

SPECIAL WORLD CONFERENCE ISSUE



FOR THE UNFRANCHISE® ENTREPRENEUR



2014 WORLD CONFERENCE


**#MAWC2014**



Official Conference  
Hashtag: #MAWC2014

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## BLOGS

beingjrridinger.com  
blog.marketamerica.com  
lorenworld.com  
myfashioncents.com  
exploresupplements.com

*leading the PARADE*

# Welcome to 2014 World Conference!



The journey of a thousand miles begins with a single step. 2014 World Conference is the next step forward in the growth and success of your UnFranchise Business.

It's "A New Company. A New Opportunity. A New You." This is such an exciting time for our UnFranchise Owners and customers. With our new technology, applications, systems, tools, products, business model and aggressive expansion efforts around the globe, the world continues to discover Market America | SHOP.COM.

**It's a new company.** As our technology has advanced right alongside the growth of the Internet, we've been able to make huge strides on a global scale. We acquired SHOP.COM just a few short years ago, which catapulted us ahead in Internet marketing and online shopping with its existing platform and functional-

ity. We've continued to strengthen the UnFranchise Business components — information technology, human resources, added executives, etc. — in order to support future growth and development.

Geographical boundaries have become a thing of the past as Market America | SHOP.COM is gaining traction around the world with the unlimited reach of the Internet. We introduced GLOBAL.SHOP.COM and the Emerging Markets Program (EMP) last year, opening up entirely new regions, populations and customer bases on which our entrepreneurs can capitalize.

Along with the progress of our technology and the aggressive expansion of our business model, Market America | SHOP.COM has further fortified and enhanced our NMTSS to support the growth of every UnFranchise Owner's business through education and training. Furthermore, we continue to bring you the latest exclusive company brands backed by scientific research that cannot be found anywhere else like Iso-tonix, DNA Miracles and Lumière de Vie.

**It's a new opportunity.** I am still amazed at the tools available today for all UnFranchise Owners versus when I started this journey over 20 years ago. We've simplified the UnFranchise Business Presentation (UBP) making it easier than ever to present the business — the plan practically shows itself!

We've created systems and functionality to make it faster and more efficient to successfully develop an UnFranchise Business. We now have Fast Start Kits, product packages, prospecting and retailing videos, mini-websites, mobile technology and so many other facets of convenience that allow our UnFranchise Owners to focus their time and energy on what really counts — building the business and generating a significant, ongoing income.

With the Global Unified MPCP, Partner Now/Waiting Room, MeetON.com and other social media integration, anyone is able to build and manage an organization globally! The opportunity is bigger and more powerful than ever.

The Home Advisor on SHOP.COM is a breakthrough to help determine how to convert spending into earning. This unique tool takes UnFranchise Owners and customers through a virtual home and demonstrates exactly how much money can be saved and earned through Cashback and replacing what you're currently buying with corresponding Market America products.

Every time we purchase Market America brands or purchase from the partners on our SHOP.COM web-sites, we are contributing to our own earning potential, creating BV and IBV.

**It's a new you!** Quite frankly, this is the best part of it all. It's because of a new company and new opportunity that our UnFranchise Owners worldwide are reaching new levels of success. With all these tools and technologies at your disposal, your success is only limited by your ability to think big and execute a proven business plan.

Keep in mind that the UnFranchise Business has always and will always come down to performing the Basic 5 and the result producing activities (use and sell the products, introduce the business, sell tickets, and work in the homes). All these new enhancements we're talking about just make this easier.

An easier way to build and manage the UnFranchise Business has resulted in a growing number of entrepreneurs reaching new levels of success. We have more UnFranchise Owners entering the Million Dollar Club all the time. At this World Conference, you'll learn the techniques from field leaders who continue to grow and succeed. You'll discover how our next-generation business model offers all the right tools to reach your full entrepreneurial potential.

This weekend will be a time to celebrate a new you, as we will recognize many achievements, as well as introduce even more ways to reach your personal and financial goals. Welcome to the next step in your journey to a brighter, more fulfilling future. Welcome to 2014 World Conference!

*JR Ridinger*

JR Ridinger  
President and CEO



**JR RIDINGER**  
PRESIDENT  
& CEO



**LOREN RIDINGER**  
SENIOR  
VICE PRESIDENT



**MARC ASHLEY**  
CHIEF OPERATING  
OFFICER



**MARTY WEISSMAN**  
EXECUTIVE  
VICE PRESIDENT



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VICE PRESIDENT



**KEVIN BUCKMAN**  
VICE PRESIDENT

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*corporate* **SPEAKERS**

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MOTIVES® BRAND MANAGER

**JORGEN BAILEY**

PROJECT MANAGER FOR  
CONQUER ENTERTAINMENT

**ELIZABETH BENTON**

DIRECTOR OF U.S. PRODUCT  
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**JOSEPH CARTAGENA "FAT JOE"**

HIP-HOP ARTIST & ENTREPRENEUR

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**LUZBY HERNANDEZ**

DIRECTOR OF HISPANIC  
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**ANTHONY KWAN**

MARKET HONG KONG  
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**LISA KOSTKA**

DIRECTOR OF SALES FOR MOTIVES®

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DIRECTOR OF QUALITY CONTROL

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**AMBER RIDINGER MCLAUGHLIN**

CREATOR OF LUMIÈRE DE VIE®  
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**DUANE MCLAUGHLIN**

ACTOR/SINGER & CREATOR  
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ENTREPRENEUR & PROMOTER

*guest* **SPEAKERS**

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**STEVEN LAMM, MD**

MEDICAL DIRECTOR OF THE NYU  
LANGONE MEDICAL CENTER

**HSIAO-LING LIN, MD**

ATTENDING PHYSICIAN, DEPARTMENT  
OF FAMILY MEDICINE, NATIONAL  
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INSTAGRAM BEAUTY SENSATIONS

**STAN PIERCE, DC**

NUTRAMETRIX® HEALTH  
PROFESSIONAL

**SCOTTIE PIPPEN**

BASKETBALL HALL OF FAMER

*Directors' Day*

Saturday, February 8, 2014  
8:30-Midnight  
Casa de Sueños

Every year, UnFranchise® Owners who have achieved a Pin Level of Director or higher are honored at an exclusive event at the beautiful Casa de Sueños in Miami Beach. Along with the Market America Management Team, attendees enjoy lavish hors d'oeuvres, spectacular scenery and ambiance, great music and an experience of a lifetime.

**This year, Directors' Day will take place immediately following the last day of World Conference, providing an elegant end to an unforgettable weekend.**



# 2014 WORLD CONFERENCE

A NEW COMPANY • A NEW OPPORTUNITY • A NEW YOU

## WEDNESDAY, FEBRUARY 5

All Wednesday events take place at the Hilton Hotel Miami.

3:00-5:00 p.m.	UMO — Health & Nutrition, Anti-Aging   Dennis Franks & Elizabeth Benton	Concerto A
5:30-7:00 p.m.	The President's Reception (Invitation Only) — Challenge Winners & Advisory Council Members Only	Symphony 3/4
7:30-8:45 p.m.	nutraMetrix® Consultants Meeting   Brandi Murphy & Lorin Sourbeck	Symphony 1/2
8:00-10:00 p.m.	Motives® Trainers Meeting   Lisa Kostka & Kevin Buckman	Picasso
9:00-10:00 p.m.	TLS® Trainers Meeting   Dennis Franks	Symphony 1/2

## THURSDAY, FEBRUARY 6

9:00 a.m.	Doors Open	American Airlines Arena
9:45 a.m.	Pre-Show Address and Opening Ceremony	
10:00 a.m.-6:30p.m.	GENERAL SESSION	
	Welcome to 2014 World Conference — A New Company. A New Opportunity. A New You.   Loren Ridinger	
	Business Simplification: New Tools and Videos   Andrew Weissman & Jim Winkler	
	New Product Spotlight: Health & Nutrition   Elizabeth Benton	
	Internet Marketing & Recruiting   Sales Team & Field Leaders	
	TLS Business Developments   Dennis Franks	
	Power Profile   Field Leader	
	Conquer Entertainment™ 3.0   Amanda Ridinger & Jorgen Bailey	
	Motives Business-Building Strategies   Loren Ridinger, La La Anthony, Christian Vazquez & the Motives Mavens	
	Motives Runway Show   Kim Ashley & Maria Checa	
	Global Unified MPCP & Referral Networking   JR Ridinger, Kevin Buckman & Phil Guido	
	ma WebCenters: #weBVolume Contest   Jeremy Fennema	
	nutraMetrix & International Health Professional (HP1) Program   Brandi Murphy & Lorin Sourbeck	
	Fundamentals for Recruiting   Sales Team & Field Leaders	
7:00-9:00 p.m.	Mandarin-Speaking Distributor Coring   Claire Ni	American Airlines Arena
	BREAKOUTS (Hilton Hotel Miami)	
8:00-9:30 p.m.	Global Unified MPCP & Referral Networking   JR Ridinger, Kevin Buckman & Phil Guido	Symphony 1/2
8:00-9:30 p.m.	Conquer 3.0   Amanda Ridinger	Tenor
8:30-9:30 p.m.	TLS Overview   Dennis Franks	Symphony 3/4

## FRIDAY, FEBRUARY 7

9:00 a.m.	Doors Open	American Airlines Arena
9:45 a.m.	Pre-Show Address	
10:00 a.m.-6:30 p.m.	GENERAL SESSION	
	MeetON.com: Strategies for Success   Anthony Akers	
	New SHOP.COM Mobile Website & Sign-Up Wizard   Steve Ashley & Kevin Curley	
	The Latest in Internet Marketing & Technologies: Part 1   Marc Ashley	
	The Fundamentals of Retailing   Sales Team & Field Leaders	
	Powered by People: Recognizing Your Success — Part 1   Andrew Weissman & Jim Winkler	
	Power Profile   Field Leader	
	ma Capital Resources™   Dennis Franks	

Lumière de Vie®: Powerful Skincare | Loren Ridinger & Amber Ridinger McLaughlin  
 Shopping Annuity™ Advancements | Marc Ashley  
 The Shopping Annuity: Strategies for Business Growth | JR Ridinger  
 Powered by People: Recognizing Your Success — Part 2 | Andrew Weissman & Jim Winkler  
 Millionaires & Millionaires in the Making Panel | Jim Winkler & Field Leaders

**BREAKOUTS (Hilton Hotel Miami)**

8:00-9:15 p.m.	New Product Spotlight   Elizabeth Benton _____	Symphony 1/2
8:00-9:30 p.m.	MeetON.com   Anthony Akers _____	Tenor
8:00-9:30 p.m.	ma WebCenters   Jeremy Fennema & Sarah Rose Stack _____	Symphony 3/4
9:30-10:30 p.m.	ma Capital Resources   Mac Saunders _____	Symphony 3/4
9:30-10:45 p.m.	nutraMetrix® & International Health Professional Program   Brandi Murphy, Lorin Sourbeck & Deedra Mason _____	Symphony 1/2
9:00 p.m.	Conquer After Party _____	Will Call Miami

