

PL

POWERLINE

FOR THE UNFRANCHISE® ENTREPRENEUR

CALCIUM: IT DOES A BODY GOOD

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SPRUCE UP YOUR LAWN FOR SPRING

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THE NEW UNFRANCHISE® BUSINESS ACCOUNT:

NEW PLATFORM, NEW TECHNOLOGY & BETTER THAN EVER

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Around *the* World

Market America in Mexico

Market America in Mexico continues to grow with the launch of the Fast Start Kit. Independent Shop Consultants are taking advantage of this kit and sharing the UnFranchise Business and Market America products with new prospects and potential business partners. MX.SHOP.COM is also growing with weekly additions of new Partner Stores. Shop Consultants are excited about building their UnFranchise Businesses throughout Mexico!

Market Taiwan

The 2013 Market Taiwan Annual Convention came to a perfect ending earlier this month. Over 20,000 Independent Shop Consultants and customers attended and listened to Market America and Market Taiwan Corporate Team members. New products, including Isotonix® Greens, Ultimate Aloe® Gel and the Isotonix Daily Essentials Kit, were announced. The new round of the TLS® Find Your Fit Challenge is encouraging Independent Shop Consultants and customers to get fit and show off the results to the world.

Market Hong Kong

Market Hong Kong's 2013 Annual Convention was a great success! In addition to the incredible presentations and exciting news about the company and products, Market Hong Kong was honored to have Marc Ashley, Market America's Chief Operating Officer, and Andrew Weissman, Executive Director of Field Development, as speakers! They detailed the plan for going global, introducing GLOBAL.SHOP.COM, the Emerging Markets Program (EMP), and the concept of global unification. The 2013 Annual Convention was undoubtedly one of the most prosperous and successful events ever!

Market Australia

Market Australia is coming off a very successful sold-out Annual Convention last month. The enthusiasm is incredibly high with the introduction of GLOBAL.SHOP.COM and the new global unification program. Executive Director Charlie Baer, Market America's Mideast Regional Director, and Directors Rick and Cindy Hannon provided great insights on how to build a successful UnFranchise® Business through implementing the Basic 5 fundamentals.

Market United Kingdom

The IBV program is now live in the UK, giving UFOs a fantastic opportunity to develop the marketplace for their portals. Lisa Kostka hosted a series of Motives® trainings and business-building sessions while JR and Andrew Weissman visited Madrid and Barcelona, helping develop the rapidly expanding Spanish market. The UK's leading UFOs have reached the Executive Coordinator Pin Level and the first ECCT sessions took place.

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JAMIE SCHATZ
senior art director

BRANDON KEEL
editorial manager

BOB GASTON
graphic designer

BETSY HUFFINE
graphic designer

JAMES JORDAN
graphic designer

JONATHAN KALBAUGH
graphic designer

AMY REMACHE
graphic designer

HEATHER PIKE
copywriter/editor

ROXANNE RAYNOR
copywriter/editor

RYAN SNYDER
copywriter/editor

LESLEY TKACZYK
copywriter/editor

LEIGH-ANNA BALLARD
contributing writer

HANNAH CALLAWAY
social media
community manager

MILAN MOORE, MD, MHP
medical advisor

STEVEN SCHNUR, MD
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The long awaited, long anticipated new UnFranchise® Business Account is finally here.

Designed to be more user-friendly and built on completely new technology, the new UnFranchise Business Account will increase your efficiency and effectiveness in developing your business.

The organization of the site has been completely redesigned, now that many new features have been added in the years since the previous design was created. The new version is more intuitive, making it easier for new UnFranchise Owners to navigate with less time devoted to training. Plus, the new look is much more modern, better reflecting the forward-thinking vision of Market America | SHOP.COM.

The first thing you will notice is the new look and feel for the login page. Once you log in with your email address or ReplID and password, the newly designed UnFranchise Business Account experience has just begun.

After logging in, you will notice the new “dashboard” design concept. **You have the ability to customize your dashboard**, adding, moving and removing widgets at any time using the “Edit Dashboard” function. Please pay attention to the widget tutorial, which comes preloaded to teach you how to use this amazing new feature. **This dashboard gives you a complete snapshot of your business so you can easily see the most important things with just one glance.** Want to keep an eye on Sales Volume of three separate BDCs? Easy enough; just use the Sales Volume widget. Want to quickly purchase products? Use the Quick Order Entry widget. There’s a lot to choose from and utilize. Then, look around some more and you will see our brand-new, updated menu system and completely reorganized content.

Most of the content (i.e., reports, Preferred Customers, downloads) works very similar to how they did before. **However, some areas of the UnFranchise Business Account have been dramatically redesigned and improved.** Check out the new ordering system, which lets you easily purchase products for your customers or for yourself. You will be pleased to know that you can use the search feature to easily find a product by partial name or search term, or you can use the categories and brands at the bottom to find a grouping of products you want to purchase.

