

marketamerica® | SHOP•COM™

GETTING STARTED GUIDE

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.

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 Career 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.

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linkedin.com/company/SHOP.COM

For our YouTube channel please visit
youtube.com/marketamerica

All currency herein is quoted in U.S. dollars unless otherwise indicated. Canadian and Mexican Independent UnFranchise Owners should convert references of currency to Canadian dollars or Mexican pesos based on the consultant's location. Canadian and Mexican Independent UnFranchise Owner's commissions are converted weekly from U.S. dollars to their country currency. The conversion rate is the exchange rate published by the *Wall Street Journal* immediately preceding the commission process for each week (typically the Tuesday of the week that commission check is paid).

MARKET AMERICA INFORMATION

Mailing Address: P.O. Box 35364, Greensboro, NC 27425

Office Address: 1302 Pleasant Ridge Road, Greensboro, NC 27409

Official Company Website: marketamerica.com

Key Telephone Numbers

Market America, Inc. _____ (336) 605-0040
Computer Support _____ (336) 478-4001
Distributor Services _____ (336) 478-4006
Preferred Customer _____ (336) 478-4120
Product Information _____ (336) 605-0040
Fax _____ (336) 605-0041
Voice Mail Provider: PATLive _____ (800) 775-7790

Senior Independent UnFranchise Owner Information:

Sponsor: _____

Email: _____

Phone Number: _____

Senior Certified Executive Coordinator: _____

Email: _____

Phone Number: _____

Senior Advisory Council Member: _____

Email: _____

Phone Number: _____

Local Seminar Coordinator: _____

Email: _____

Phone Number: _____

Qualification Date (Q-Date): _____

1 DEVELOPING YOUR UNFRANCHISE® BUSINESS

FOLLOWING THESE GUIDELINES WILL BE ONE OF THE KEY SUCCESS FACTORS IN DEVELOPING YOUR UNFRANCHISE BUSINESS.

COMMITMENT: I AM MAKING A ONE-YEAR COMMITMENT TO MY UNFRANCHISE BUSINESS.

I will:

- Follow 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 National Meeting, Training and Seminar System (NMTSS) event (Local Seminar, Regional Convention, World Conference or International Convention)
- Complete the "Home Advisor" on my SHOP.COM site
- Listen to a minimum of two audios from the MP4 player each week.
- Convert your spending into earning. Refer to page 6 for the Home Assessment.

1. Enter important dates in your appointment book for:

- UnFranchise Business Presentations (UBP) on (dates): _____.
- New Distributor Trainings (NDT) on (dates): _____.
- Basic 5 Trainings (B5) on (dates): _____.
- Executive Coordinator Certification Trainings (ECCT) on (dates): _____.
- Local Seminars on (dates): _____ and Regional Convention on (date): _____.
- World Conference on (date): _____ and International Convention on (date): _____.

2. Result-Producing Activities:

- Create a Possibilities List. Consider people you have the best relationship with who may have an interest in the products, the business and/or online shopping.
- Call Workshop/Schedule an appointment with a senior partner to make calls to expose the business and/or products on (dates): _____.
- Product Preview/Wellness Event/SHOP.COM Overviews on (dates): _____.
- Home Business Presentations on (dates): _____.
- Download ShopBuddy™ personally. Download ShopBuddy for 10 Preferred Customers on (dates): _____.
- Register a minimum of five Preferred Customers on AutoShip on (dates): _____.

NAME	PHONE NO.	EMAIL ADDRESS
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DEVELOP YOUR ANSWER TO "WHAT IS IT?"

Developing an answer to "What is it?" is necessary to discuss Market America 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/Sponsoring section of the Basic 5 audio, online training and/or the *Career Manual* for further details and instruction.

Example: Market America is a Product Brokerage and Internet Marketing company that specializes in One-to-One Marketing and Social Shopping.

TOOLS TO EXPOSE THE BUSINESS:



3-Way Call



Online Videos



Social Networking



Invite Friends Tool



Webinars



ma-Branded Product Catalogs



UnFranchise® Business Presentation



Nutri-Physical®



Mobile



Home Advisor



ShopBuddy™

2 YOUR WHY & 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 CAREER 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 in order to obtain your goal.