**SATURDAY, FEBRUARY 8**

9:00 a.m. Doors Open \_\_\_\_\_ American Airlines Arena

9:45 a.m. Pre-Show Address

10:00 a.m.-6:30 p.m. **GENERAL SESSION**

Building Your Business | Field Leaders  
 The Latest in Social Media Strategies | Loren Ridinger & Steve Ashley  
 An Entrepreneur's Perspective | Joseph Cartagena "Fat Joe"  
 DNA Miracles™: Because Every Child is a Miracle | Amber Ridinger McLaughlin, Duane McLaughlin & Marty Weissman  
 Pycnogenol® | Dr. Steven Lamm  
 Prime Joint Support | Steve Ashley & Scottie Pippen  
 Jerry Siciliano Award Presentation | Marty Weissman & Loren Ridinger  
 Power Profile | Field Leader  
 Powered by People: Recognizing Your Success — Part 3 | Andrew Weissman & Jim Winkler  
 The Latest in Internet Marketing & Technologies: Part 2 | Marc Ashley  
 A New Company. A New Opportunity. A New You. | JR Ridinger

**BREAKOUTS (Hilton Hotel Miami)**

8:00-9:30 p.m.	Market United Kingdom Coring   Phil Guido _____	Degas
8:00-9:30 p.m.	The Latest in Internet Marketing & Technologies   Vince Hunt, Eugene Wallace & Michael Brady _____	Symphony 3/4
8:00-9:30 p.m.	Market Hong Kong Coring   Anthony Kwan _____	Picasso
8:00-9:30 p.m.	Market Taiwan Coring   Claire Ni _____	Concerto
8:00-11:00 p.m.	Spanish Coring   Luzby Hernandez _____	Tenor
8:30 p.m.-Midnight	Directors' Day _____	Casa de Sueños
9:00 p.m.-12:30 a.m.	Market America's Official After Party _____	Nikki Beach

**TLS TRAIN THE TRAINER — HILTON HOTEL MIAMI**

**Sunday, February 9: 1:00-7:00 p.m.**

**Monday, February 10: 9:30 a.m.-5:00 p.m.**

**Cost:** \$200.00 per person; re-takes \$100.00 with the requirement of also purchasing an International Convention ticket (\$200.00).

*These events are only available for those who pre-registered; must attend both sessions.*

**MOTIVES TRAINING SEMINARS — HILTON HOTEL MIAMI**

**Motives Product Knowledge,  
 Application & Sales Training**  
**Thursday, February 6**  
**8:00-10:30 p.m.**  
**Cost: \$25.00**

**Skincare 101**  
**Sunday, February 9**  
**10:00 a.m.-1:00 p.m.**  
**Cost: \$25.00**

**Building Your  
 Business with Motives**  
**Sunday, February 9**  
**2:00-6:00 p.m.**  
**Cost: \$25.00**

**Motives Custom Blend Training —  
 Liquid & Mineral**  
**Monday, February 10**  
**8:00 a.m.-3:00 p.m.**  
**Cost: \$50.00**

*These events are only available for those who pre-registered or who purchase tickets at the door.*

# advisory COUNCIL



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SEFVP  
Advisory Council President



**KEITH & KIM DOYLE**  
FVP  
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FVP



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FVP



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**YING ZHAO**  
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**PAUL CARLOTTA**  
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ED



**MIN CHEN & WEI WANG**  
ED



**HERMAN ENG**  
ED



**ERNIE & JEANNETTE HEIKES**  
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**DEBBIE JUSTICE**  
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**JOHNSON LI**  
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ED



**CATHERINE MA & SHU YANG**  
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**TAMMY & BARRY MOSKOWITZ**  
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**MEI-SHAN PENG & CHANG-HUNG HUANG**  
ED



**XIANMEI WANG**  
ED



**CHING-KAO WU & MEI-LIN PENG**  
ED



**WUN ENTERPRISES**  
ED



**AL & DEBBIE YENTSCH**  
ED



**RICK HANNON**  
D



**CHRISTINA HSU**  
D



**JINGYING LIU & DONALD QI**  
D



**GARY RODGERS**  
D



**DIANA SMITH**  
D



**ANDY WEBB**  
D

IFC=International Field Chairman  
IFP=International Field President  
FP=Field President  
SEFVP=Senior Executive Field Vice President

EFVP=Executive Field Vice President  
FVP=Field Vice President  
ED=Executive Director  
D=Director

**new MEMBERS** An elite group of UnFranchise® Owners who have earned in excess of \$1 million in commissions through Market America.\*



ENLI DAI &  
XIAOLAI CHEN



LAURA &  
TODD LAIRE



DONALD QI &  
JINGYING LIU



SUSAN THOMAS



JENNY WU

**Not Pictured:**  
Sha Sha Liu  
Richard & Deborah Oliver

*existing* MEMBERS

- |                                  |                                 |                                    |                                  |                               |
|----------------------------------|---------------------------------|------------------------------------|----------------------------------|-------------------------------|
| Marc Aliotti                     | Ty Clinton & Leigh Ragonese     | Debbie Justice                     | Lynn Mitschke                    | Stacy Tung                    |
| Marda Arkebauer                  | Melissa Conley                  | Frank & Gingie Keefer              | Nova Montgomery                  | Rick & Jackie Tysinger        |
| Doug & Lisa Auclair              | Carol Derenne                   | Dolly Kuo                          | Wendy & Joe Moquin               | Li Wang                       |
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| Bobby Cannata                    | Su-Min Goh                      | Changshun Li                       | Bonnie & Scott Philo             | Kelly Whited                  |
| Peter Cantone                    | Richard Gorbaty                 | Lan Ying Li                        | Lien-Shang Pi                    | Vicki Whited                  |
| Dani Canubas                     | Lisa Grant                      | David Lin                          | Lixin Ran                        | Judith Wien                   |
| Larry Cao & Qin Liu              | Joleen Guidi                    | Kun-Yu Lin                         | Deborah Reed                     | Jim & Lisa Winkler            |
| Lisa & Paul Carlotta             | Phil & Sue Guido                | Sharon Shu Luan Liang              | George & Judy Reichley           | Ching-Kao Wu & Mei-Lin Peng   |
| Teresa & Paul Carney             | Bill & Ellie Haldeman           | Lisa Lieberman-Wang & Yardley Wang | Deborah Robbins                  | Karri Wu                      |
| Cynthia Carpine                  | Nina Hale                       | Yardley Wang                       | Sandi & Steve Rodriguez          | Lihua Wu & Yimin Huang        |
| Melisa Chan                      | Rick Hannon                     | Jon & Tracy Lin                    | Gary & Stephanie Rogers          | Roger Wu                      |
| Grace Chang                      | Steve Harris                    | Jim & Mimi Litterelle              | Norm & Mary Roth                 | Susan Wu                      |
| Alice Chen                       | Trinity & Cullen Haskins        | Amy Liu                            | Ann & William Ruggio             | Lisa Wun                      |
| Beauty Chen                      | Larry & Terri Headings          | June Liu                           | Bob & Theresa Russell            | Amber Yang & Michael Lu       |
| Dainy Chen                       | Ernie & Jeannette Heikes        | Min Liu                            | Mariano & Catherine Scalisi      | Shu Yang & Catherine Ma       |
| Gang-Chyi Chen                   | Vickie & Paul Hildebrand        | Pao Kung Liu                       | Kathleen Schindler-Brown         | Al & Debbie Yentsch           |
| Hsiu-Ing Chen                    | Ginny & Ron Hillendahl-Bueneman | Chih-I & Hui-Ying Lo               | Faith & David Scholl             | Hsiu-Fen Yin                  |
| Kun-Tsun Chen                    | Tom Holden                      | Anne Loke                          | Julie Scholl                     | Wan Rong Yuan                 |
| Min Chen & Wei Wang              | Joanne Hsi                      | Carol Long                         | Ren Shuang                       | Lian Sheng Zhang & Qin Yang   |
| Tina Chen                        | Christina Hsu                   | Arlene Lowy                        | Isabelle Siciliano               | Haidong Zhang & Daniel Kao    |
| Emily Cheng                      | Ling Hua                        | Laurjie Lundgren                   | Dan & Deb Sjoberg                | Ying Zhao                     |
| Kathy Cheng                      | Alice Huang                     | Yeong-Shi Lu                       | Diana Smith                      | Wei Zheng                     |
| Lisa Cheng                       | Ling-Jung Huang & An-Pin Tsou   | Chia-Lun & Truyen Luu              | Gigi Sourtizidis                 |                               |
| Victor & Alice Chiou             | Mel & Ruth Hurst                | Su-Mei Chiu Ma                     | Haiwang Sun                      |                               |
| Pauline Chiu                     | John Josetti                    | Tzyh-Jen Ma                        | Su-Hua Tsai                      |                               |
| Ken & Madra Christian            |                                 | Lou Manfredi                       | Diana Tseng                      |                               |
|                                  |                                 | Donald & Lisa Martin, Jr.          |                                  |                               |
|                                  |                                 | Ray Mathis                         |                                  |                               |

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

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FIELD CHAIRMAN  
\$125,000\***