Use the new “Grid” or “List” view to change how the products are displayed, and use the “Product” or “Item” view to change between seeing a group of products (for instance, Isotonix® Multivitamin under “Product” view would collapse all of the BV, IBV, 100g, 300g, with Iron, and without Iron options together), or seeing them as individual item codes (in “Item” view, you would see each type of Isotonix

Multivitamin separately in the list). The “Product” view is very handy if you want to easily see all the colors for a particular cosmetic for instance, where the “Item” view is very handy when you need to purchase using specific product codes for specific customers.

“The new version is more intuitive, making it easier for new UnFranchise Owners to navigate with less time devoted to training.”

In addition, you note that there is a “Ship-To Destination” drop-down on all the pages in the ordering area. **This allows you to change the product base you are viewing and adding into your cart.** If you select a Ship-To Destination of Canada, you will only see Canadian products, for instance. It allows you to easily switch between product bases for various countries based on whether you are purchasing this for yourself, or looking to drop ship products to customers in other countries.

There are so many new developments and enhancements with the redesigned UnFranchise Business Account that there are too many to mention here. The best way to experience this is to simply start using the new system.

This is only the beginning! Stay tuned for even more details in the June issue of *Leaderline* that will help you catapult your UnFranchise Business.

I believe in you. Keep growing.

JR Ridinger

JR Ridinger
President and CEO



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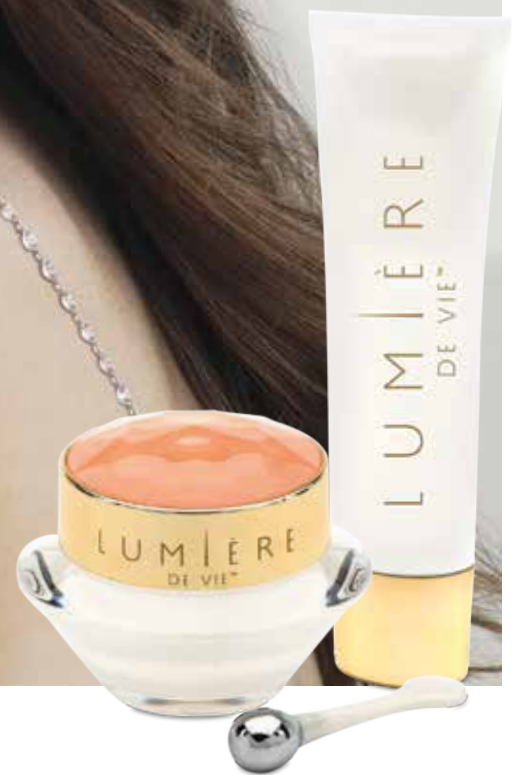
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Calcium: It Does A Body Good



From bones to blood, find out why this mineral is essential to your health.
By Dr. Milan Moore, MD, MHP

If a debate arose in the halls of medicine about which of the minerals in the body was most important, I would take up the cause of calcium.

Why? First, calcium is the most abundant mineral in the body. Second, while almost everyone appreciates its role in bone formation and bone health, calcium also plays an essential role in many functions in the blood and tissues.

“Calcium is the **most abundant mineral in the body.**”

And while it’s important to start building your calcium base early, it’s equally vital for you to know exactly how calcium can keep your body strong as you get older.

CALCIUM AT AN EARLY AGE

Most people understand the importance of developing strong bones in childhood and early adulthood (the so-called higher peak bone mass), as healthy bone mass decreases the risk of osteoporosis and related fractures later in life.

Yet, few people know that by the age of 18 in women and 20 in men, we have already acquired 90 percent of the peak bone mass we will have in a lifetime. This makes the teenage and young adult years a critical time to invest in bone health.

The Recommended Daily Allowance for calcium in children 9-18 years is 1,300 mg, but this is rarely achieved in the general population. Maintaining proper calcium intake continues to benefit us throughout adulthood. According to studies, calcium deficiencies in youth can account for a 5-10 percent decrease in average peak bone mass, and can increase the risk of having a hip fracture later in life.

Sufficient calcium intake, along with weight-bearing exercise and proper nutrition, is therefore critically important.

CALCIUM FOR MAINTAINING YOUR HEALTH

So we know the best opportunity to build bone density occurs during the years of most rapid growth — childhood, adolescence and early adulthood. However, it should continue to be a health focus as we get older, especially for women.

For example, female athletes and active women in the military have been shown to have additional challenges to their calcium balance, and may need additional calcium and Vitamin D intake. With proper calcium intake, some increase in peak bone mass can occur into the 30s.

By age 40, we slowly begin to lose bone mass. Women can lose 10 percent of their cortical bone (the hard outer portion of the bone) and 40 percent of their cancellous bone (the coral-like latticework of inner bone) during the first 10 years following the start of menopause. Men begin to lose bone mass, too, as testosterone levels decline. Fortunately, sufficient calcium intake not only improves bone stores in early years, but also limits bone loss in later years. Therefore, adequate calcium is also critically important for maintaining bone health in all phases of life.

In order for calcium to support and maintain strong bones, adequate amounts of vitamin D3, manganese, magnesium, boron and vitamin C must also be present for proper incorporation of calcium and phosphorus into a healthy bone matrix. In addition, magnesium is crucial in promoting a healthy vascular system and acts as a cofactor important in hundreds of enzymatic reactions that occur in a healthy body.


