

# GETTING STARTED GUIDE

marketamerica® | SHOP•COM™

# CONGRATULATIONS

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

Topics:

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

Senior Independent UnFranchise Owner Information:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**MAILING ADDRESS:** P.O. Box 35364, Greensboro, NC 27425

**OFFICE ADDRESS:** 1302 Pleasant Ridge Road, Greensboro, NC 27409

**OFFICIAL COMPANY WEBSITE:** [marketamerica.com](http://marketamerica.com), [SHOP.COM](http://SHOP.COM)

**KEY TELEPHONE NUMBERS:**

Market America, Inc. (336) 605-0040

Computer Support (336) 478-4001

UnFranchise Services (336) 478-4006

Preferred Customer (336) 478-4120

Product Information (336) 605-0040

Fax (336) 605-0041



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# SECTION 1: DEVELOPING YOUR UNFRANCHISE® BUSINESS

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

## 1. I will...

- Commit to following this 12-month proven business plan.
- Commit 8 to 15 hours per week to complete the tasks and activities outlined in this plan.
- Purchase a ticket(s) to the next scheduled Global Meeting, Training and Seminar System (GMTSS) event (Local Seminar, District Conference, Regional Convention, World Conference or International Convention).
- Convert Spending Into Earning by visiting UnFranchise.com to complete the online Shopping Annuity® Assessment and become a Shopping Annuity Master Member.
- Implement the Master UnFranchise Owner Criteria Program and become a Master UnFranchise Owner. *(refer to page 10 in this guide)*
- Listen to a minimum of two audios each week from the UFMedia App.
- Learn and practice the Basic 5 fundamentals of the business: 1 – Attitude and Knowledge 2 – Goals and a Goal Statement 3 – Retailing 4 – Prospecting, Recruiting and Sponsoring 5 – Follow-Up and ABC Pattern

## 2. Enter Important Dates In Your Calendar For:

### UnFranchise Business Presentations (UBP):

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

### New UnFranchise Owner Trainings (NUOT):

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

### Basic 5 Trainings (B5):

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

### Executive Coordinator Certification Trainings (ECCT):

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

### Local Seminars:

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

### District Conference:

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

### Regional Convention:

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

### World Conference:

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

### International Convention:

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

## 3. Result-Producing Activities:

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

1. Name: \_\_\_\_\_

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

2. Name: \_\_\_\_\_

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

3. Name: \_\_\_\_\_

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

4. Name: \_\_\_\_\_

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

5. Name: \_\_\_\_\_

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

6. Name: \_\_\_\_\_

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

7. Name: \_\_\_\_\_

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

8. Name: \_\_\_\_\_

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

9. Name: \_\_\_\_\_

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

10. Name: \_\_\_\_\_

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

# SECTION 1: DEVELOPING YOUR UNFRANCHISE® BUSINESS

(continued)

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

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

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

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

Product Preview/Wellness Event/SHOP.COM Overviews:

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

Home Business Presentations (HBP):

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

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

### Develop Your Answer To "What Is It?"

Developing an answer to "What is it?" is necessary to discuss Market America I SHOP.COM efficiently and effectively with your new possibilities, and prepare you to talk naturally, sincerely and confidently about the company. It is recommended that you refer to the Prospecting, Recruiting and Sponsoring section of the Basic 5 audio, online training and/or the *UnFranchise Manual* for further details and instruction. **Example:** "A global Product Brokerage and Internet Marketing company that specializes in One-to-One Marketing." **Example:** "The Shopping Annuity® is a revolutionary program which enables people to convert their spending into earning. Have you ever heard of it?"

### Tools To Share The Business:



2 on 1 Meeting



1 on 1 Meeting



Home Business Presentation



3-Way Call



Online Videos



Social Media



Invite Friends Tool



Exclusive Product Catalog



Online Presentations (Webinars)



UnFranchise Business Presentation



Mobile



GMTSS



Nutri-Physical® & Skincare Analysis



MeetON



ShopBuddy®



Shopping Annuity® Assessment

## SECTION 2: YOUR WHY AND GOAL STATEMENT

To be effective, your goals must be specific, measurable and written. Take a few minutes and write down what you would like to accomplish. For additional information on developing a goal statement, refer to the applicable section in the Basic 5 audio, online training and/or the *UnFranchise Manual*. You may want to seek some advice from your sponsor and/or senior business partners in this area to ensure your goals are properly established.