Elizabeth Weber

**INTERNATIONAL  
FIELD PRESIDENT  
\$100,000\***

Joanne Hsi

**FIELD PRESIDENT  
\$80,000\***Ben Ginder  
James & Marian Kuo**SR. EXECUTIVE  
FIELD VICE  
PRESIDENT  
\$63,000\***Victor & Alice Chiou  
Patrick Hsieh &  
Alice Chen  
Frank & Gingie Keefer  
Dolly Kuo  
Min Liu**EXECUTIVE FIELD  
VICE PRESIDENT  
\$45,000\***Pam & Tony Bowling  
Tina Chen  
Nina Hale  
Vikki Lee  
Norm & Mary Roth  
Julie Scholl  
Stacy Tung  
Jim & Lisa Winkler  
Roger Wu  
Amber Yang &  
Michael Lu**FIELD VICE  
PRESIDENT  
\$36,000\***Kenneth & Tara Beck  
Christopher &  
Jacki Blasko  
Emily Cheng  
Andy Docos  
Mary Beth Docos  
Keith & Kim Doyle  
Lisa & Edward Grant  
Phil & Sue Guido  
Beatrice Li  
Lisa Lieberman-Wang  
& Yardley Wang  
June Liu  
Arlene Lowy  
Catherine Ma & Shu Yang  
Lou Manfredi  
Karri Wu  
Wan Rong Yuan  
Ying Zhao**EXECUTIVE  
DIRECTOR  
\$25,000\***Douglas & Lisa Auclair  
Charles &  
Peggy Baer Jr.  
Bobby Cannata  
Peter CantoneLisa & Paul Carlotta  
Paul & Teresa Carney  
Melisa Shioh Lan &  
Michelle ChanGrace Chang  
Beauty Chen  
Min Chen & Wei WangPauline Cheng  
Melissa Conley  
Herman Eng  
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William Haldeman  
Steven Harris  
Jeannette &  
Ernie Heikes  
Jay & Debbie Justice  
Johnson & Susan Li  
David LinJon & Tracy Lin  
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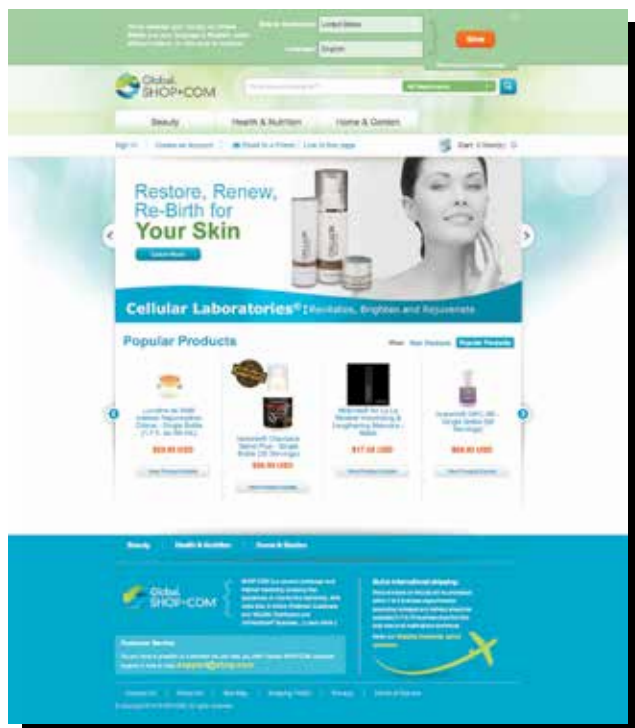
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# TAKE THE GLOBAL PLUNGE

With the new Asia-Pacific region in full swing, global synergy is gaining momentum. Learn how to capitalize on this and best develop the business overseas. **By Brandon Keel**

This year starts on a high note with the launch of the long awaited Emerging Markets Program (EMP) in the Asia-Pacific region with Singapore and New Zealand now live! All UnFranchise® Owners (UFOs) worldwide are now a step closer to financial freedom.



**E**arlier in the year, GLOBAL.SHOP.COM launched worldwide, bringing Market America products to almost everywhere around the world. Those markets with the highest transactions will be considered for the next EMP country.

This program provides the fastest and easiest way to develop the UnFranchise Business opportunity in a new, emerging market. It is a personal consumption model where UnFranchise Owners will purchase products and manage their business through their own emp.unfranchise.com. They will also market products to new customers through their personalized GLOBAL.SHOP.COM. Prospects can become EMP UnFranchise Owners through the Sign-Up Wizard or Partner Now process once their country is activated.

As we implement these new, greater opportunities in the business model, it is important to understand how the big picture works.

*Here are some Frequently Asked Questions relative to the launch of Asia-Pacific!*

# The Emerging Markets Program: *frequently asked questions*

## A. MPCP & APPLICATION RELATED

*As a U.S. UnFranchise Owner®, I understand that all BV generated from my GLOBAL.SHOP.COM site will count toward my home country. But with Singapore (SG) and New Zealand (NZ) open as EMPs, will the BV generated from SG or NZ EMP UnFranchise Owners (emp.unfranchise.com) count as my home country BV or Asia Pacific BV? What about the SG or NZ EMP UnFranchise Owners' customers' BV generated through GLOBAL.SHOP.COM — how will it be credited to my account in the U.S.?*

Volume from a Singapore or New Zealand UnFranchise Owner and their organization will count as Asia-Pacific volume. Volume generated from your own GLOBAL.SHOP.COM site will count as your home country volume.

*Does the Singapore and New Zealand EMP MPCP work the same as the MPCP in other EMP countries? If so, does it mean now that Singapore and New Zealand are open as EMP countries, the MPCP has started immediately?*

The Singapore and New Zealand EMP MPCP works the same as the MPCP in the Americas EMP countries, and yes, the MPCP has already started now that Singapore and New Zealand are open as EMP countries.

*I'm an Asia-Pacific UnFranchise Owner. Can I activate by sponsoring any Asia-Pacific UnFranchise Owners, including Asia-Pacific EMP countries?*

With Asia-Pacific Unification, yes, you can.

*I'm an EMP UnFranchise Owner residing in Asia-Pacific. Can I activate by sponsoring two partners from any market country and/or EMP country in the Asia-Pacific Region?*

Yes, you can; same applies to the question above.

*When someone from SG or NZ signs up as an UnFranchise Owner, can they immediately sponsor new UnFranchise Owners, accumulate BV and earn commissions?*

Yes, they can.

*It is mentioned that no ID or proof is required to sign up as an UnFranchise Owner in EMP. Singapore is very international with people coming from around the world daily: visitors, travelers, students, workers, and others from nearby countries will be able to join. How will the company manage that?*

Although no ID proof is required at time of application, EMP UnFranchise Owner requirements are set worldwide with the same criteria and they need to ensure they meet the legal age and work eligibility in that particular country. UnFranchise Owners are responsible for ensuring that they are eligible to work in their country of residence.

## B. ORDERING & SHIPPING RELATED

*Are the products shipped to Singapore and New Zealand approved and/or registered with the local health authorities?*

The EMP is based on a personal consumption model. SG and NZ EMP UnFranchise Owners and their consumers purchase directly

from the U.S. for their own personal use. In the future, if it becomes a full-blown market country, products will be registered with the proper country authorities.

*Are the products ordered on GLOBAL.SHOP.COM to Singapore or New Zealand taxable? If yes, what are the rates and the tax type?*

For Singapore, a 7% VAT and Import Duty, if applicable, will be charged at the time the order is placed. Orders under \$400 SGP (approximately \$300 USD) are tax and duty free.

For New Zealand, a 15% VAT and Import Duty, if applicable, will be charged at the time the order is placed.

These values are calculated based on product cost, plus Market America Worldwide's actual shipping fees.

*What products are available in the new EMP countries?*

All products shipped to Asia-Pacific EMP countries will be shipped directly from the U.S. and charged in USD. Nearly all U.S. products will be available to order.

## C. NMTSS RELATED

*Will there be a local NMTSS structure set up for EMP? Where can I access the online training (NDT, B5, ECCT) for EMP?*

No, there will not be a local NMTSS structure set up for EMP markets, but EMP UnFranchise Owners are still required to take EMP courses. They will be available on emp.unfranchise.com.

*As for the online trainings such as ECCT, do we use the U.S. version or will we have localized training materials?*

There are NDT, B5, and ECCT materials, specifically for EMP.

*When UnFranchise Owners completed their online NDT, B5 or ECCT, what is the mechanism to recognize this training completion? Is there an online test or just self-proof, register?*

There is an online test and UnFranchise Owners will be required to pass it. The system records the completion. Successfully completing the B5 and NDT gives them access to take and complete the ECCT.

*Can international UnFranchise Owners go in to hold NMTSS trainings, such as B5, UBP, etc.?*

International UnFranchise Owners are highly recommended to support their own group of EMP Distributors by conducting various trainings within their group. Since a local NMTSS structure will not be set up until the country becomes a full 'market' country, courses should be conducted in the home without charge. EMP UnFranchise Owners are officially required to take online courses.

## D. OTHERS

*What is the requirement for any EMP country to become an actual 'market' country?*

When we receive more than 400 EMP UnFranchise Owners in an EMP country ordering an average of 250 BV/month, the company will consider converting that EMP market into a full 'market' country.

# BUILDING CUSTOMERS INTERNATIONALLY WITH GLOBAL.SHOP.COM

Find out exactly how to use GLOBAL.SHOP.COM to build a customer base with established friendships. **By Jeremy Fennema, Director of Internet Services and Training**

With the many faces of GLOBAL.SHOP.COM, there are so many different topics that could be covered. However, this will provide an in-depth focus specifically on strategies to use this site to help build a customer base in other countries around the world — specifically EMP countries and other market countries.

**I**t's probably safe to say that most UnFranchise® Owners (UFOs) in North America have built a customer base around their hometowns, with a couple of customers that are friends and family who might live somewhere else around the country.

That's excellent as it contributes to building the "Base 10" component of Base 10, Seven Strong. However, now it's time to start thinking about growing internationally.

At first, it might seem a little overwhelming. Some UFOs may be thinking about someone they know in the UK or Taiwan, or maybe the Dominican Republic or Spain. Wherever they are, those individuals are looking for quality products to make their life better. Maybe they would be a great customer with the potential to become an excellent business partner.

*“...it's time to start thinking about growing internationally.”*

So where to start? Well, ideally it's best to get some product in their hands so they can become a product of the product, right? That's where GLOBAL.SHOP.COM comes into the picture.

One of the many benefits of GLOBAL.SHOP.COM is its ability to act as a UFO's SHOP.COM site in countries where there currently isn't a SHOP.COM site. For example, if a UFO already has expanded their business into Taiwan, then they would have a TW.SHOP.COM site. But, with GLOBAL.SHOP.COM, that same UFO can start to build a customer base and a nucleus of interest in another market before investing in expanding their business there.

The easiest way to get started is to simply send friends or contacts in that other country a link to your GLOBAL.SHOP.COM site (GLOBAL.SHOP.COM/yoursitename). Remember, it has the same name extension that is designated on any UFO's main home-country SHOP.COM site.

In that email, text message, Facebook post or tweet to share the link with friends, share with them a short message about a product they might enjoy or be interested in. Then, once that friend visits the GLOBAL.SHOP.COM site, the site will adjust and display the products he or she can have access to. A friend in Taiwan will see Market



Taiwan-branded products, a friend in the UK will see Market United Kingdom products, and a friend in the Dominican Republic will see Market America-branded products.

Not only that, but the site will detect the language each computer is using and adjust the experience accordingly, so the friend in Taiwan might see the site in Chinese, the friend in the UK might see it in English, and the friend in the Dominican Republic might see it in Spanish based on their language preferences, all completely transparent to them.

The most important part of all this is that the site helps to build a customer in a country where it was close to impossible to build a customer base before, plus it gives credit for any sale in home-country BV and home-country profit.