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 in order to ensure the achievement of the weekly, monthly and annual goals.

- Add/cultivate two possibilities
- Call or text one prospect from your Possibilities List to expose the product and/or business
- Email, tweet or Facebook message a prospect about the product, SHOP.COM website and/or business
- Expose the business plan daily
- Follow up with a prospect
- Invite two people to earn  **Cashback** or to the SHOP.COM site
- Search Facebook or Twitter and send two status updates
- Listen to an **ma**[®] audio — MP4 player/download
- Use Market America products daily
- Read your Goal Statement twice a day

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.

C. BUSINESS GOALS & OBJECTIVES

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 Preferred Customers online by (target date)_____.

2. Personal Sales

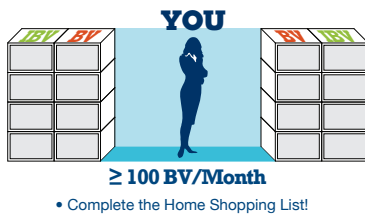
- Personally purchase and use ≥ 100 BV* worth of product monthly after one month. Personally purchase and use ≥ 10 IBV[†] from **ma**-branded products monthly and purchase ≥ 5 IBV from Partner Stores monthly.
- Establish a customer base of ≥ 10 purchasing ≥ 30 BV and ≥ 20 IBV (includes customer referrals) of product monthly after three months.

3. Organizational Sales: Each Independent UnFranchise Owner in your organization should be creating ≥ 400 BV and ≥ 200 IBV each month. (≥ 100 BV Personal and ≥ 300 BV Repeat Sales)

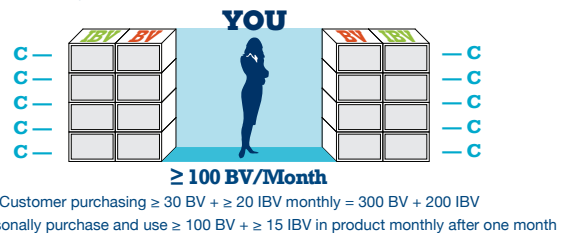
- Teach, manage and support each Independent UnFranchise Owner on your team to achieve this goal.
- Teach each Independent UnFranchise Owner on your team how to maximize the "Home Advisor" on SHOP.COM.

ESTABLISHING A FOUNDATION — BASE 10, SEVEN STRONG

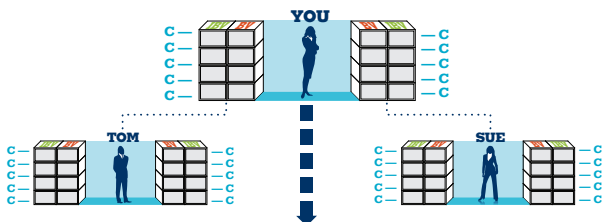
Personally purchase and use ≥ 100 BV + ≥ 15 IBV in product monthly after one month.



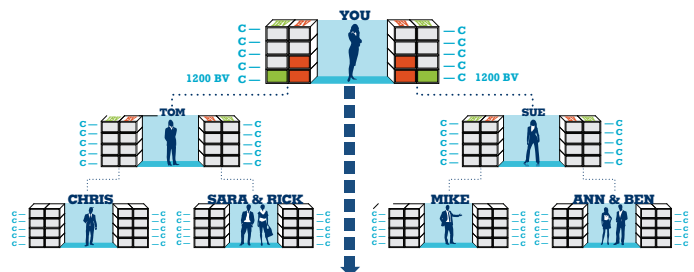
Establish a repeat Customer Base of ≥ 10 customers purchasing ≥ 30 BV and ≥ 20 IBV monthly within one to three months.



Activate by personally sponsoring one qualified Independent Shop Consultant in your left and right organization each implementing "Base 10".