### A. My Why: The Primary Reasons Why You Are Building An UnFranchise Business

Create "My Why" (Two-Minute Commercial). A "Two-Minute Commercial" is a testimonial explaining the real reason why you are building the business, accompanied by an appealing description of the business. All Independent UnFranchise Owners should have a sense of purpose. It's that motivation that is going to sustain and maintain you through the highs and lows of the business.

### B. Personal Goals

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SECTION 2: YOUR WHY AND GOAL STATEMENT

(continued)

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

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

### DAILY TASKS AND ACTIVITIES

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

### C. Business Goals and Objectives

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

#### 1. Commission Income

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

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

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

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

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

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

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

#### 2. Personal Use

Personally purchase and use  $\geq 200$  BV worth of product monthly after one month. Personally purchase  $\geq \$500$  ( $\geq 30$  IBV from your SHOP.COM site).

#### 3. Retail Sales

Establish a customer base of  $\geq 10$  purchasing  $\geq 30$  BV and  $\geq 20$  IBV (includes customer referrals) of product monthly after three months.

4. **Organizational volume:** Each Independent UnFranchise Owner in your organization should be creating  $\geq 500$  BV and  $\geq 200$  IBV each month. ( $\geq 200$  BV Personal and  $\geq 300$  BV Repeat Sales)

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

5. **Earn  $\geq \$300^*$  (BV) monthly and  $\geq \$300^*$  (IBV) every other month** from the Management Performance Compensation Plan (MPCP) within three to six months of implementing this plan. (Equates to you plus three Independent UnFranchise Owners on the left and three Independent UnFranchise Owners on the right of a Business Development Center [BDC] each creating 500 BV and 200 IBV monthly.) — Base 10, Seven Strong

6. **Earn  $\geq \$600^*$  (BV) and  $\geq \$300^*$  (IBV) monthly** from the MPCP after eight months of implementing this plan. (Equates to six Independent UnFranchise Owners on the left and six Independent UnFranchise Owners on the right of a BDC each creating  $\geq 500$  BV and  $\geq 200$  IBV monthly.)

7. **Earn  $\geq \$900^*$  (BV) monthly and  $\geq \$900^*$  (IBV) every other month** from the MPCP after 10 months of implementing this plan. (Equates to nine Independent UnFranchise Owners on the left and nine Independent UnFranchise Owners on the right of a BDC each creating  $\geq 500$  BV and  $\geq 200$  IBV monthly.)

8. **Earn  $\geq \$1,500^*$  (BV) and  $\geq \$1,500^*$  (IBV) monthly** from the MPCP after 12 months of implementing this plan. (Equates to 12 Independent UnFranchise Owners on the left and 12 Independent UnFranchise Owners on the right of a BDC each creating  $\geq 500$  BV and  $\geq 200$  IBV monthly.)

*\*In commissions*

## SECTION 2: YOUR WHY AND GOAL STATEMENT

(continued)

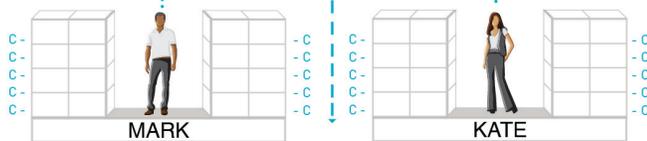
### BUILDING A FOUNDATION – BASE 10, SEVEN STRONG

1. Personally purchase and use  $\geq 200$  BV +  $\geq 30$  IBV in product monthly after one month.



Complete the Shopping Annuity® Assessment

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



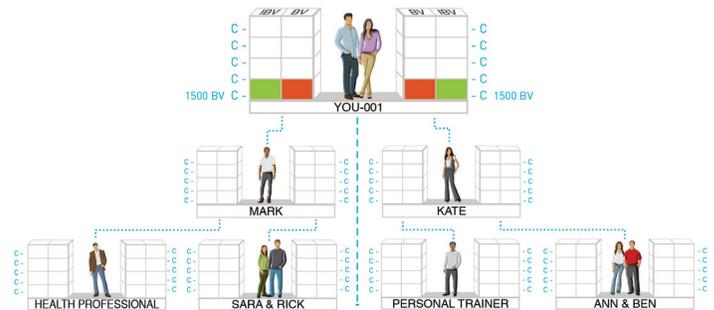
2. Establish a repeat Customer Base of  $\geq 10$  customers purchasing  $\geq 30$  BV and  $\geq 20$  IBV monthly within one to three months.



