

## **Recognizing the Stumbling Blocks to Building a Successful UnFranchise® Business**

Don't get in your own way. Identify the reasons why your growth has plateaued and make changes to succeed now.

By Dennis Franks, Executive Vice President

Market Taiwan is creating momentum and the wave of excitement is crossing the country in the hearts of all UnFranchise® Owners. Each and every GoNow UnFranchise® Owner (UFO) will need to be aware of the 10 potential stumbling blocks that will fall in the way of becoming a complete UnFranchise® Business Success.

The first stumbling block is not prospecting and personally sponsoring while supporting your team. To be a Master UnFranchise® Owner, the prospecting, recruiting and sponsoring process never ends. This is ongoing and becomes natural, like breathing. Many UFOs who begin to show progress tend to ease up on their recruiting efforts. A Master UFO recruits a minimum of two new business partners each calendar quarter.

Second, is not selling event tickets to your new UFOs. Part of the sign-up process and completing the *Getting Started Guide* is to sell each new UnFranchise® Owner a ticket to the next NMTSS (National Meeting, Training and Seminar System) training. It is even better to sell them more than one based on their plans to activate in the first 90 days of entering the business. If you are recruiting, you need to have tickets.

Third, you are not listening to audios. Each UFMS subscription comes with unlimited audio downloads. Are you downloading and listening to audios daily? For those who have the ma MP4 players, you have a fully loaded audio library; you have to listen to the audios to keep your mind learning and focused.

Four, you are not building "Repeat" Preferred Customers. These are customers buying MA products or shopping on line at your TW.SHOP.COM website. It is critical to have repeat customers for cash flow and BV and IBV generation. Remember, repeat customers make great business partners.

Five, you are not showing the plan consistently. You have to show the plan to be able to grow at your pace and not the pace of someone else. Sharing our business presentation with qualified prospects is a critical step to successfully inviting a prospect to a Market Taiwan event or booking the follow-up appointment to further their education.

Six, you are waiting for an NMTSS UnFranchise® Business Presentation. You cannot do this. This slows down your process of building the business. You should move your prospect right into a trial run, and show the plan to the prospect's interested parties, and keep the ABC Pattern flowing.

Seven, you are not participating in the NMTSS. The NMTSS is the short cut to building your business and all businesses in a community. At these trainings, everyone comes

together to provide the best representation of our UnFranchise® Business and provide validation for your prospects. The trainings and seminars are the tangibility of our business and it is a must for success in our business plan. Volunteer to be part of your local NMTSS. Be a part of forming an NMTSS in your community if you do not have one! Speak to your senior business partner for details on how to get started.

Eight, you are not using the *Getting Started Guide* when recruiting your new business partners and are not using the guide as your measurement of your new business partner during the first 90 days. This is a must to duplicate the systems in Market Taiwan. Not using the *Getting Started Guide* puts your new business partner at a disadvantage when trying to achieve success, and of course we all know your team's success guarantees your success. Give them the best opportunity to win.

Nine, you are spending too much time with stable and waiting business partners. This business is about working with the business partners who are working the business. You want to put gas on the fire and match the energy of your best business partners by supporting them in building their businesses. Remember, because of our vertical distribution model, you can work with any GoNow and their organization within your organization. The BV and IBV volume all counts like it is your personal volume. You have to love this system!

Ten, you are not following up, you are not scheduling the follow-up appointments and you are not being disciplined in your follow through. This is critical to execute. To execute, you must have follow up, scheduling and discipline. Dig deep to become the best at this. Set your bar high and put steps into motion that you will be proud to duplicate throughout your organization.

You have the ability. You have the potential. Now, will you create the drive that will carry you to accomplish your goals? I say you can, and you should start today. Stay focused and stay the course.