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



*BV = Business Volume
[†]IBV = Incentive Business Volume

- **EARN ≥ \$300 (BV) MONTHLY AND ≥ \$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 400 BV and 200 IBV monthly) — Base 10, Seven Strong
- **EARN ≥ \$600 (BV) AND ≥ \$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 ≥ 400 BV and ≥ 200 IBV monthly)
- **EARN ≥ \$900 (BV) MONTHLY AND ≥ \$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 ≥ 400 BV and ≥ 200 IBV monthly)
- **EARN ≥ \$1,500 (BV) AND ≥ \$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 ≥ 400 BV and ≥ 200 IBV monthly)



- Utilize the "Invite Friends" tool.
- Earn  Cashback on all eligible purchases, including the things you already want or need from the same stores you already love and trust.
- Earn ½ percent on eligible customer referral purchases.

3 FOLLOW-UP APPOINTMENT

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
- Review UnFranchise® Business Account
- Review SHOP.COM website functionalities (eGifts, Price Alerts, Home Advisor, Comparison Shopping, Hot Deals, etc.)
- Review marketamerica.com corporate information site
- Establish Facebook and Twitter accounts, follow and "Like" Market America and SHOP.COM
- Download the SHOP Mobile Application

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 AND ORGANIZATIONAL SALES VOLUME

Personal Sales: 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 ma® products and the SHOP.COM website.

- Replace products you are currently purchasing monthly from someone else's business with products from your business (≥ 100 BV worth of products; use the *Home Advisor* and/or *Home Shopping List* to identify)
- Host a Product Preview/SHOP.COM website overview with your team within the first month of starting your business
- Take the Nutri-Physical® Nutritional Analysis located on your SHOP.COM website
- Introduce your customers to your website: **SHOP.COM/**_____
- Ensure all customers register as Preferred Customers from your SHOP.COM website
- Continue to introduce customers to your SHOP.COM website through the "Invite Friends" tool

Organizational Sales: Each Independent UnFranchise Owner in your organization who wants to earn from the MPCP should be creating ≥ 400 BV and ≥ 200 IBV in product sales each month (≥ 100 BV Personal and ≥ 300 BV Repeat Sales).

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

4. PROSPECTING, RECRUITING AND SPONSORING: BASIC METHODS FOR EXPANDING YOUR SALES AND DISTRIBUTION ORGANIZATION

Possibilities List: Develop a Top 10 List. The Top 10 List is the group of individuals that you will expose the products, business and/or SHOP.COM to first.

- **Video/Webinar Approach:** There are several basic tools provided by Market America for Independent UnFranchise Owners to use, such as the "UnFranchise® Business Plan" videos (available as webinars or 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/webinar 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*, UBP† or webinar).
 - **Response:** Little interest — use the video presentation to generate referrals and introduce the SHOP.COM website.
 - b. Follow-Up:** Send the "About ma®" PDF (**UnFranchise® Business Account > Click on Downloads > Sales Aids**) or other online business support tools, the day after booking appointment. Set a time to call your prospect immediately after they have watched the video/webinar.
 - **Response:** Moderate to high level of interest from videos/webinar — schedule a two-on-one appointment, UnFranchise Business Presentation (UBP) or schedule additional online video/webinar presentation (prospect at a distance).
 - **Response:** Minimal interest from videos/webinar — try to set a two-on-one appointment or conference call to get referrals, introduce ma® products and the SHOP.COM website(in this order).

5. FOLLOW-UP & 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, Home Business Presentations and webinars).

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.

- | | |
|--|---|
| <input type="checkbox"/> Complete NDT, B5 and ECCT | <input type="checkbox"/> Expose the business on a regular basis |
| <input type="checkbox"/> Purchase a ticket(s) to the next scheduled National Meeting, Training and Seminar System (NMTSS) event (Local Seminar, Regional Convention, ma® World Conference or International Convention) | <input type="checkbox"/> Listen to audios (creating a culture of learning every day) |
| <input type="checkbox"/> Conduct Home Business Presentations | <input type="checkbox"/> Perform Result-Producing Activities every day: <ul style="list-style-type: none">• Use and share ma-branded products and the SHOP.COM website• Share the business opportunity• Attend and promote events |
| <input type="checkbox"/> Conduct Product Preview/SHOP.COM website Overview | <input type="checkbox"/> Complete the Home Advisor on SHOP.COM |
| <input type="checkbox"/> Implement Base 10, Seven Strong with organization | |
| <input type="checkbox"/> Have regularly scheduled Call Workshops (group call nights) | |

*HBP = Home Business Presentation

†UBP = UnFranchise Business Presentation

Complete this simple exercise to ensure that you transfer the money you already spend to your own business. Note: the codes listed below are for U.S. only.