C = Customer purchasing  $\geq 30$  BV +  $\geq 20$  IBV monthly  
= 300 BV + 200 IBV

Personally purchase and use  $\geq 200$  BV +  $\geq 30$  IBV in product monthly after one month.

4. Earn  $\geq \$300$  (BV) monthly and earn  $\geq \$300$  (IBV) every second month within 3-6 months of starting your business.



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

The follow-up appointment should be scheduled 3 to 7 days from the date the business was established.

### 1. Developing attitude and knowledge

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

- Review marketamerica.com corporate information site
- Follow and “Like” Market America and SHOP.COM on social media
- Download the company’s mobile applications

### 2. Reviewing goal statement with business partner

- Review Goals and Goal Statement
- Review Plan of Action — Daily, Weekly and Monthly tasks

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

Personal use: You must be a product of the products you are recommending. Review your Possibilities List for potential customers. Identify 10 of those potential customers and expose them to the company’s exclusive products and your SHOP.COM site.

## SECTION 3: FOLLOW-UP APPOINTMENT

(continued)

- Replace products you are currently purchasing monthly from someone else's business with products from your business (use Shopping Annuity® Assessment and/or Home Shopping List to identify)
- Host a Product Preview/SHOP.COM overview with your team within the first month of starting your business
- Take the Nutri-Physical® Nutritional Analysis located on your SHOP.COM site
- Introduce your customers to your site:  
SHOP.COM/\_\_\_\_\_
- Ensure all customers register as Preferred Customers from your SHOP.COM site
- Continue to introduce customers to your SHOP.COM site through the "Invite Friends" tool

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

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

**Video approach:** There are several basic tools provided by Market America for Independent UnFranchise® Owners to use, such as the "UnFranchise Business Plan" videos (available online). These tools allow you to prospect the greatest number of people efficiently and effectively. More importantly, these tools for prospecting people can be used by anyone regardless of their knowledge level about this business. With the video approach, you must only learn two things: how to set the appointment and how to follow up.