Even though only 1 percent of the calcium in the body is found outside the bone, it plays an essential role in many functions in the blood and tissues:

- › It contributes to normal sensation and brain function.
- › It is necessary for blood to be able to clot.
- › It helps to normalize blood pressure.
- › It helps cells to communicate among each other.
- › It allows nerve cells to instruct muscles to move.
- › It triggers the process inside muscle cells that causes them to contract.
- › In concert with Vitamin D, calcium has been shown to decrease the risk of falls in the elderly.
- › It plays a role in hormone regulation.
- › A large, well-designed study demonstrated that women who took 1,200 mg of calcium per day reduced the symptoms of PMS (including bloating, moodiness, food cravings, and headache) by 50 percent.
- › It helps insulin to trigger cells to take in glucose.
- › It helps maintain a healthy body weight.
- › It is essential to creation of life itself by assisting the movement of a sperm into an egg.



**So, is calcium important?
You bet it is. It is one of the essentials.**

A graduate of Yale University and Harvard Medical School, **Milan Shannon Moore, MD, MHP**, specializes in patients with problems involving their hips and knees. Practicing in Washington state, Dr. Moore developed the Complete Joint / Whole Body System, including MooreMotion — an innovative and integrative approach to surgery combining minimally-invasive technique, optimal pain control and nutritional support to minimize down-time and maximize function.



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Setting **Summer Goals** Within Reach

By Steven Schnur, MD, Senior Medical Advisor

The hot summer months are approaching, which means it's that time of year nobody wants to acknowledge — crunch time. **It's not too late to get into shape**, but it will take total commitment and some careful planning to do it in a healthy way.

Fad diets are usually the first thing people turn to because they promise big results in a short amount of time. But as the old saying goes, nothing worth having comes easy.

“But as the old saying goes, **nothing worth having comes easy.**”

Sure, a percentage of people who try these fad diets can see quick results, but they are usually very temporary, **any weight lost is accompanied by rapid muscle loss and poor nutrition**, plus they can often lead to potential side effects and serious health risks.

Let's take the popular Grapefruit Diet as one example. This concept has been around since the early 1900s and usually claims a 10-pound weight loss during a 12-day period. The diet only allows a very strict variety of foods accompanied with unsweetened grapefruit juice with every meal. The idea is that there are certain enzymes in grapefruits that help burn fat, but no scientific evidence actually suggests this.

If people do see results on such a fad diet, it's most likely due to the fact that the calorie intake is extremely low, ranging from 800-1,000 a day. It is estimated that **less than 30 percent of individuals who try the Grapefruit Diet in America actually have any success rate with it.**

The fact is that there's a better way, which can deliver lasting results and impact your health positively. TLS® Weight Loss



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Solution is not a fad diet; **it's a complete lifestyle transformation.** TLS encourages low-glycemic-impact eating to support normal blood sugar levels, which is a superior approach to weight loss, weight management, and maintaining lean muscle mass and cardiovascular health.

But a change in how you eat is only half the battle. **TLS supplements help get faster results** with ingredients like Tonalin® CLA (conjugated linoleic acid) which has been shown to enhance fat breakdown (lipolysis) and create more lean muscle, and Thermochrome Advantra Z® helps increase physical performance by making fat available for energy and stimulates weight loss by promoting fat burning (thermogenesis).*

Even though TLS Weight Loss Solution is a program that emphasizes good habits to last a lifetime, **there are a variety of plans within the system** that can help you get speedy results given the time of year and

your immediate goals. With the TLS 14-Day Fat Shredder Program, for instance, individuals can lose up to 10 pounds in just two weeks.

Another ally in losing that extra fat is lean muscle. Science has proven that muscle requires more energy to function than fat, which means the more lean muscle mass you have, the more calories that will be burned to support their proper functioning. Therefore, **adding exercise to low-glycemic-impact eating and supplementation is a way to speed results** up even more. Isotonix® Champion Blend Plus was designed to support optimal workouts.

It's packed full of activated B vitamins for extra energy, and branched chain amino acids (BCAA) which are considered nutritionally essential, as they cannot be synthesized by the human body and, therefore, must be consumed through diet or supplementation. Unlike other amino acids, BCAAs are used primarily by skeletal muscle, making up 30-35 percent of the muscle tissue itself. These amino acids promote healthy muscle growth and retention.

So before you rush into anything for your last-minute summer slim-down, **consider the effects it will have on your overall health**, as well as the sustainability of the results so you can be in ideal shape year after year.

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

Steven A. Schnur, M.D., is a Senior Medical Advisor for the nutraMetrix® Educational Institute and founder and president of EliteHealth LLC. He studied at State University of New York from 1977-1981, where he earned his bachelor's of science degree in biochemistry and graduated first in his class. Dr. Schnur attended the University of Miami from 1981-1985, where he obtained an academic scholarship for full tuition from the board of trustees, earning his medical degree. He received his board certification from the American Board of Internal Medicine and Cardiology in 1991, and also in 2001.