Visit GLOBAL.SHOP.COM/yoursitename and try it out today. Play around with the Ship-To Destination settings at the top and see all the options that are available to help build a customer base all around the world, then take the next step. Share the site with friends, family, acquaintances from around the world, and watch how it helps expand business and profits! ■

# BECAUSE EVERY CHILD IS A MIRACLE

## Helping your child have a healthy and happy life from day one.

DNA Miracles™ and DNA Miracles Natural are specially formulated from the best ingredients. With these high-quality, natural body care and wellness products, you can rest assured that you are providing your little miracles with nothing but the best, inside and out. Begin a lifetime of healthy habits for your children with DNA Miracles and DNA Miracles Natural.

DNA Miracles Probiotics Plus is a synergistic blend of probiotics, prebiotics and vitamin D to support your baby's intestinal health and immune system without upsetting the stomach, helping them maintain a healthy balance.

DNA Miracles™ Natural Soothing Ointment is a natural, non-irritating formula, gentle and safe for your baby's delicate skin. Botanically based with willow herb, coconut oil and shea butter, DNA Miracles Natural Soothing Ointment helps keep your baby's skin healthy and hydrated, while providing comfort to soothe irritation.

Each DNA Miracles Natural product is designed to gently cleanse, soothe, moisturize and protect your baby's hair and skin without harsh and unnecessary chemicals. DNA Miracles Natural is nontoxic, hypoallergenic, paraben-free and phthalate-free. Each product is pediatrician-approved and gentle enough for everyday use.



DNA Miracles™ Probiotics Plus  
Code: 6901/6901NM | DC: \$25.00 | SR: \$35.00 | BV: 20

DNA Miracles™ Natural Soothing Ointment  
Code: 6933/6933NM | DC: \$14.25 | SR: \$19.95 | BV: 10

 **SHIPFREE** AVAILABLE

BOOTH  
OUTSIDE  
SECTION  
**105**

**SHOP•COM™**  
has the best for your little miracles.

# SHOP.COM TAKING HUGE LEAPS IN E-COMMERCE

Behind the scenes, IT developers have big plans to create a substantial spike in sales on all UnFranchise® Owners' shopping sites. **By Brandon Keel**

Events like World Conference provide UnFranchise Owners with a universal cross-section of exactly where the company sits in regards to products, technology, tools, future plans and other key updates. So not only is it beneficial for UnFranchise Owners to attend because they need all this info to grow the business; it also keeps the company moving forward.



and past shopping patterns.

Rules-based targeting uses pre-set or customized rules to target content to a specific audience based on their location, historical behavior, recent purchases, and other variables. Basically, if someone has shown an interest in clothing, they will automatically be presented with more clothing banner ads or product recommendations.

With automated behavioral targeting, SHOP.COM will be able to target content to individual visitors using a self-learning algorithmic approach designed to increase conversion. Basically, the site will be more intuitive and predict what a specific user wants to see based on past patterns.

*“This kind of technology is being driven by the huge popularity of tablets with touchscreens.”*

**S**HOP.COM has been the perfect example of constant progression, as each new event unveils the most cutting-edge advancements to the heart of the business.

The search capabilities on SHOP.COM are always getting better; the Cashback program has been a staple on the site for years and there's nothing else quite like it; and the recent integration of the Home Advisor tool helps anyone convert their spending into earning.

A smaller change that may not immediately be apparent to the user is the new "Mega Menu" functionality. Whereas most sites still utilize technology that allows a user to hover over a particular menu that then opens up and floats down covering existing content on the site, the new technology on SHOP.COM is the next big trend.

With the new Mega Menu, users actually click on any tab they are interested in (like the 'Clothes' or 'Beauty' tabs near the top of the homepage) and the menu opens up with all the subcategories, as the rest of the content on the page simply slides down

underneath that.

This kind of technology is being driven by the huge popularity of tablets with touchscreens. Since a mouse is becoming less necessary, businesses have to totally rethink the way their website's functionality fits with these trends of today, and more importantly, the trends of tomorrow.

With the Mega Menu feature, SHOP.COM instantly becomes more touch-friendly, or "tappy," as one of the developers here described it. And there will be many more upgrades to come with this new technology in mind.

Slight modifications like this should result in an even better user experience, but what is on the horizon for SHOP.COM could result in the biggest strides in e-commerce over the past decade here at Market America.

The company is integrating the latest Adobe software that will be able to completely customize a shopper's experience on SHOP.COM. Through tools like rules-based targeting, automated behavioral targeting, and recommendations and cross-selling, SHOP.COM will soon present completely unique content based on a user's interest

Tying in closely with this is the recommendations and cross-selling feature, which will use historical and affinity data to automatically deliver content and product recommendations for upsell and cross selling, increasing commissions for UFOs everywhere!

There will be much more information about SHOP.COM upgrades during the main stage presentations by Marc Ashley — so don't miss them! One thing is for certain, SHOP.COM will never slow down. ■



# YOUR >> OWN marketamerica.com

When managing an UnFranchise Business, customization is key. Especially when it comes to prospecting — everyone has a different approach.

Now, UnFranchise Owners can utilize the marketamerica.com corporate site with full confidence, as all links and contact information are totally specific for each individual.

- The marketamerica.com URL extension matches the UnFranchise Owner's SHOP.COM address — if it is SHOP.COM/jim, then it will be marketamerica.com/jim
- Unique Partner Now link ensures UnFranchise Owners get credit for every prospect

- SHOP.COM link takes customers to that UnFranchise Owner's shopping website to get credit for all sales

- Contact info on marketamerica.com can be personalized

- UnFranchise Owners already get a marketamerica.com and marketamerica.mx version, with other markets to come

All UnFranchise Owners should go to unfranchise.com > My Distributorship > Website Admin to configure their marketamerica.com site. Then, share the site with any prospect interested in owning a business. It's that easy!

The screenshot displays the marketamerica.com website interface. At the top, there is a navigation menu with links for Innovation, Built on Product, Powered by People, The UnFranchise® Business, News/Media, and Careers. A search bar is located in the top right corner. The main hero section features a large image of a smiling man with the text "We're powered by people like you." and a "Learn more" button. Below this, there are three main content blocks: 1) "Built on Product" which emphasizes product brokerage and offers a "Learn More" button; 2) "Company Quick Facts" listing key statistics such as being founded in 1992, generating over \$2.3 billion in retail sales, and operating globally; 3) "Market America & SHOP.COM Overview" which includes a video player showing people playing sports. The footer contains various links like Contact Us, Privacy Policy, Terms of Service, Site Map, Careers, Business Owner Log In, and SHOP.COM, along with several award logos including Entrepreneur 500, 100, and 888.

# THE POWER OF CHOICE

UnFranchise® Owners can personalize their online presence with NEW Custom Mini-Websites. By **Brandon Keel**

In this day and age, people don't want to be bombarded with the mass-marketing of products that may — but chances are, won't — appeal to them. There's nothing worse than feeling like just another number whose personal preferences don't matter. Customers want to feel like businesses truly care about them and their needs.

**A**s a result, top retail websites have developed the technology to be able to actually present shoppers with products in which they have shown some sort of interest. Maybe it's a product that they've viewed in the past or maybe it's a product that is similar to another product they recently purchased. The point is, the retail industry is becoming extremely specific.

This was the logic behind Market America's launch of the Motives® and Isotonix® mini-websites several years ago. The thought was that some UnFranchise Owners were much more interested in cosmetics, so why not offer them a motivescosmetics.com website to specifically promote to their cosmetics customers. Same thing with UnFranchise Owners who were "majoring" in health and nutrition — there was the Isotonix mini-website.

Now, fast forward to today. Let's say an UnFranchise Owner majoring in health and nutrition wanted to reach out to a gym owner, just to show them a few nutritional supplements without overwhelming them with the 40 million products found on SHOP.COM. Ok, there's isotonix.com, right? Right, but what about other health and nutrition products that aren't Isotonix — like Heart Health™, TLS® or NutriClean®?

*“Market America is giving every UnFranchise Owner Custom Mini-Websites to cover their region.”*

There was a huge gap between being brand-specific on a site or just plain non-specific. That gap has just been bridged with the NEW Custom Mini-Websites!

With 10 unique designs to choose from (and more to come), UnFranchise Owners now have the power to promote whichever Market America-branded products they want in order to really grab the customer's attention with brands that are more likely to appeal to them.

The Custom Mini-Websites are country-specific, since each market has a unique product selection. Therefore, these new sites are not intended to be used or promoted across borders. However, taking into consideration that UnFranchise Owners may have customers outside of their home country, yet still in their region, Market America is giving every UnFranchise Owner Custom Mini-Websites to cover their region.

U.S. UnFranchise Owners will receive unique Custom Mini-Websites for U.S., Canada and Mexico — each of which can be customized separately. Taiwan UnFranchise Owners will receive unique Custom Mini-Websites for Taiwan, Hong Kong and Australia. And so on. All products available in a particular market can be loaded on that market's Custom Mini-Website.

Take it one step further, and UnFranchise Owners can select up to nine products to highlight on the homepage of each site. There is also a list of URLs or domains that can be used, depending on the focus of the Custom Mini-Website. For example, if Isotonix OPC-3® is a big hero on the site, one can choose opc3.com.

Any sales get credited directly to the UnFranchise Owner who owns the Custom Mini-Website, plus there are opportunities on these sites for shoppers to jump over to that UnFranchise Owner's full SHOP.COM site at any time.