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

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

**Response:** Little interest — use the video presentation to generate referrals and introduce the SHOP.COM site.

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

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

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

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

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

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

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

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

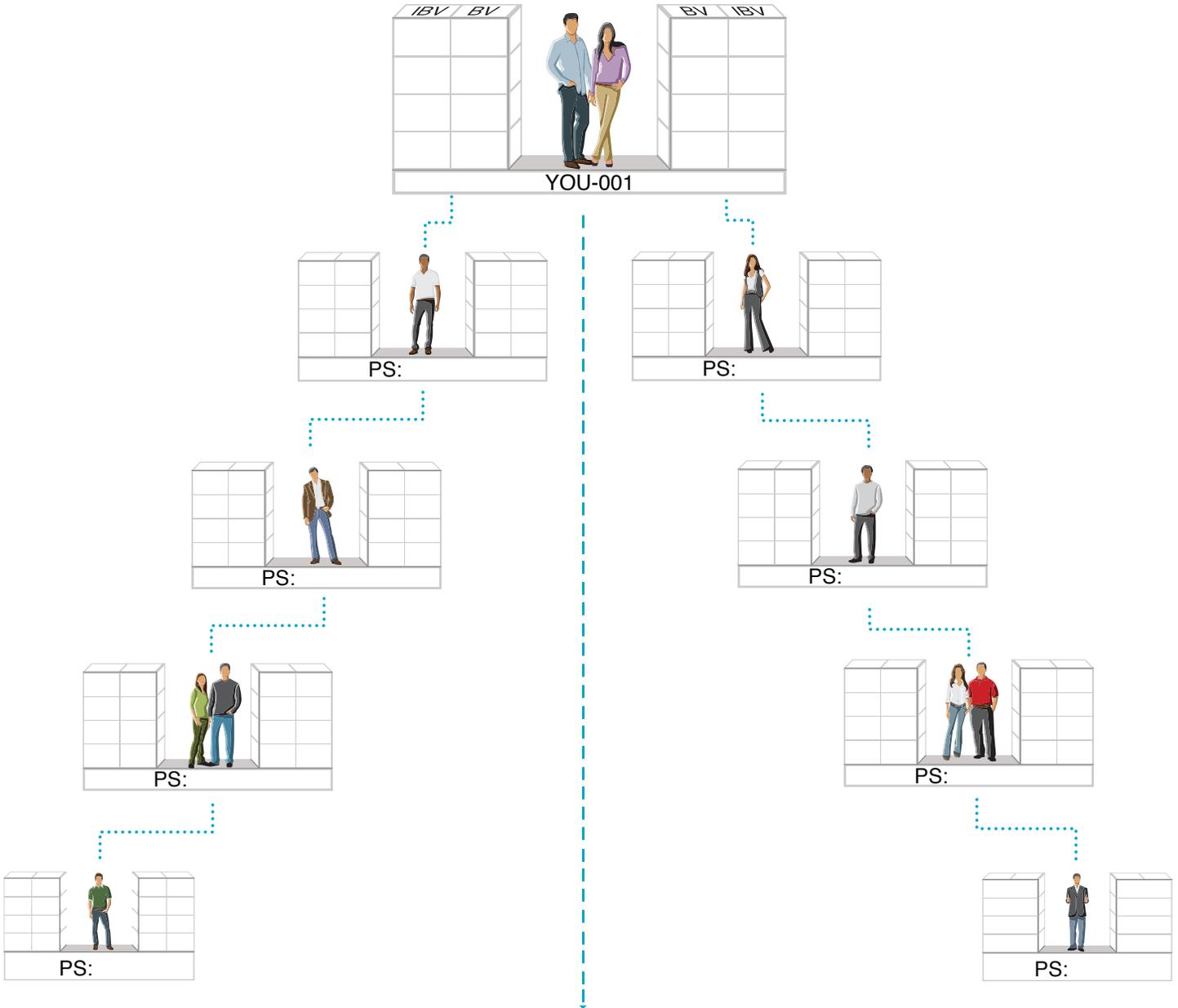
# POSSIBILITIES LIST

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

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

# ORGANIZATIONAL CHART

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



KEY: PS: Personally Sponsored Independent UnFranchise Owner

# MASTER UNFRANCHISE® OWNER (UFO) CRITERIA

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

(Check one)  Initial  Requalification

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

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

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

Calendar Quarter Beginning Date: \_\_\_\_\_

Calendar Quarter Ending Date: \_\_\_\_\_

- Completed the Shopping Annuity® Assessment
- Have a subscription for the UnFranchise Management System (UFMS)
- Purchased a total of 1,500 BV of product for the respective quarter. These product purchases must be from your paying UnFranchise ID or from a personally registered Preferred Customer's paying ID.

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

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

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

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

- Generated \$1,500 worth of Partner Store purchases between you and your customers. These Partner Store purchases must be from your paying UnFranchise ID and/or from registered Preferred Customer's paying ID.

Sponsored a minimum of one qualified and active UnFranchise Owner

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

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

## Training Requirements

- Attended or conducted one New UnFranchise Owner Training

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

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

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

- Attended or conducted one Basic 5 Training

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

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

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

- Attended or conduct one Executive Coordinator Certification Training per year

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

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

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

- Ticket requirements:** Purchase a minimum of three tickets to the next Market America I SHOP.COM International Convention or World Conference

World Conference Ticket Numbers:

\_\_\_\_\_

International Convention Ticket Numbers:

\_\_\_\_\_

## UnFranchise Level/Income Consistency Requirements

- Score greater than or equal to 50% on the Basic 5 Diagnostic Test Documentation attached \_\_\_\_\_ (initials)

AND/OR

- Earn a minimum of \$900 in BV/IBV commissions from one BDC per quarter  
Commission total \$ \_\_\_\_\_

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

## NOTES