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SPRUCE UP YOUR LAWN FOR SPRING

With these simple tips, it's easy to have a lawn that's the envy of the neighborhood.
By Leigh-Anna Ballard



Spring is the time of year when the sun is warm, the breeze is cool, and the steady hum of lawnmowers fills the air again. American homeowners take a great deal of pride in their yards, spending about \$40 billion per year on seed, fertilizer, herbicide, mowers, trimmers and other lawn care items. To create your ideal landscape this season, here are some tips to have a healthy lawn all spring and summer.

1. CLEAN YARD/ REMOVE DEBRIS

Raking away the debris from the fall and winter months will give your lawn a fresh start for the spring. Raking will also help remove excess materials that could add to the thatch, blocking sunlight from the grass and preventing water from reaching deep roots. If the thatch is greater than 1/2" thick, it may be necessary to use a mechanical de-thatcher.

"Raking away the debris from the fall and winter months will give your lawn a fresh start for the spring."

2. APPLY FERTILIZER

Fertilize your yard according to the type of grass you have:


- ▶ **Cool-season grasses:** Fertilize during early spring, after the winter dormancy period.
- ▶ **Warm-season grasses:** Fertilize during the spring when the lawn shows its first signs of vibrancy.

▶ **Eco-Friendly Option:** Many people are concerned with the chemicals that are used in everyday items. When you use a traditional fertilizer, it is imperative to keep pets and children off the lawn for a few days to a week or more depending on the fertilizer and weather. Instead, opt for GlobalCare™ Lawn Power, which uses safe, naturally fermented enzymes that help decompose complex materials in soil to simple nutrients, feeding the grass root system.

3. WATER YOUR LAWN WITH THE ROOTS IN MIND

Most grasses need about one inch of irrigation per week. Deep roots are crucial in helping grass withstand hot conditions; therefore, a single deep irrigation is preferable. Irrigate during the early morning or at night to prevent the sun from evaporating the water before it penetrates the soil.



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4. MOW YOUR LAWN PROPERLY

Cutting the lawn with a mower set at the proper height can not only save you from bagging the clippings, but also provides the lawn with a natural fertilizer that can make your grass greener. Only cut the top third of the blade of grass when mowing. Cutting more than a third can result in stress to the blade that could lead to disease and weed problems.



- ▶ **Blade Maintenance**
Be sure to keep mower blades sharp. Sharp blades produce clean cuts and clean cuts promote better grass health. Dull blades will rip the grass, making it susceptible to disease.
- ▶ **When to Mow**
Mowing in the evening puts less stress on the grass than mowing in the hot afternoon when the sun is at its peak.
- ▶ **How to Mow**
Alternate the directions that you mow your lawn. This will encourage the grass blades to grow upright and provide a striping effect. Alternating mowing directions will also help prevent the wheels from forming ruts.

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Global Unification Overview

with JR Ridinger, Loren Ridinger, Andrew Weissman and Jeremy Fennema



DNA Royal Wedding

exclusive coverage of the most talked about wedding of the year



Lumière de Vie™ Q&A

with Motives® Manager Kim Yow and Product Specialist Xing Wingfield



Ingredient Spotlight: Aloe Vera

with Strategic Research Scientist Theresa Greenwell



Overview of the ma WebCenters® Program

with Jeremy Fennema



Medical News Digest

with Senior Medical Advisor Dr. Steven Schnur



GeneSNP™ Announcement

with Dennis Franks

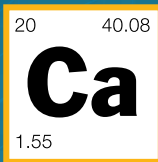


TLS® Discussion

with Lydia Martinez

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▼ **Vitamin K2**
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Vitamin D ▲

Vitamin D promotes the absorption of calcium and phosphorus, and supports the production of several proteins involved in calcium absorption and storage. Studies have also shown the combination of calcium and vitamin D to have other benefits, including:

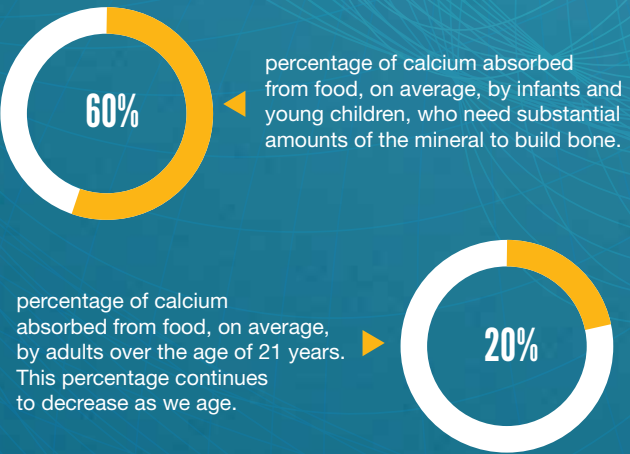
- Lower risk for type 2 diabetes in pre-diabetics
- Promoting strong, hard bones
- Regulation of the immune system
- Support of healthy body weight and potential weight loss

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ABSORPTION - A KEY TO CALCIUM



women & CALCIUM

Clinical trials in women with PMS have found that calcium supplementation **helps reduce mood and somatic symptoms associated with PMS.**

10,000,000: number of U.S. adults who suffer from osteoporosis, a disorder characterized by porous and fragile bones.