This is a HUGE leap forward in tailoring product presentations to specific customers. Learn more about Market America's new Custom Mini-Websites throughout 2014 World Conference. ■

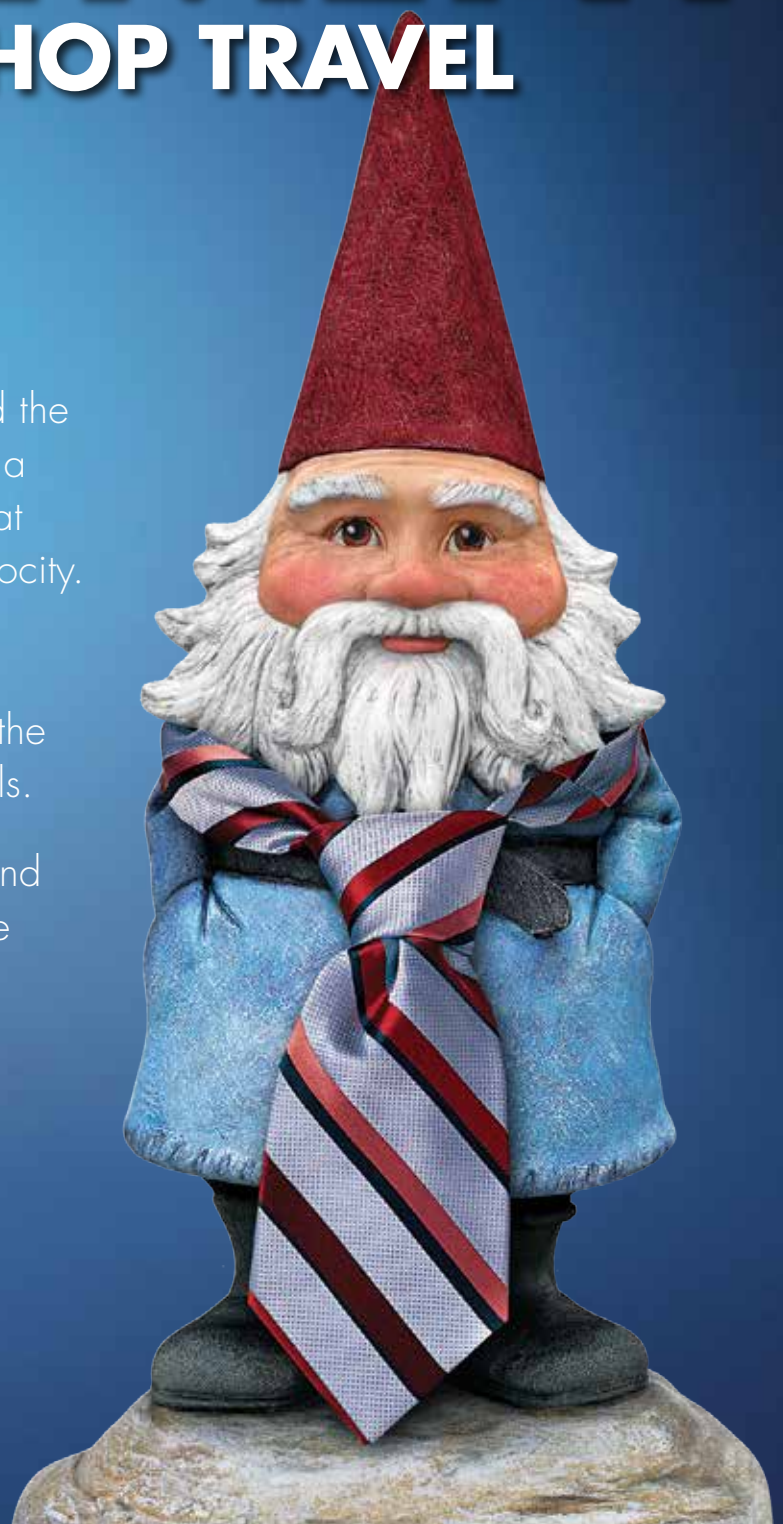


# GET THE PRESIDENTIAL TREATMENT FROM SHOP TRAVEL

With President's Day right around the corner, you'll find great deals for a spontaneous three-day getaway at SHOP Travel, powered by Travelocity.

Use the **TOP SECRET HOTELS** offer for discounts up to 45% off the published price on high-end hotels.

Book your President's Day weekend hotel now — play more and save more, only at **SHOP•COM™!**



SHOP • travel  
powered by  
travelocity®

 Cashback

# SHOP MOBILE MIXES EASE WITH OPTIONS

Thanks to the new SHOP Mobile website, apps are a thing of the past. **By Brandon Keel**

The future of mobile commerce is coming, combining the ease and simplicity of an app with the functionality and enhanced features of a full site. This gives a consumer more options from the palm of their hand without sacrificing convenience.



**S**HOP Mobile is leading the charge with the coming launch of its brand-new mobile website that can be accessed from any web browser on any smartphone. It's specially designed for smooth navigation and a great shopping experience, so there is no need to pan or zoom.

Shopping on a smartphone will now be a much similar experience to using the full version of the site. Customers have the ability to compare prices across multiple stores, manage their account and view existing orders, search and shop by brand or category, filter search results, choose from multiple product views and so much more.

This will make it easier than ever to show customers the convenience of SHOP Mobile, as they can visit the website right then rather than having to go to their phone's app store, download it and wait.

It is paramount to get the word out now about SHOP Mobile, since m-commerce trends don't show any signs of slowing down. In fact, this category of shopper now accounts for 23 percent of online sales, according to econsultancy.com.

Internet Retailer's Mobile 500 (the top 500 mobile sites in the world) saw a 71 percent increase in mobile commerce during 2013 alone, topping a combined \$30.5 billion in overall sales. Market America was the fastest growing mobile site in 2013, according to Internet Retailer, growing 571 percent!

*“It is paramount to get the word out now about **SHOP Mobile**, since m-commerce trends don't show any signs of slowing down.”*

Seem familiar? These growth trends mirror exactly what online sales looked like 10 years ago. It was impossible to ignore the migration from brick-and-mortar stores to online shopping back then, and m-commerce is the next big thing.

Now is the opportunity for all UnFranchise Owners to be poised for the explosive growth in mobile shopping. Spread the word about the new SHOP Mobile, coming soon, and let's make Market America Internet Retailer's fastest growing m-commerce company in back-to-back years. ■

# GROW YOUR BUSINESS ON THE GO

The new Sign-Up Wizard, coming soon to UnFranchise® Mobile, makes it so easy to build your business from anywhere. **By Brandon Keel**

Imagine running into an old acquaintance while out and about. After catching up for a few minutes, the conversation leads to their current career, and naturally transitions to the UnFranchise Business opportunity.

**T**hey show so much interest in creating a second stream of income that they are ready to register their UnFranchise Business on the spot! Now what? UnFranchise Mobile — that's what. With the new UnFranchise Mobile Sign-Up Wizard coming soon, UnFranchise Owners can navigate the entire sign-up process from the convenience of their smartphone. The Independent Distributor application, UFMS, ordering, Transfer Buying, and forms 925/1001 will be accessible on the go through this amazing mobile technology.

Having access to these essential tools any time, anywhere is something that's taken for granted in this day and age. Perhaps in order to fully appreciate this, it's best to take a look back in history.

When Market America was founded in 1992, there was no SHOP.COM website; no UnFranchise Business Presentation PowerPoint to guide new prospects through the business model; and definitely no smartphones.

UnFranchise Owners would have to drive hours and hours just to meet with interested prospects, and then literally draw the plan from scratch. They would have an entire folder full of printed documents for when the new person was ready to register their business. Then all the information would need to be reviewed because if the forms were submitted with errors, they would all get kicked back.

Most UnFranchise Owners won't even remember this, but an Independent Distributor Network report was the only resource one had at the time to literally draw out an organization on paper to determine placement.

When Market Australia opened in 2001, the entire sign-up process migrated online. This was a revolutionary leap forward, as placement was confirmed right then and there, and complications like unlinked Independent Distributors became a thing of the past.

As the Internet grew, Market America grew alongside of it, always anticipating the next trend in commerce. So when smartphones started to become popular just five years ago due to the unlimited convenience, it was obvious that online business was going mobile.

UnFranchise Mobile is ahead of the game and will make building the business more convenient than ever before. Try it out soon by visiting [unfranchise.com](http://unfranchise.com) from any mobile device. ■

*“As the Internet grew, Market America grew alongside of it, always anticipating the next trend in commerce.”*

UnFranchise Owners can navigate the entire sign-up process from the convenience of their smartphone.





PAPARAZZO  
COLLEZIONE  
SPRING/SUMMER/2014

DECKED WITH  
RADIANT METALLICS  
AND UNEXPECTED PIGMENTS,  
INVITING SHEENS AND  
PUMPED-UP LACQUERS,  
THESE PICTURE-PERFECT LOOKS  
PROMISE A SUMMER OF  
SPIRITED SHINE.

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**MOTIVES® & MOTIVES FOR LA LA NEW FACE & EYE COLORS**



**MOTIVES RED CARPET PALETTE**

Achieve a sought-after look with daring pastels for Spring/Summer 2014. Create your picture-perfect style with edgy metallics for eyes that captivate the camera.

Code PRESH14, DC \$25.00, SR \$34.95, BV 20

**MOTIVES & MOTIVES FOR LA LA SUPREME CRÈME FOUNDATION**

Formulated with antioxidants to moisturize and help protect the skin. These shades stay true to color and allow for buildable, even coverage that blends effortlessly. Create a natural look with a lightweight formula that lasts all day for beauty in every shade.

Codes Vary, DC \$17.50, SR \$24.50, BV 15, 14 (La La)



**MOTIVES FOR LA LA BEHIND THE SCENES PALETTE**

Color your eyes with unexpected pigments that lead the trend for Spring/Summer 2014. Create killer eyes with these rich hues for a desired look that is always pursued.

Code 2014MLBE, DC \$25.00, SR \$34.95, BV 20



Regal Blue  
44MEP

**MOTIVES KHOL EYELINER**

A beautiful Regal Blue for a royal look is a great addition to our eyeliner collection.

Code 44MEP, DC \$10.50, SR \$14.75, BV 8.5



Naughty Mauve 100MLMS    Moonlighting 101MLMS    Copper 102MLMS

**MOTIVES FOR LA LA SHIMMERS**

The perfect touch to any look! Apply these shimmers wet or dry and go from subtle to bold to achieve a flawless look.

Enhance the natural beauty of your eyes.

Codes Vary, DC \$11.00, SR \$15.50, BV 8



Taupe 54MBP    Light Brown 55MBP

**MOTIVES MINERAL WATERPROOF EYEBROW PENCIL**

Helps to create naturally sculpted brows. Featuring a spoolie brush that allows you to tame and fill in sparse areas, full and flawless brows are just within reach!

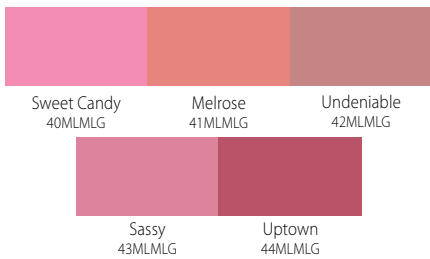
Codes Vary, DC \$11.25, SR \$15.75, BV 9

SHIPFREE AVAILABLE

Add a "C" in front of the code number for Canadian orders online.