KITCHEN AND/OR BATHROOM

Liquid Dishwashing Detergent

- ❑ Snap™ Dishwashing Liquid

Automatic Dishwasher Detergent

- ❑ Snap™ Crystal Clean Automatic Dishwashing Crystals

Scouring Cleaner

- ❑ Snap™ Deep Scouring Cleanser

Disinfectant/Germicide Cleaner

- ❑ Snap™ Disinfectant Cleaner

Liquid Hand Soap

- ❑ Snap™ All-Purpose Natural Concentrate/Snap™ Dishwashing Liquid

Deodorizer/Odor Eliminator

- ❑ Snap™ S.O.S. Original Scent/ Snap™ S.O.S. Fresh Herbal Scent

LAUNDRY ROOM

Laundry Detergent

- ❑ Snap™ Triple Enzyme 3x Laundry Detergent /Snap™ Free & Clear Laundry Detergent

Fabric Softener

- ❑ Snap™ Fabric Softener/Snap™ Free & Clear Fabric Softener (6229)

Stain Remover

- ❑ Snap™ Heavy-Duty Concentrate/ Snap™ S.O.S.

HAIR CARE

Shampoo

- ❑ Fixx™ Argan Oil Shampoo/Royal Spa® Chamomile Shampoo

Conditioner

- ❑ Fixx™ Thick Hair Shampoo & Conditioner/Royal Spa® Tri-Protein Plus Deep Conditioner

NUTRITION

Vitamins/Supplements

- ❑ Isotonix® OPC-3®, Vitamin C, Calcium Plus, Vitamin D with K2, Multivitamin, Multimineral, Digestive Enzymes with Probiotics, Champion Blend Plus, NutriClean® Probiotics, Glucosatin®, Prime™ Prostate Defense Formula/Prime Time for Men, Prime Dreamz™, Gene SNP™ DNA Analysis, Ultimate Aloe™, Complete Greens

Children's Vitamins

- ❑ Might-A-Mins® Spectrum Isotonix OPC-3®, Essential Omega-3, Probiotics, Might-A-Mins Spectrum Isotonix® Multivitamin

WEIGHT LOSS

Weight Loss Program/ Accountability

- ❑ TLS® Health Guide & Journal (6478)/ttsSlim.com

Leptin Sensitivity

- ❑ TLS® CORE

Thermogenesis (Breakdown of Fat)

- ❑ TLS® ThermoChrome™ with Advantra Z®

Hunger Management

- ❑ TLS® CORE/TLS® ThermoChrome™

Reshaping Body/Weight Loss

Maintenance/Stubborn Belly Fat

- ❑ TLS Tonalin® CLA

Adrenal, Cortisol, Thyroid &

Stress Support

- ❑ TLS® ACTS Adrenal, Cortisol, Thyroid and Stress Support Formula

Fast Food Alternative

- ❑ TLS® Entrées*/TLS® Nutrition Shakes

CARDIOVASCULAR

Cholesterol Support

- ❑ Heart Health™ Advanced Lipitrim® Ultra

Fish Oil/Omega-3

- ❑ Heart Health™ Essential Omega III Fish Oil with Vitamin E

Triglyceride Support

- ❑ Heart Health™ System

Coenzyme Q10

- ❑ Isotonix® Coenzyme Q10/Heart Health™ Advanced Co-Q10

MIND & ENERGY

Memory/Mental Acuity

- ❑ Vitamina®/Isotonix® L-Tryptophan/Cognitin™

Caffeinated Energy Drink/Tablets

- ❑ MochaTonix®, intenseFX™

ANTI-AGING

Sleep Support

- ❑ Isotonix® L-Tryptophan/Prime Dreamz™

Joint Health

- ❑ Prime™ Joint Support Formula by Isotonix® Glucosatin®

Astaxanthin

- ❑ Prime™ Astaxanthin Cardio & Visual Vitality Formula

Mind & Body Support

- ❑ Prime™ Ultimate Longevity Formula by Isotonix®

SPORTS NUTRITION

Workout Formula (Pre and Post)