Eighty percent of those are women.

5% annual decreases in bone mass in the first years of menopause. Menopause leads to bone loss because decreases in estrogen production both increase bone resorption and decrease calcium absorption.

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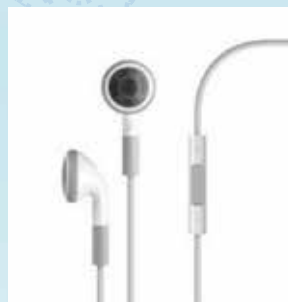
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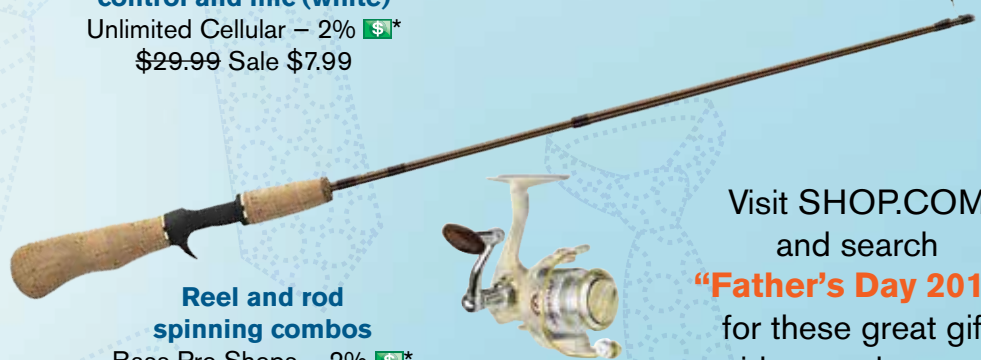
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CHANGE FOR CHANGE

The latest campaign from ma® Cares is helping to change the lives of veterans — one dog at a time. By **Roxanne Raynor**



As one of Market America's favorite organizations to sponsor, Patriot Rovers helps veterans find peace and quality of life. ma Cares is committed to helping Patriot Rovers reach their mission of rescuing dogs, helping veterans and honoring fallen soldiers.

Patriot Rovers provides trained service dogs to veterans who suffer from post-traumatic stress disorder (PTSD). While some of these veterans don't show any physical signs of combat, they live in constant fear, suffering from depression and anxiety. What's more, these veterans don't carry this burden alone; their spouses, children and even communities also suffer. PTSD affects all aspects of their lives. Consider these statistics:

- In 2012, there were more suicides in the military than combat deaths.
- One out of five soldiers returning from Iraq and Afghanistan suffer from PTSD.
- There are 10,000 veterans diagnosed with PTSD every three months.

“In 2012, there were more suicides in the military than combat deaths.”

These veterans, after so loyally serving this country, deserve a second chance at life after being diagnosed with PTSD. That's why Patriot Rovers and ma Cares are committed to giving them that second chance. Before receiving a service dog from Patriot Rovers, some veterans reported an inability to be in public or tolerate large crowds, shake depression and thoughts of suicides, or trouble

actively engaging in their children's lives. But these service dogs — some of which were fated for death at a shelter — have breathed new life into these veterans, truly living up to the phrase “man's best friend.”

To date, Patriot Rovers has trained and placed 46 dogs for veterans. Currently, there are 21 dogs in the program. While the future looks bright for Patriot Rovers, the cost associated with training each dog can be a financial burden. That's why ma Cares has launched the campaign Change for Change. The ma Cares team is currently collecting change for this campaign, and all proceeds will go to Patriot Rovers. But they're not stopping there; Brandi Quinn, Market America's Vice President of Operations, and her husband Mike will match contributions up to a combined total of \$5,000!

This is a win-win opportunity. As always, no amount is too small. When was the last time your pocket change had a chance to make such a difference? This is truly one of those times when every little bit counts because whatever you contribute is being matched — your change is doubled! There is still a lot of money left to raise before the full match will be met — up to \$2,300.

So reach in your pockets and empty out your piggy bank, then make a donation at macares.org. After you make your donation, send a quick email to Brandi at brandi@macares.org to let her know of your recent contribution. Not only will your donation be doubled, you'll know it is helping in three ways — saving the dog who will receive training, supporting the veteran who will get the dog, and honoring the memory of the fallen soldier whom the dog will be named after.

Remember, freedom isn't free; it comes at a price — including the toll on the lives of these veterans who suffer from PTSD. **Show your support by helping Patriot Rovers and ma Cares give these veterans a second chance at life.**

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The new SHOP.COM: REVAMPED SEARCH TECHNOLOGY

SHOP.COM has unveiled a new search user experience and other features that make site navigation easier than ever.

By **Heather Pike**

SHOP.COM is rolling out a brand-new framework that will deploy new features faster than ever for an easier, faster and more enjoyable shopping experience. Now with the Market America | SHOP.COM integration complete, gone are the days of waiting months for new features to deploy. Shoppers will now hear about new features on a regular basis — and this is just the beginning.