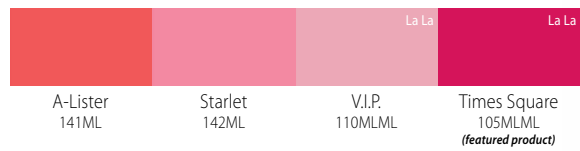


**MOTIVES® & MOTIVES FOR LA LA NEW LIP & NAIL COLORS**



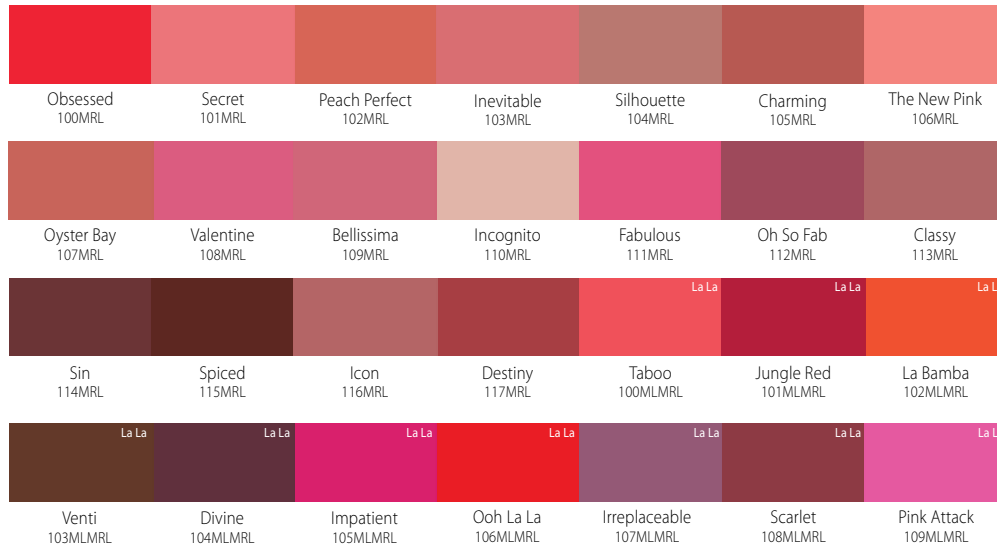
**MOTIVES FOR LA LA  
ILLUMINATING LIP SHINE**

Light up your look with a convenient mirror and LED light for the perfect shine day or night!  
Codes Vary, DC \$10.00, SR \$13.95, BV 8



**MOTIVES & MOTIVES FOR LA LA  
MINERAL LIPSTICK**

Create a rosy lip to complement your A-List look for beauty in every shade.  
Codes Vary, DC \$12.50, SR \$17.50, BV 9.5, 8.5 (La La)



**MOTIVES & MOTIVES FOR LA LA  
MOISTURE RICH LIPSTICK**

Treat your lips to full-coverage color for beauty in every shade. The moisture rich formula soothes to create naturally soft lips. Give your pout a little pop of color that lasts all day.  
Codes Vary, DC \$11.25, SR \$15.75, BV 9, 8 (La La)

SHIPFREE AVAILABLE \$





**MOTIVES BRIDAL NAIL LACQUERS**

Say I do with this pure Bridal Collection. This collection features a nude, pink-nude, and a white-nude, perfect for the modern bride.

Codes Vary, DC \$5.00, SR \$6.95, BV 3.5



Celebutante  
5427MNP

Stalker  
5428MNP

Star Studded  
5013MNP

La La  
Notorious  
5014MNP

**MOTIVES &  
MOTIVES FOR LA LA  
ULTIMATE NAIL LACQUERS**

Four new, pumped-up lacquers inspired by the hottest trends for Spring/Summer 2014. Complete your camera-ready look with these new shades.

Codes Vary, DC \$5.00, SR \$6.95, BV 3.5

**NEVER GET CAUGHT  
WITHOUT YOUR FAVORITE  
MOTIVES PRODUCTS.**

SHIPFREE AVAILABLE

# INTRODUCING THE NEW MOTIVESCOSMETICS.COM

The stunning new [motivescosmetics.com](http://motivescosmetics.com) is here! It's totally redesigned for a more user-friendly experience. Customers can easily find the hottest new shades, access tutorials, and discover all the ways to earn more income with Motives®.

This is a great tool to sell Motives products and makes recruiting easy. Connect with a Motives beauty advisor today to experience the fresh new look of [motivescosmetics.com](http://motivescosmetics.com). Learn all there is to love about the hottest cosmetics brand, Motives.



**motives®**  
*mavens & b*

*special editions*

## MOTIVES MAVENS ELEMENT

Bringing the glamour of artists to everyday women, Element is a beautifully versatile eye shadow palette that allows you to always stay on trend. Handpicked by six of our Motives Mavens social media beauty sensations, this palette is a must-have for any fashionista.

Code 1LMT, DC \$25.00, SR \$35.00, BV 15



Closed



Opened

Color Names:  
(Top) L to R Birch, Native, Aubergine, Raven  
(Bottom) L to R Shell, Serene, Bordeaux, Truffle



Opened



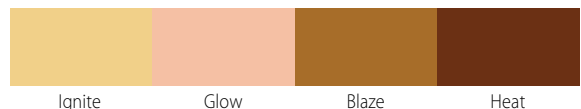
Closed

## MOTIVES MAVENS SCULPT SERIES

Bringing the glamour of artists to everyday women, Sculpt Series are essential contour palettes for creating flawless looks. Handpicked by six of our Motives Mavens social media beauty sensations, these palettes give you the tools to master the art of facial sculpting.

Codes Vary, DC \$25.00, SR \$35.00, BV 15

Fire  
Code: 2SSF  
(Opened)



Ice  
Code: 1SSI  
(Closed)



## nutraMetrix<sup>®</sup> is excited to announce the Wellness Goals Patient Education system!

In 2014 we will take "educate while you wait" to a whole new level as patients learn the science of nutrition and gain the knowledge to empower them in reaching their wellness goals. The wellness goals system is designed to help automate patient education and the doctor-to-patient conversation about wellness. The end result is to benefit both patient and practice by helping patients achieve good health with a successful wellness maintenance plan.



### nutraMetrix Isotonix<sup>®</sup> Daily Essentials Packets

Code 6496NM, DC \$50.00, SR \$69.95, BV 34

One of the hottest products we've ever launched! nutraMetrix Isotonix Daily Essentials Packets have become the perfect on-the-go health and nutrition must-have! All the essentials — nutraMetrix Isotonix OPC-3<sup>®</sup>, nutraMetrix Isotonix Activated B-Complex, nutraMetrix Isotonix Multivitamin and nutraMetrix Isotonix Calcium Plus — in the palm of your hand!

### nutraMetrix DNA Miracles<sup>™</sup> Probiotics Plus\*

Code 6901NM, DC \$25.00, SR \$35.00, BV 20

nutraMetrix DNA Miracles Probiotics Plus is a synergistic blend of probiotics, prebiotics and vitamin D to support your baby's intestinal health and immune system without upsetting the stomach, helping them maintain a healthy balance.

### nutraMetrix DNA Miracles<sup>™</sup> Natural Soothing Ointment

Code 6933NM, DC \$14.25, SR \$19.95, BV 10

nutraMetrix DNA Miracles<sup>™</sup> Natural Soothing Ointment is a natural, non-irritating formula, gentle and safe for your baby's delicate skin. Botanically based with willow herb, coconut oil and shea butter, nutraMetrix DNA Miracles Natural Soothing Ointment helps keep your baby's skin healthy and hydrated, while providing comfort to soothe irritation.



#### Also now available for nutraMetrix:

Prime<sup>™</sup> Feminene<sup>®</sup> Female Support Formula, Choice<sup>™</sup> Vanilla Caramel Crunch Energy Bar with Greek Yogurt, Choice<sup>™</sup> Brownies & Cream Energy Bar, Awake Energy Shot, and nutriClean<sup>®</sup> Advanced Fiber Powder (with Stevia). For complete product information, refer to page 25, 26 and 27 of this program.

## Market America is proud to announce the launch of the International Health Professional Program.

The International Health Professional Program offers qualified Health Professionals in each of our 'market' countries the opportunity to enter into Market America's UnFranchise<sup>®</sup> Business System, either as a Health Professional, or through our unique option known as the Health Professional 1 (HP1) Distributorship, available in the drop-down menu of the Sign-Up Wizard. If you have current active UnFranchise Owners or prospects in Canada, the United Kingdom, Australia, Hong Kong, Taiwan or Mexico and they maintain qualifying health professional licenses or certifications, you now have the opportunity to convert or recruit them into the International HP/HP1 Program.

You can learn more about this exciting new program by reviewing the tools available for download on [unfranchise.com](http://unfranchise.com) under **Downloads > Support Material > Training**:

- International Health Professional business presentation
- Independent Distributor guide for working with Health Professionals
- Health Professional guide to implementation
- Downloadable product handouts/leaflets
- FAQs about the International HP program
- Health Professional (HP/HP1) Independent Distributor Application & Agreement

You can also learn more about the International Health Professional Program by watching the introductory five-part video series on MeetON.com. Simply log into **MeetON.com**, and go to the **Market America > International Health Professional Program Channel**.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

choice™



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# DELIGHTFULLY GOOD

INTRODUCING THE **NEWEST FLAVORS** TO THE CHOICE LINEUP!



### Choice™ Vanilla Caramel Crunch Energy Bars:

Codes 6802, 6802NM, 6803, DC \$15.00, SR \$21.00, BV 7.5

- 15 grams of protein
- 7 grams of fiber
- 160 calories
- Nut free



### Choice™ Brownies & Cream Energy Bars:

Codes 6804, 6804NM, 6805, DC \$15.00, SR \$21.00, BV 7.5

- 15 grams of protein
- 5 grams of fiber
- 160 calories
- Nut free



Our newest energy bars — available in Vanilla Caramel Crunch and Brownies & Cream — are guilt-free treats giving you the protein and fiber you need anytime, anywhere.



SHIP FREE AVAILABLE Code Key: **BLACK** Market America, **RED** nutraMetrix®, **BLUE** TLS®

# PRIME™

Alleviate hot flashes and night sweats with Prime Feminene® Female Support Formula. This new formula — featuring the clinically studied ingredient Lifenol® — better helps to reduce the discomfort of both menopause and premenstrual syndrome, and helps balance mood.\*

## Prime Feminene Female Support Formula

Codes 13179, 13179NM, DC \$25.00, SR \$34.95, BV 20



The same great product to help your digestive health is now sweetened with stevia! Each serving of NutriClean® Advanced Fiber Powder delivers nine grams of fiber, plus 1.5 billion CFUs of beneficial probiotics to keep your gastrointestinal tract healthy.\*

## NutriClean® Advanced Fiber Powder

Codes 13283, 13283NM, DC \$36.75, SR \$52.50, BV 25

# Isotonix®

The world's most advanced nutraceuticals

One of the hottest products we've ever launched! Isotonix® Daily Essentials Packets have become the perfect on-the-go health and nutrition must-have! All the essentials — Isotonix OPC-3®, Isotonix Activated B-Complex, Isotonix Multivitamin and Isotonix Calcium Plus — in the palm of your hand!

## Isotonix Daily Essentials Packets

Codes 6496, 6496NM, DC \$50.00, SR \$69.95, BV 34



## DNA Miracles™ Probiotics Plus\*

Codes 6901, 6901NM, DC \$25.00, SR \$35.00, BV 20

DNA Miracles Probiotics Plus is a synergistic blend of probiotics, prebiotics and vitamin D to support your baby's intestinal health and immune system without upsetting the stomach, helping them maintain a healthy balance.