- ❑ Torch™ Pre-Burn/Torch™ After-Burn/ TLS® Whey Protein

Supplements for Athletes

- ❑ Isotonix® Champion Blend Plus

SKIN CARE & BODY CARE

Bath & Shower Gel

- ❑ Royal Spa® Imperial Blend Bath & Shower Gel

Moisturizing Lotion

- ❑ Royal Spa® Smooth As Silk Hydrating Lotion/Cellular Laboratories® De-Aging Body Balm

Skin Soother/Post-Hair Removal Care/

Skin Protection

- ❑ Fixx™ Skin Soother/Ultimate Aloe® Gel/Cellular Laboratories® De-Aging Sunscreen SPF 55

SPECIALTY SKINCARE/ANTI-AGING

Anti-Acne Products

- ❑ Timeless Prescription® 3-Step Acne Treatment

Cleansing Cream/Exfoliant/Cleanser

- ❑ Lumière de Vie® Facial Cleanser/Skintelligence® Hydra Derm Deep Cleansing Emulsion

pH Normalizer/Toner

- ❑ Lumière de Vie® Toner/Cellular Laboratories® De-Aging Toner

Daily Moisturizer

- ❑ Lumière de Vie® Rejuvenation Crème /Cellular Laboratories® De-Aging Moisturizing Day Crème SPF 20, De-Aging Crème, Lumière de Vie® Hand & Body Crème, De-Aging Body Balm

Face Masque

- ❑ Lumière de Vie® Volcanic Exfoliating Mask/Skintelligence® Facial Firming Masque

Complete Skincare System

- ❑ Skintelligence® 5-Piece Set

Eye Cream

- ❑ Lumière de Vie® Eye Balm / VitaShield® Intensive Eye Firming Treatment
- ❑ Cellular Laboratories® De-Aging Eye Crème

Skin Treatment

- ❑ Lumière de Vie® Illuminating Fading Fluid/Pentaxyl®/Fixx™ Instant Line Vanish

Firming Gel

- ❑ Fixx™ Nip n' Tuck

Anti-Wrinkle/Anti-Aging

- ❑ Lumière de Vie® Serum Concentrate/Matriskin™ Collagen MP Serum/Pentaxyl®/ Fixx™ Stem Cell Serum

COSMETICS

Primers

- ❑ Motives® Perfecting Face Primer, Eye Base, Invisi-Line, Glitter Adhesive

Lips

- ❑ Motives® Lip Crayon, Rich Formula Lipstick, Lip Shine, Lip Boost, Mineral Lipstick, Vitamin C Lip Treatment, Vitamin E Lip Treatment, Hydrating Lip Balm, Lip Lock, Collagen Core Lipstick

Cheeks

- ❑ Motives® Pressed Bronzer, Pressed Blush, Blush Bronzer Duo, Mineral Pressed Blush, Crème Blush

Eyes

- ❑ Motives® Eye Shadow, Eyeliners, Waterproof Eye Pencil, Essential Brow Kit, Mascara, Motives® Gentle Eye Makeup Remover, Fixx™ Lash Extend

Foundation/Powders

- ❑ Motives® Custom Blend Foundation, Liquid Powder Mineral Foundation, Crème Concealer, Liquid Correction Concealer, Dual Perfection Powder, Full Coverage Photo Finish Powder, Luminous Translucent Pressed Powder, Mineral Pressed Powder

Accessories/Brushes

- ❑ Motives® Brushes/Brush Sets, Pencil Sharpener, Eyelash Curler, Makeup Mirror

Nail Polish/Nail Care

- ❑ Motives® Nail Lacquer, Professional Nail Grooming Set, Base Coat, Cuticle Oil, Clear Top Coat

