

[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.

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

OFFICIAL COMPANY WEBSITE: marketamerica.com

KEY TELEPHONE NUMBERS:

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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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facebook.com/shoppingannuity

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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. For Canada, the conversion rate is the exchange rate published by OANDA immediately preceding the commission process for each week (typically the Tuesday of the week that commission check is paid). For Mexico, the conversion rate is 15 Mexican pesos for every 1 U.S. dollar.

SECTION 01: 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:

- 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 National Meeting, Training and Seminar System (NMTSS) event (Local Seminar, District Conference, Regional Convention, World Conference or International Convention).
- Implement the Shopping Annuity® and Convert Spending Into Earning®. Visit shoppingannuity.com to complete the Shopping Annuity Assessment.
- Complete the Shopping Advisor on UnFranchise.com.
- Review the Shopping Annuity Bonus Program and Master UnFranchise Program.
- Listen to a minimum of two audios each week from the UFMedia App.

1. 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 Conferences:
(dates) _____

Regional Conventions:
(dates) _____

World Conference:
(dates) _____

International Convention:
(dates) _____

2. RESULT-PRODUCING ACTIVITIES:

Create a Possibilities List. Consider people you have the best relationships with who may have an interest in the products, the business and/or online shopping. *(List your top 10 possibilities below.)*

1. Name: _____
Phone: _____
Email: _____

2. Name: _____
Phone: _____
Email: _____

3. Name: _____
Phone: _____
Email: _____

4. Name: _____
Phone: _____
Email: _____

5. Name: _____
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6. Name: _____
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7. Name: _____
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Email: _____

8. Name: _____
Phone: _____
Email: _____

9. Name: _____
Phone: _____
Email: _____

10. Name: _____
Phone: _____
Email: _____

SECTION 01: DEVELOPING YOUR UNFRANCHISE® BUSINESS

(CONTINUED)

Schedule a call workshop with a senior business partner to make calls to expose the business and/or products:
(dates) _____

Product Preview/Wellness Event/SHOP.COM Overviews:
(dates) _____

Home Business Presentations (HPP):
(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 | 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/Sponsoring section of the Basic 5 audio, online training and/or the Career Manual for further details and instruction. **EXAMPLE:** A global Product Brokerage and Internet Marketing company that specializes in One-to-One Marketing.

TOOLS TO EXPOSE THE BUSINESS:



2 on 1 Meeting



1 on 1 Meeting



Home Business Presentation



3-Way Call



Online Videos



Social Media



Invite Friends Tool



Webinars



Exclusive Product Catalog



UnFranchise® Business Presentation



Nutri-Physical® & Skincare Analysis



Mobile



Shopping Advisor



ShopBuddy®



Shopping Annuity® Assessment



NMTSS

SECTION 02: 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 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.

SECTION 02: 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 in order 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.

- Add/cultivate two possibilities
- Call one to three prospects from your Possibilities List to schedule an appointment
- Promote business and/or products – social media
- Present the UnFranchise Business® (show the Plan) once 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 & 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 USE*

Personally purchase and use ≥ 200 BV* worth of product monthly after one month. Personally purchase and use ≥ 10 IBV+ from Market America's products monthly and purchase ≥ 5 IBV from Partner Stores for a total of 15 personal IBV.

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

*For additional information on growth and development refer to the Master UnFranchise Owner (UFO) criteria.

3. RETAIL SALES: Each Independent UnFranchise Owner in your organization should be creating ≥ 500 BV and ≥ 200 IBV each month. (≥ 200 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 Shopping Annuity® on SHOP.COM.

4. 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

5. 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 ≥ 500 BV and ≥ 200 IBV monthly)

6. 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 ≥ 500 BV and ≥ 200 IBV monthly)

7. 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 ≥ 500 BV and ≥ 200 IBV monthly)

SECTION 02: YOUR WHY AND GOAL STATEMENT

(CONTINUED)

ESTABLISHING A FOUNDATION – BASE 10, SEVEN STRONG

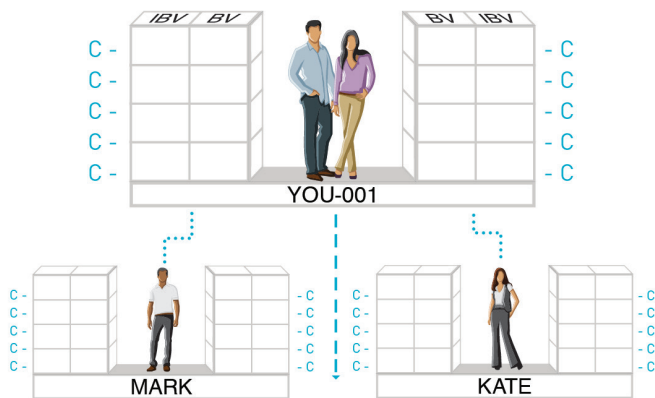
1. Personally purchase and use ≥ 200 BV + ≥ 15 IBV in product monthly after one month.



≥ 200 BV/Month

Complete the Home Shopping List

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



*BV = Business Volume †IBV = Internet Business Volume

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

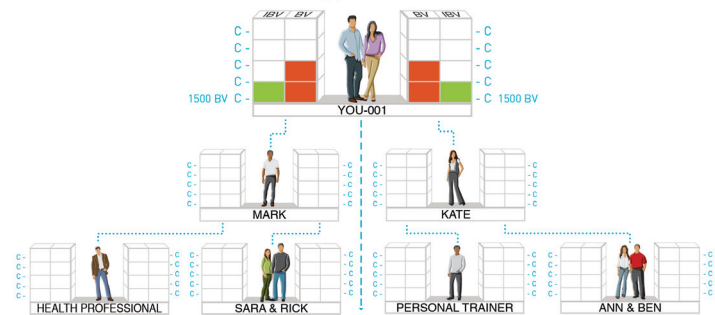


≥ 200 BV/Month

C = Customer purchasing ≥ 30 BV + ≥ 20 IBV monthly
= 300 BV + 200 IBV

Personally purchase and use ≥ 200 BV + ≥ 15 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 03: 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 and watching videos
- Review UnFranchise.com
- Review SHOP.COM site functionalities (eGifts, Price Alerts, Shopping Advisor, 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 companies exclusive products and the SHOP.COM site.