## DNA Miracles™ Natural Soothing Ointment

Codes 6933, 6933NM, DC \$14.25, SR \$19.95, BV 10

DNA Miracles™ Natural Soothing Ointment is a natural, non-irritating formula, gentle and safe for your baby's delicate skin. Botanically based with willow herb, coconut oil and shea butter, DNA Miracles Natural Soothing Ointment helps keep your baby's skin healthy and hydrated, while providing comfort to soothe irritation.



Code Key: **BLACK** Market America, **RED** nutraMetrix

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



**CONGRATULATIONS TO THE 2013 FALL  
TLS® FIND YOUR FIT CHALLENGE WINNERS  
THEY WON A COMBINED TOTAL OF \$100,000!**

**AND LOST NEARLY 300 lbs.**



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You should consult your physician before beginning this or any other weight management program. Individuals following the TLS Weight Loss Solution can expect to lose 1-2 pounds per week. Some of the persons sharing their stories may be Independent Distributors of Market America products.

# TAKE CHARGE



With just the right amount of caffeine, B vitamins and amino acids, plus zero calories or sugars, Awake® Energy Shots help keep you alert, energized and focused throughout the day. Take charge with Awake.



**Awake Energy Shot - Orange (Pack of 10)**

Code 13198, 13198NM, DC \$17.85, SR \$24.99, BV 11

**Awake Energy Shot - Grape (Pack of 10)**

Code 13199, 13199NM, DC \$17.85, SR \$24.99, BV 11

**#AwakeEnergy**

**SHIPFREE** AVAILABLE 

# DISCOVER WAYS TO SAVE AND EARN

Use the Home Advisor on SHOP.COM to convert spending into earning. **By Brandon Keel**

**Annuity (n.):** a form of insurance or investment in which an individual pays out a premium, which later entitles them to a series of annual sums paid back to that individual over time.

**T**he future can be a scary thing. There are so many unknowns and so little security in this day and age that it takes careful planning and present-day sacrifice to ensure a stable life ahead.

But what if there was a revolutionary way for UnFranchise® Owners to still live the exact same lifestyle, while simultaneously investing in their business growth and a more promising future?

With the power of the Shopping Annuity™, UnFranchise Owners and their customers can do just that by replacing competitor brands (referred to as negative products) used throughout the house with Market America brands — converting spending into earning! It's a smart and easy way to make some slight shopping modifications that will pay off big in the long run. This is exactly why the concept is called the Shopping Annuity.

Sounds like a novel concept — one that is almost too good to be true, right? It is for real, and anyone who needs convincing can simply click through the quick steps of the Home Advisor on SHOP.COM to see potential savings and earnings pile up.

## EASILY IDENTIFY WAYS TO SAVE AND EARN

The Home Advisor was developed to help shoppers discover products that can enhance daily living, while helping to save money in the process. It is a much more advanced, fun and interactive version of the Home Shopping List that UnFranchise Owners and customers have been using for years. By making this tool available online, anyone can now begin using the Shopping Annuity concept immediately.

The Home Advisor will navigate from room to room throughout a virtual home, keep track of Cashback and IBV, automatically generate a MyList tailored to the user's shopping needs, and more.

It's important to note that UnFranchise Owners should access the Home Advisor through unfranchise.com under the "Ordering" tab, whereas their customers have access to the exact same tool found on SHOP.COM near the bottom of the page.



To get started, users are prompted to either log in (if they're not already) or to create an account for new customers. From there, it will ask what broad categories a user buys from regularly in order to customize the experience: For Him, For Her, Child, Pet, Pool/Spa, Vehicle and Lawn & Garden.

Now it's on to the first virtual room of a house: the kitchen. Shoppers will be asked if they use common cleaning products, and if so, which kinds. Next is the nutrition section, listing anything imaginable in the kitchen medicine cabinet — from vitamins and antioxidants to energy and weight loss needs. Next is the laundry room,





# TAKE YOUR BUSINESS TO THE TOP

Moving Up Seminars are the equivalent to private tutoring for your business. Get valuable training, innovative ideas and proven techniques in a small group setting.



<b>2014 SCHEDULE</b>	<b>March 7-8</b> Miami Beach, FL
	<b>March 9-10</b> Miami Beach, FL
	<b>May 16-17</b> Miami Beach, FL
	<b>May 18-19</b> Miami Beach, FL
	<b>September 5-6</b> New York, NY
	<b>September 7-8</b> New York, NY
	<b>October 17-18</b> Miami Beach, FL
	<b>October 19-20</b> Miami Beach, FL

For questions or to reserve your spot for a Moving Up Seminar, contact Evelyn Gandia at 336.478.1364 or [evelyn@marketamerica.com](mailto:evelyn@marketamerica.com).

\*Dates and location subject to change.

then the bathroom, and so on.

Once each room is complete, the Home Advisor will make product recommendations based on what the user selected in each section. For example, if the user checked "vitamins," they would be presented with Isotonix® Multivitamin, including all of its product details and benefits, plus most products show how they stack up against the competition!

With each new product suggestion, the user has the ability to add it to their custom MyList or not, plus a MyList can be edited at any time. Also, a status bar shows exactly how much progress has been made in completing the Home Advisor, as well as the total amount of savings and BV (or Cashback for customers).

If at any time the shopper gets interrupted from finishing the Home Advisor, they will be prompted to pick back up the next time they log in.

## EVERYTHING SAVED IN ONE PLACE

Most savvy online shoppers are used to the idea of being presented with alternate product choices that are similar to ones they are viewing. Targeted suggestions have been a huge part in current e-commerce trends.

However, with the Home Advisor's MyList that is created during the shopping process, all product suggestions are well organized in a single place. This is so convenient for a number of reasons:

- All products are quick and easy to find
- MyLists can be edited at any time
- Items on a list can be added to AutoShip
- Share any MyList via email, Google+, Facebook, Pinterest or Twitter
- When created through the Home Advisor, MyLists show total savings and total BV or Cashback, demonstrating the power of the Shopping Annuity

*“Anyone can benefit  
from the technology of the  
Home Advisor  
and the concept of a  
Shopping  
Annuity.”*

## DUPLICATE TO CREATE MOMENTUM

Market America's business model was built to best succeed while working with others. Teamwork makes the dream work. Using the Home Advisor and building a Shopping Annuity is no exception.

Once a UFO completes the Home Advisor and begins the process of converting spending into earning, it's important to share just how easy and powerful it is with everyone. By encouraging other business partners in an organization to go through it, this will create an ongoing stream of BV and income for all UFOs.

The same goes for customers. Anyone can benefit from the technology of the Home Advisor and the concept of a Shopping Annuity. Customers can see the savings pile up and the Cashback amount tallies right before their eyes for stuff they are already purchasing somewhere else. Then, if a customer shares it with their friends and family who use it, that customer can generate a significant stream of income.

Decide that today is the day to stop throwing money away and, instead, invest it in a Shopping Annuity. Take a few minutes to discover new ways to earn by saving with the Home Advisor, only on [SHOP.COM](http://SHOP.COM)! ■



*“JR Ridinger has been talking about the relevance of social shopping for the last couple of years.”*

# LEARN TO “LIKE” SOCIAL MEDIA FOR SUCCESS

Be among the vastly growing percentage of businesses that see growth using social media. **By Heather Pike**

Utilizing social media in business-building efforts has now surpassed the “early adopter” stage and has reached the “necessary” stage. According to Internet World Stats, one-third of the world’s population is online, an increase of 528 percent over the past 10 years.<sup>1</sup> In a Nielsen survey of online shoppers, 61 percent of respondents have made an Internet purchase in the past year. Some demographics rank significantly higher, such as Asian Americans, 77 percent of whom have made an Internet purchase in the last year. This number is up several points in all demographics from the previous year.

**A**ccording to several studies, social media plays an increasingly large role in this rise of online purchases. In the Nielsen Global Survey of Online Shopping, 46 percent of global respondents (with numbers as high as 63 percent, in the Asia-Pacific region) stated that social media helped them make a purchase decision.<sup>2</sup>

This isn’t a new concept — JR Ridinger has been talking about the relevance of social shopping for the last couple of years. But it has never been more important. Social media fits perfectly within the realm of one-to-one marketing — a paradigm with which Market America | SHOP.COM Distributors are very familiar — utilizing the latest technology to bring customer relationship management to new levels of accessibility. Social media allows UnFranchise® Owners to have an instant, personal connection with their customers that extends beyond face-to-face interaction (which is still an important aspect of communicating). Social media makes every aspect of the customer relationship easier to do — from the initial contact down to the close and follow-up.

For UnFranchise Owners who are still among the 29 percent of

American adults (according to [pewinternet.org](http://pewinternet.org)) who do not use social media sites, or are casual social media users unsure on how to incorporate their businesses into social media usage, now is the time to get started. While it may seem like a daunting task, it doesn’t have to be. This article will break down some simple but effective ways to use social media to build a successful UnFranchise Business.



## MAXIMIZE FACEBOOK POTENTIAL

Facebook is the obvious starting point for social media endeavors. With 727 million daily active users as of September 2013,<sup>3</sup> Facebook offers a vast and very engaged potential audience. Marketers are seeing success using Facebook as well. According

to a recent HubSpot report, 52 percent of all surveyed marketers have found a customer via Facebook in 2013, and companies that generated more than 1,000 Facebook likes had nearly 1,400 website visits a day.<sup>4</sup>

Make the most of Facebook by posting between 1:00 and 4:00 p.m., which studies have shown engages the highest concentration of users. Don't abandon all other times, however; the average may not ring true in every case, especially for people who have friends in other time zones. Also, studies have shown that the Facebook posts that get the most engagement include a relevant photo that is large enough to make an impression and make people want to click.

When posting, UnFranchise Owners should keep interactions genuine — they should not send out generic mass messages to their entire friends lists in an attempt to spread the word about the business. Chances are the majority of the recipients will view the message as insincere and never even read it. Instead, look for opportunities to help someone who is already asking for it. Many people turn to social media for suggestions on a product or service. If someone is asking for a suggestion, use that chance to recommend a Market America product when applicable. Make sure to comment rather than sending a personal message, so others will see it, too.

Another excellent Facebook technique is to use posts to serve as an appetizer and leave readers hungry for more. For example, Motives® gurus could post an image of a beautiful makeover done using Motives cosmetics, and instruct readers to click a link to their blogs for a tutorial and product information.

Overall, the best way to maximize time on Facebook is to keep it genuine, post often and wisely, use a picture, keep them hungry for more, and make sure to always respond to any feedback received in a timely manner.



