calendar quarter ending date: \_\_\_\_\_

Completed the Home Shopping List.

Have a subscription for the UnFranchise Management System (UFMS).

Purchased a total of 1,500 BV of product for the respective quarter. These product purchases must be from your paying UnFranchise ID and/or from personally registered Preferred Customer's paying ID.

Order#: \_\_\_\_\_ Date: \_\_\_\_\_

Order#: \_\_\_\_\_ Date: \_\_\_\_\_

Order#: \_\_\_\_\_ Date: \_\_\_\_\_

Order#: \_\_\_\_\_ Date: \_\_\_\_\_

Generated 300 IBV between you and your customers. These Partner Store purchases must be from your paying UnFranchise ID and/or from registered Preferred Customers' paying IDs.

Sponsored a minimum of one qualified and active UnFranchise Owner

Name: \_\_\_\_\_

UnFranchise ID#: \_\_\_\_\_

## Training Requirements

Attended or conducted one New UnFranchise Owner Training.

Trainer name: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Attended or conducted one Basic 5 Training.

Trainer name: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Attended or conducted one Executive Coordinator Certification Training per year.

Trainer name: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

**Ticket requirements:** Purchase a minimum of three tickets to the next Market America Worldwide I SHOP.COM Leadership School or International Convention.

Leadership School ticket numbers:

\_\_\_\_\_

International Convention 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 \$ \_\_\_\_\_

\* Refer to the online Master UFO Program on UnFranchise.com > My Organization > Reports > Management > Master UFO Program.

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## NOTES

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