“...gone are the days of **waiting months for new features to deploy.**”

SHOP.COM has deployed new and improved technology that makes pages load much faster. In addition, the new site has had a complete overhaul, giving it a cleaner appearance that is easier to follow than ever before. User interaction is more obvious — the new technology has features that guide the user, making the site easier to navigate for a better user experience. These enhanced features also help with site retention and will keep shoppers on the site longer.

One of the most exciting enhancements — and the first step toward a complete site redesign — is a new search user experience. Searching on SHOP.COM has never been better, thanks to state-of-the-art technology created and implemented by Market America and SHOP.COM's talented team of experts. This technology is truly a game-changer in the realm of online searching and shopping.

When a shopper searches something on SHOP.COM, the entire page doesn't reload. It just refreshes the part of the page that houses the search, and leaves the rest of the page untouched. This is important because it does not affect any activity that was happening elsewhere on the page. If the shopper refines the search, there are no page refreshes then, either. The section of the page that houses the search refreshes instantly and does not affect the rest of the page.

We have also made it easier to differentiate between OneCart® Stores and Partner Stores in the search results. When the shopper clicks to view OneCart Stores, there is no page refresh; the results change right on the screen instantly. This also makes the benefits of shopping from OneCart Stores more obvious and noticeable.

The search results page now includes a left navigation filter that allows shoppers to view only items on sale and only in-stock items. The new “super breadcrumb” at the top of the page allows shoppers to remove filter terms that they no longer want to use, to refine the search perfectly to fit their needs. Shoppers are now also able to save search results and come back to them later, and provide valuable feedback to make our search even better.

This is only the first phase of the search overhaul. Future phases will include even more improvements to enhance the shopping experience. Shoppers will be able to sort by Cashback, see featured products within the search results, and much more. These exciting features are all coming soon — stay tuned!

The new SHOP.COM also works great on a tablet, an absolute necessity in today's mobile world. Websites that are not mobile-friendly will become obsolete. Previous versions were not built to be phone- or tablet-friendly; whereas the new version was specifically built to look amazing on a tablet. **Try it out on your tablet and see for yourself!**



motives[®]
by loren ridinger

SONNET SIMMONS
Soul of a Poet



A multifaceted singer, songwriter, composer and pianist, the multitudes of Sonnet Simmons's sound and style have earned her comparisons to Fiona Apple, Sara Bareilles, Adele and Joss Stone. She first captivated national audiences with her song, "You're So Good for Me", featured in a Coca Cola/Lagoon Park TV campaign, which displayed her knack for strong melodies, straight-to-the-heart vocals and intricate piano work.

During her nomadic adventures, music was her solace, her rhythmic soul mate. After attending Hamilton Music Academy in Los Angeles, she received a Jazz Voice degree from UCLA. Last year, she released her debut EP, incorporating traces of some of her greatest inspirations — Joni Mitchell, Ella Fitzgerald and Ani DiFranco — while examining the lessons she's learned about love, life and relationships. Her creative doctrine, so poignantly articulated by 13th-Century poet Rumi, is, "You have to keep breaking your heart until it opens."

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LOOK FOR
SHOP.COM
ON INSTAGRAM

INSTAGRAM 101

The Market America Social Media team just can't get enough of the wide variety of social media channels at our fingertips! This month, we're introducing you to one of our new favorites: Instagram. **By Hannah Callaway, Social Media Community Manager**

WHAT IS INSTAGRAM?

Instagram's focus is visual. Users share photos with each other — snapshots of daily life with unique filters and frames to give images a little extra oomph. Photos can be shared within the Instagram channel and also across multiple other social media channels simultaneously.

WHY DO I NEED IT?

While you can certainly post photos through other channels, Instagram is unique because of its editing capabilities. You don't have to be a pro at photo editing to make your images look amazing. Instagram's filters let you put a spin on plain or lackluster shots. The image to the right shows what we were able to do with a bottle of Isotonix OPC-3®. Visually appealing content is more likely to be shared, helping you to reach a larger audience!



For business owners on the go, Instagram gives you an easy outlet on which to post timely information. While Facebook and Twitter have been adapted for use on a mobile platform, Instagram was built for mobile. Since its creation, it has been optimized for a busy lifestyle! If you want to share more information than Twitter's character allotment and don't have enough time to write out a lengthy Facebook post, Instagram is the perfect tool for you.

WHAT NOW?

If you're ready to try Instagram, it's easy to sign up! Keep in mind that you must have a smartphone (iPhone or Android) in order to post photos to your account. Once you've created your account, find some people to follow! Searching hashtags is a great way to find commonalities on Instagram. We created our account right before this year's World Conference, so to find users to follow we searched the hashtag #MAWC2013. If we found someone tagging photos of the event, we knew that they were likely someone we wanted to follow! Don't forget to let your friends, family and business associates

know that you're on Instagram. What fun is it to share a photo without an audience of your own?