SECTION 03: 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, the Shopping Advisor 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: 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/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*, UBPT† or webinar).

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/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 site (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.

- Complete NUOT, B5 and ECCT
- Purchase a ticket(s) to the next scheduled National Meeting, Training and Seminar System (NMTSS) 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 Call Workshops
- Expose 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 the 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: DEVELOP A POSSIBILITIES LIST OF 50-300 NAMES

Name: _____
Phone: _____
Email: _____

Name: _____
Phone: _____
Email: _____

Name: _____
Phone: _____
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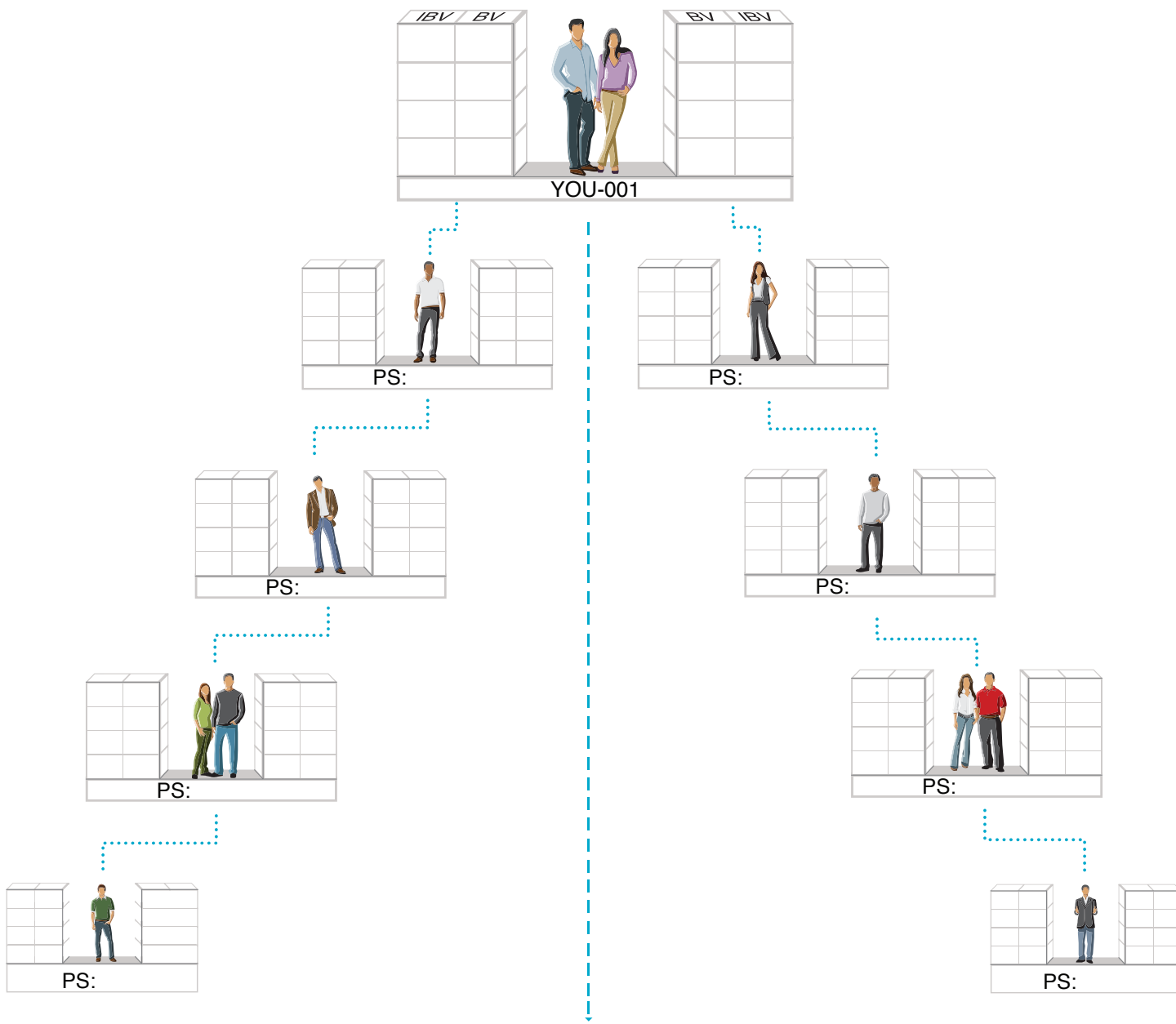
Name: _____
Phone: _____
Email: _____

Name: _____
Phone: _____
Email: _____

Name: _____
Phone: _____
Email: _____

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 QUARTERLY QUALIFICATION* VERIFICATION AND VALIDATION FORM INSTRUCTIONS
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. Paperwork is due by the 28th day past the quarter end date.

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 two qualified and active UnFranchise Owners

Name: _____

UnFranchise ID#: _____

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:
Three World Conference
Ticket No.: _____

Three International Convention
Ticket No.: _____

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 \$ _____

* Download the complete Master UnFranchise Owner booklet on UnFranchise.com > Downloads > Support Materials