## WORK SMARTER, NOT HARDER WITH MEETON

**Using duplication and the ABC Pattern to build in homes is one of the quickest ways to find success with Market America.** However, location and time constraints were always limiting factors with this approach. Not anymore. MeetON® now allows every UnFranchise

Owner the opportunity to instantly turn their personal coring or Home Business Presentation into a global event. Inviting friends and contacts from all over the world to join a broadcast is as easy as sending a single email that automatically links to a scheduled event.

MeetON.com also provides a resource with tons of existing content about Market America's business model, exclusive brands, SHOP.COM features, and more that can be shared with customers (who register with their PC email) to drive more sales and increase commissions.

Educate customers with the informative live broadcasts from corporate experts about Market America's quality products, like the extremely popular "Motives Mavens" channel, which features a series of live demonstrations from professional makeup artists on how to get a particular look with Motives cosmetics.

Send videos to prospects demonstrating the magnitude of Market America events. The possibilities are truly endless!



## TWITTER TIDBITS

**Build the business in 140 characters or less! One of the best ways to use Twitter is to do a little social searching. Twitter is another place where people turn to for recommendations.** A simple keyword search for words such as "eye shadow" or "healthy" will yield results of people asking for product suggestions. This equates to an already interested prospect!

UnFranchise Owners don't have to seek out people to whom to sell products; they are already out there looking! Simply respond to that person's tweet and give them the recommendation he or she was already looking for.

When tweeting, make sure to leave a little room in the character count for people respond to the message. Every character counts, and it's important to leave room for that critical interaction.



## A PICTURE IS WORTH...

Never underestimate the power of a photo! Say it all with a simple yet powerful photo post on Instagram. The Motives Mavens are proof of the power of Instagram — these beautifully talented ladies have taken Instagram by storm, and the result is more exposure for Motives than ever before! The Motives Mavens are some of the most well-known makeup

artists on Instagram, with years of expertise and millions of followers to their names.

You can leverage the momentum created by the Mavens by downloading the app InstaRepost, which allows you to repost their photos (and give them proper credit) to your Instagram page. The Mavens have created some beautifully innovative looks using Motives cosmetics, and nothing speaks more highly of the product than seeing it in action. You can then encourage followers to contact you for product information, since the Mavens always share this information with each post.



## SOCIAL MEDIA IS EVER-EVOLVING

**There are countless other ways to use social media to maximize business-building efforts** — including sharing Market America's high-quality YouTube videos to build credibility and brand awareness, utilizing Instagram's new Instagram Direct feature to share powerful, personalized images, making the most out of hashtags, and much more. Visit Market America's blog (blog.marketamerica.com) for constant updates and tips for using social media to its fullest potential. ■

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Lumière de Vie® provides powerful age-reversing skincare formulas to bring out the most natural beauty in every woman.

# NATURAL NEVER LOOKED SO BEAUTIFUL

Get the new **Lumière de Vie Full Regimen Kit** to receive the entire Lumière de Vie line at a **25% savings** versus purchasing the products individually! Bring light and life to 2014 with Lumière de Vie at [motivescosmetics.com](http://motivescosmetics.com) or [SHOP.COM](http://SHOP.COM)™.

Code 12209  C12209 DC \$210.00 SR \$295.00 BV 175  **SHIPFREE** AVAILABLE



Use in the following order for best results:

**STEP 1. Cleanse to invigorate the skin**

Lumière de Vie Facial Cleanser

**STEP 2. Tone to remove impurities**

Lumière de Vie Toner

**STEP 3. Detoxify skin to refresh**

Lumière de Vie Volcanic Exfoliating Mask

**STEP 4 & 5. Treat to brighten the skin and reduce the appearance of dark spots, fine lines and wrinkles**

Lumière de Vie Illuminating Fading Fluid

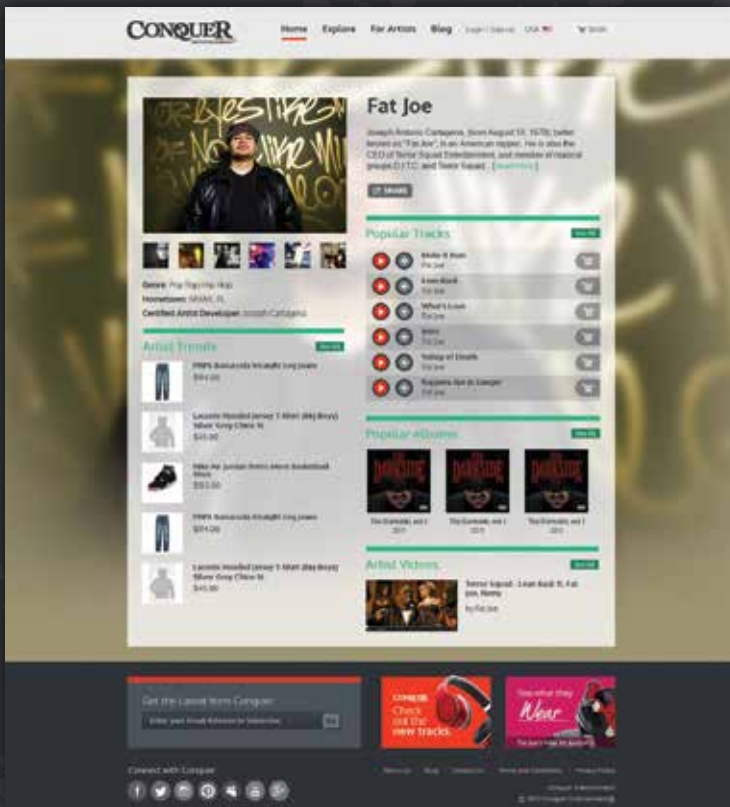
Lumière de Vie Serum Concentrate

**STEP 6, 7 & 8. Moisturize for brighter-looking skin**

Lumière de Vie Intense Rejuvenation Crème

Lumière de Vie Eye Balm

Lumière de Vie Intensive Hand & Body Crème



# LET'S MAKE MONEY WITH CONQUER ENTERTAINMENT®



## IT'S EASY.

First, get to know your Conquer Music Store!

GO TO ↪

[getconquer.com/usa-yourportalname](http://getconquer.com/usa-yourportalname)  
and start discovering new music today.



## NEW LOOK AND FEEL

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- Fan & Certified Artist Developers Pages
- Full song previews before you buy!  
(you must be logged in as PC first)
- Custom Artist Trend Shops

Conquer has never been better — and it's ALL YOURS to use for your business! Make sure to catch Conquer's main stage presentation where we'll teach you how to make money by using Conquer's cutting-edge platform! You may have artists in your organization using and buying BV products!

### CONQUER FEATURED ARTISTS:

**HIP HOP:** Fat Joe • Maino • Cassidy • Justina

**POP:** Melanie Lynx • Shiragirl

**ROCK:** After The Blast • Sky Travelers and MORE!

Get to know these artists and discover all the talent that can only be found at [getconquer.com](http://getconquer.com)!

Simply log in to your PC Account and start exploring today's hottest independent artists. Don't forget you receive BV for each song purchased through your music store, as well as incentives on trend shop merchandise!

# EVERY PIECE OF THE PUZZLE MATTERS — GET INVOLVED.



## CHANGE FOR A CHANGE

Every penny counts when it comes to helping children, families, veterans and animals in need. Donate your change to help us fill the jar and change the lives of those less fortunate. Right now your gift counts more than ever — Brandi Quinn, Vice President of Operations, and her husband Mike will personally match all contributions up to a combined total of \$5,000! Do you have change to spare? Come visit us outside section 115 and show you care!



## CAST YOUR VOTE!

Which of your fellow Distributors has the “cutest” or “funniest” kid? You be the judge! Finalists for each category of the Cute Kid Photo Contest will be posted at the ma Cares booth! Come by and cast your vote for the “cutest” or “funniest” kid! *(One vote per person per category)*

Visit us at Section 115 to see what we’ve got going on in 2014!

ma Cares for servicemen and women. In order to support them, we have established our own program, Faith Cares. Faith Cares was an idea inspired by service dog Faith, who is named after US Army Sergeant Faith Hinkley, who died on August 7, 2010 in Iskandariya, Iraq.

This program is twofold; it will continue a sponsorship program initiated in 2013 to assist veterans by raising funds to cover the costs of continued care for their service dogs. This program will also provide support and encouragement to active duty military units during their deployment by sending letters and care packages.



## What are veterans saying about the program?

“I want to thank ma Cares and Market America for all the time and effort you have put into helping me and my fellow veterans with our needs. I speak for myself for sure when I say you have touched me in many ways and my family and I will not forget your generosity.”

— *Ben and Lacy Miller with service dog, Felipe*

“I am so proud of what ma Cares has done for us veterans. I can never thank you enough for the sponsorship of Amy. The people with ma Cares and Market America are the most impressive group that I have met, and you will always be in my heart in all your ventures. Thank you for all you have done for us.”

— *Robert Brown with service dog, Amy*

“What you guys are doing is so kind, but I know that is just the kind of people you are. Thanks to ma Cares from the bottom of not only mine, but also Elliott’s heart.” — *Keith Harrison with service dog, Elliott*

“Jake, Joey and I want to thank you all for the generous gift cards and money paid to the vet for Jake’s care. I truly cannot put into words what Jake meant to our family. Thank you for your continued support.” — *Joey and Debbi Smith with service dog, Jake*

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# GET INTO GEAR

Have you hit a plateau in building your business? Then it's time to try new ways to spark up the conversation about Market America | SHOP.COM.

With a variety of apparel, accessories, colors and styles, ma Gear is the perfect way to introduce your business without saying a thing!

Stop by an ma Gear booth to see a full selection of apparel, accessories and more, or visit [marketamericagear.com](http://marketamericagear.com).



**maGear**  
*Promote your business in style*

# IT'S TIME TO UNWIND.

GET INTO THE GROOVE AND SHOW OFF YOUR MOVES FOR TWO UNFORGETTABLE NIGHTS!

Conquer Entertainment Artist Spotlight\*

Friday, February 7 @ 9:00 p.m.

Will Call Miami

401 Biscayne Blvd. R-200

Miami, FL 33132

305.377.3110

Market America Official After Party\*\*

Saturday, February 8 @ 9:00 p.m.

Nikki Beach Club

1 Ocean Drive

Miami Beach, FL 33139

305.538.1111

Featuring  
up-and-coming  
Conquer stars  
from a variety  
of genres.



\*Conquer Party Dress Code: Casual/Neat, 21 & over. \$5 cover includes one drink ticket.

\*\*FREE to all Market America Independent Distributors with a valid 2014 World Conference badge.

# 2014 INTERNATIONAL CONVENTION

**AUGUST 7-10, 2014**

(RECEPTIONS AUGUST 6)

GREENSBORO COLISEUM

**GREENSBORO, NC**

# GET YOUR TICKETS TODAY!



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