When you're ready to upload content to your account, you'll have the option to pull a photo from your phone or to take a new photo. Experiment with a test photo first and play around with different filters and photo edits until you find the look you want. You always

have the option to make edits or start over again before you publish your photo.

Make sure you include a caption with every photo. When you're writing a caption, don't forget to mention other Instagram users and use hashtags. For example, a photo of your tickets for International Convention might have the following caption: "So excited to be going to #MAIC2013 this year! See you in August, @marketamerica!" Anyone who searches that hashtag will find your photo and

know that you're a member of the Market America family. Since you mentioned our corporate account, we'll see it, too!

"Don't forget to let friends, family and business associates know that you're on Instagram."

The most important thing to keep in mind as you begin to use Instagram is to have fun!

Share a mix of personal and professional content and enjoy searching hashtags and commenting on photos you like. Make sure to let the social media team know if you have any questions about this new social media experience.



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NATIONAL SUPERVISING COORDINATOR – \$10,000*

**Received in commissions and management bonuses within a four-week pay cycle.*



Ding Yu, New York

When I read the *Powerline*, I am always filled with emotion; since I began this journey I knew that success was just a matter of time. Market America dreams on behalf of ordinary people. ma® is a solution, a way of life to learn and grow, and I have been walking the road leading to great success. Thanks to the team, support and encouragement – I become a better man because of it. Remember to meet at the summit!

Not pictured:

Zheng Luan Zhou, New York

SUPERVISING COORDINATOR – \$7,500*

**Received in commissions and management bonuses within a four-week pay cycle.*



Chunmei Hong & Yuanyong Yan, Ohio

Market America | SHOP.COM is an amazing business opportunity for average people like us. We are lucky to be part of it. Not only has it changed our mindset, it has also improved our personal growth. We are very thankful for the support and trust of our team, mentors and friends.

Lixian Jin & Hongwen Yue, New Jersey

Market America provides a huge platform for all of those who are willing to make a difference in life. We started this journey as loyal customers. Once we realized the huge opportunity behind this uprising industry, we established a goal and worked consistently and persistently toward it. It is such a reward worthy of all your effort. With Market America, opportunities are only limited by your determination and faith.



Not pictured:

Nancy & Tingchung Wang, New York

*The examples of income shown for each of the Independent Distributors featured in powerpeople are not intended to be representative of the earnings of any specific class of Market America 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 which 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 Market America businesses. The success of any Market America 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 Market America business.

PROFESSIONAL COORDINATOR – \$4,500*

*Received in commissions and management bonuses within a four-week pay cycle.



Lisa Glackin, Oregon

It's not about me. It's about an incredible team that celebrates success, encourages growth, and has discovered what they never knew they wanted. Market America has the perfect plan, system and mentors who teach us to succeed in business and life. Life threw me a huge curve ball when I was diagnosed with cancer. Market America blessed me with an ongoing income, amazing products and the needed time to recover. Words cannot express this extraordinary journey.



Sherri Klein, Florida

I was doing well running my public relations firm. Lisa Grant "found me" at a seminar searching for like-minded people. How grateful I am to have my relaxed lifestyle! I became a Market America Independent Distributor just to make a few extra bucks, meet interesting entrepreneurs and have some fun! I now work my business everywhere I go, and I am honored and blessed to be able to have the time freedom to help my parents. Thanks, Market America!



Kheng Lim, New York

My husband and I were first-generation immigrants from Malaysia. We've always looked for a way to better our lifestyle. Thanks to my beloved friend, Wendy, for bringing me the most valuable gift – one ticket to the Market America headquarters in North Carolina, which changed my view of business and life. Thanks to the leadership of my senior partners and the trust and support from my teammates, I have had the opportunity to enjoy my successful journey.

Not pictured:

Segundo Jerez, New York

SENIOR MASTER COORDINATOR – \$3,000*

*Received commissions in excess of \$3,000, including management bonus.



Kuang Yue Chang, British Columbia

Ever since I've been introduced to the ma[®] products, I've never doubted my decision to become an Independent Distributor. Through the proven UnFranchise[®] Business System and the powerful team format, I am steadily working toward my goal of achieving true freedom – both in terms of time and finances – all while helping others. I would like to sincerely thank Market America as well as my partners for providing me with such great opportunities and experiences.



Ziyen Gan & Chen Xi Huang, Ontario

Market America provides the proven business model, proven products and proven training system, which ultimately leads to proven success. As Gen Y entrepreneurs, we feel extremely fortunate and grateful to be part of this amazing paradigm shift. And this is only the beginning! Let's just do it, do it and do it until we reach the top!



Julie Landsiedel, North Dakota

As a Family Nurse Practitioner living and loving TLS[®] and Market America, I have changed the health and happiness of my family and the direction of my professional practice. With the wellness platform built strong on Market America, my greatest achievement has been opening a practice where I educate on low-glycemic eating and custom health solutions. I am very thankful for the positive friendships, confidence, opportunities and independence Market America has brought to my family!