LAWN & GARDEN

Plant, Flower & Shrub Care

and Soil Conditioner

- ❑ GlobalCare™ Plant Power

Lawn Care and Soil Conditioner

(Large Areas)

- ❑ GlobalCare™ Lawn Power

CAR CARE

Oil & Engine Care/ Fuel Economy

- ❑ Friction Free™ 3000 Engine Treatment/Autoworks™ Fuel Enhancer

Exterior

- ❑ Autoworks™ Exterior Car Wash, Tire & Wheel Cleaner, Tire Shine, Glass Cleaner, Shimmering Polish

Interior

- ❑ Autoworks™ Interior Cleaning Spray

PET CARE

Odors

- ❑ Snap™ S.O.S. Original Scent, Fresh Herbal Scent

Nutrition

- ❑ PetHealth™ Multivitamin Formula for Dogs, OPC Formula with Glucosamine for Dogs & Cats

Grooming

- ❑ PetHealth™ Hypoallergenic Shampoo, Medicated Shampoo, Pad & Paw Balm, Ear Wash

BABY AND CHILDREN'S CARE

Health and Wellness

- ❑ DNA™ Miracles, DNA™ Miracles Natural

APPAREL, ELECTRONICS, GIFTS, HOME GOODS, ETC.

- ❑ SHOP.COM

Refer to your UnFranchise® Business Account and/or the Market America catalog for code numbers.