Kali Lo, Ontario

Being a young teacher, my passion is to teach my students to improve themselves through learning. Earning while learning is the most precious opportunity that ma[®] provides for UnFranchise[®] Owners. The ma business helps us gain wealth while receiving great health. Thank you, ma, for the opportunity, and I am glad I am part of the team. "Formal education will make you a living; self education will make you a fortune." -Jim Rohn



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The following Independent Distributors have advanced to a higher Pin Level from 1/11/13 to 2/01/13.

SENIOR MASTER COORDINATOR – \$3,000*

*Received commissions in excess of \$3,000, including management bonus.



Hoa K & Sau Chan Truong, British Columbia

For the past 18 years, I have owned many businesses but was still looking for more opportunities. When Market America was introduced to me, I felt like my life had truly changed for the better. I want to thank JR, Loren, and the Corporate Team for creating a proven business system where everyone can succeed. I also want to thank my sponsor, Mandy Chan, my family and my team for their continued support.



Xiangnan Wang & Xuan Peng, Ohio

Market America provides each of us with an equal opportunity to pursue our dreams. Through teamwork and consistent effort, we get good health, ongoing income and lifelong friendships. Many thanks go to our fantastic team, senior partners, friends and families.

Not pictured:

Qiao-Yun He, New Jersey
Hui Shen, New York

MASTER COORDINATOR – \$2,100*

*Received commissions in excess of \$2,100, including management bonus.



Rhoda Chen
Ontario



Jamie Darst
Wisconsin



Mardelyn Duffy
New York



Andrea Hutchinson
New York



Christopher Lane
South Dakota



Christina Lempesis
New Jersey



Chi-Chin Lo
Ontario



Li Luo
Massachusetts



Deniel Rodriguez & Elizabeth Brito-Rodriguez
New York



Sovan Sek
Ontario



Christine Tyrrell
Connecticut



Xiaoyan Xu & Li Ding
California



Xue Zhao
British Columbia

Not pictured:

Cicely Gu, Ontario
Steven He, Texas
Heidi McGrath, New York
Tannaz Nikravan, Ontario
Mei Lan Zhao, British Columbia

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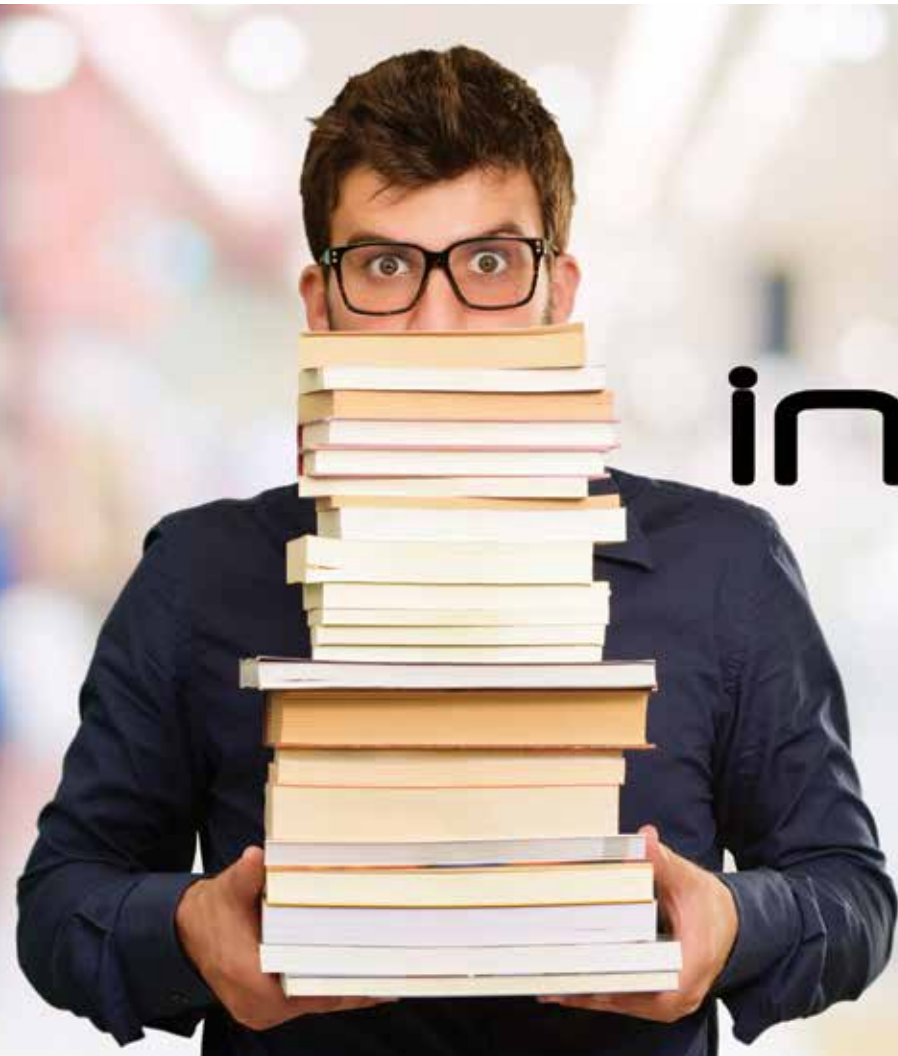
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