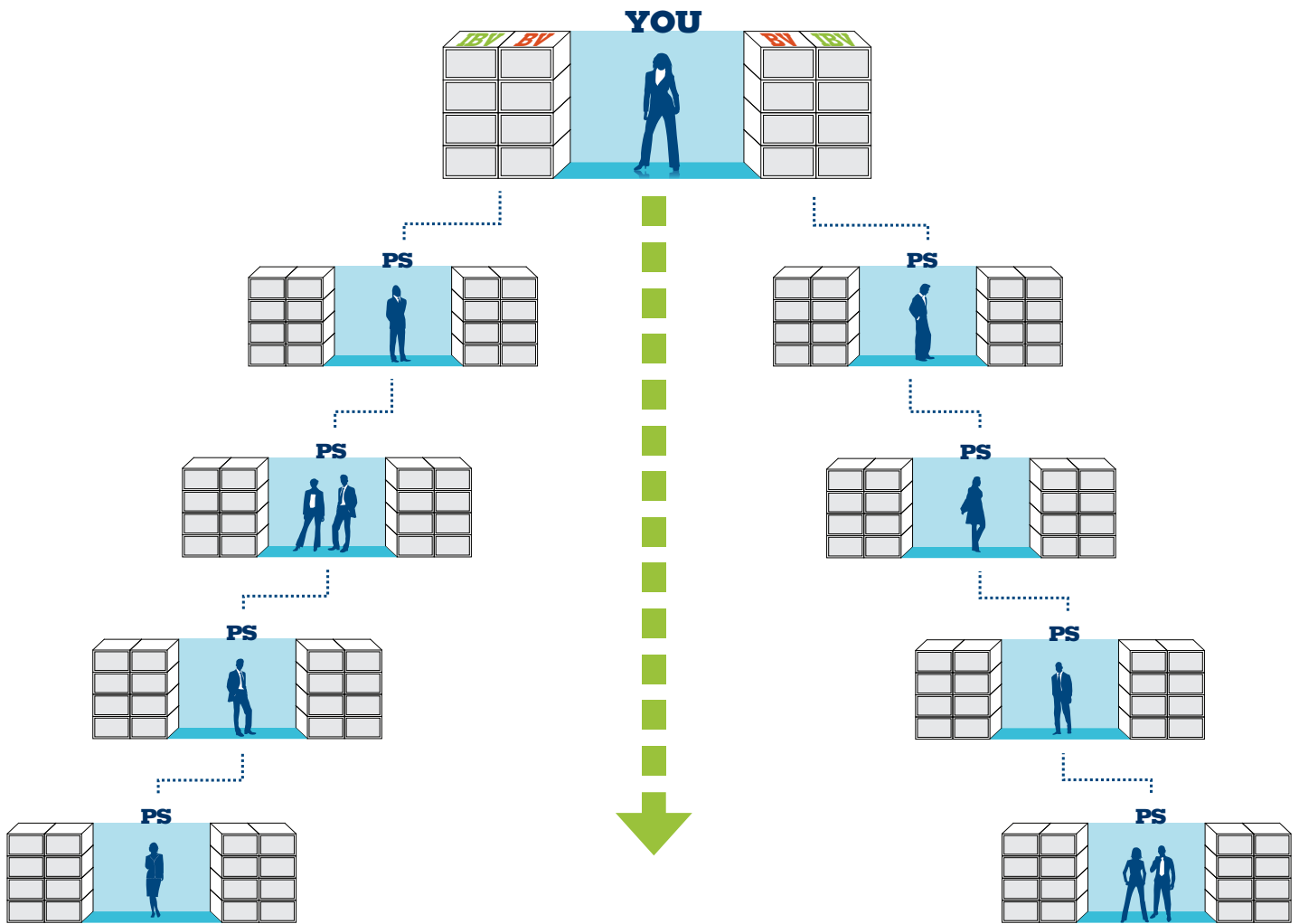
POSSIBILITIES LIST

DON'T PREJUDICE, LIST 35 OR MORE NAMES, HIGHLIGHT THE TOP 10. ENTER ALL POSSIBILITIES INTO YOUR PRM.

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> 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, EACH IMPLEMENTING THE BASE 10, SEVEN STRONG PRINCIPLE.



KEY:

PS: Personally Sponsored Independent UnFranchise Owner

MASTER UNFRANCHISE® OWNER (UFO) CRITERIA

QUARTERLY MASTER UFO QUALIFICATION*

NOTE: UFO QUALIFICATION CRITERIA IS SATISFIED WITHIN CALENDAR QUARTERS

(Use calendar quarters: January – March, April – June, July – September or October – December)

Calendar Quarter Beginning Date _____ Calendar Quarter Ending Date _____

BUSINESS SUPPORT MATERIALS CRITERIA

Purchased a minimum of \$30 of Business Support Materials Quarterly. Include all purchased Business Support Materials (Do not include ticket purchases or LFMS)

Order# _____ Date _____
Order# _____ Date _____

COMMUNICATION AND MANAGEMENT SERVICES

Current UFMS Subscription

Order # _____

PRODUCT USE AND RETAIL SALES CRITERIA

Purchased a minimum of 1300 BV per quarter as the paying ID (can be satisfied by Transfer Buying or from one of your Preferred Customers paying ID)

Order# _____ Date _____
Order# _____ Date _____
Order# _____ Date _____
Order# _____ Date _____

Purchased a minimum of 45 IBV per quarter as the paying ID or from the paying ID of one of your Preferred Customers

Order# _____ Date _____
Order# _____ Date _____
Order# _____ Date _____

ORGANIZATION BUILDING CRITERIA

Sponsored a minimum of two qualified and active UnFranchise owners

Name _____
Independent Distributor ID# _____
Name _____
Independent Distributor ID# _____

TRAINING CRITERIA

Attended or conducted one New Distributor Training

Trainer Name _____ Date _____
Location _____

Attended or conducted one Basic 5 Training

Trainer Name _____ Date _____
Location _____

Attended one Executive Coordinator Certification Trainings per year

Trainer Name _____ Date _____
Location _____

Ticket Requirements (World Conference: 3; International Convention 3)

Ticket numbers: _____
Ticket numbers: _____

PIN LEVEL/INCOME CONSISTENCY CRITERIA

Score greater than or equal to 50% on the Basic 5 Diagnostic Test AND/OR Earn a minimum of \$900 in BV/IBV commissions from one BDC per quarter

Documentation Attached _____ (initials)
Total Commissions earned \$ _____

* Download the complete Master UnFranchise Owner booklet in your UnFranchise Business Account > Downloads > Support Materials

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