**Notes to Build a Successful UnFranchise Business**

*Please download the UnFranchise Virtual Partner on your cell phone to Guide you through the Getting Stated Guide (UFVP) or visit your Back office Under My Account/UFVP*

*1-*  You will need several appointments with the person that brought you into the business or your team.

*2-*  [www.unlimitedlifestyles.com](http://www.unlimitedlifestyles.com/)   Comprehensive business building site and our corporate site [www.marketamerica.com](http://www.marketamerica.com/)

*3-*   [www.meeton.com](http://www.meeton.com/)   Resource for Training and Webinars

 [www.gonowresource.com](http://www.gonowresources.com) Additional source for Training Information

*4-*   MA has had 25 Years of positive growth –See financials –Very impressive- All Corporate officers have been with the company since its inception.

*5-*   Keep the Business Simple – Follow the Getting Started Guide- Read the Guide Step by Step. Section 2 includes a description of our "Base 10 seven strong" structure and how we can develop the income to reach our goals. We cover average volumes done by working business owners. This enables us to map out a certain number of UnFranchise owners and the income you may possibly generate when you follow the proven system. This is an excellent reference to keep you on track. You will also want to read your Career Manual.

Visit[*www.unfranchisetraining.com*](http://www.unfranchisetraining.com/)for additional business building materials

*6-*   Traditional Businesses take 5-15 years to build and can leave people with debt and are not residual – Employees, overhead and theft are real concerns of traditional businesses. We have little investment with Market America and have a proven track record. Some people may take longer than others. You will need to customize a plan of action to fit your needs and goals.  We ask you to please be consistent with your business no matter how many hours you have to build. People want to be around committed individuals!

Your success rate will depend on how well you follow the Business plan and attend trainings on a consistent basis with your Team.

*7-*   You will have all the tools and materials necessary for you to build a successful Business including on-going training with our Global Meeting and Training System (GMTSS) that can be accessed throughout the country - Please have your business partner show you How to use this system in your back office to find the nearest trainings.

Download ‘UF Media App’ for hours of training from professionals. You may also access these training calls in your back office under Downloads.

 On-Going Training is KEY to building your business.

*8-*   Continue to study the Marketing Plan –You must see it several times until you can show it yourself and understand the brilliant compensation model and how we are unique. Please visit the MA difference tab on [www.unlimitedlifestyles.com](http://www.unlimitedlifestyles.com/)

*9-*   Study the PDF "About Market America"   Located on our site   [www.unlimitedlifestyles.com](http://www.unlimitedlifestyles.com/)  Under "Market America Overview" tab

*10-*  On [www.unlimitedlifesyles.com](http://www.unlimitedlifesyles.com/)   Study the "Principles of Wealth" Tab. There is Excellent Information about our Industry-Leverage and Tax advantages. Great Books are recommended on those videos to educate you on our Industry. Understand the Four Quadrants:  Employee- Self Employed- Business Owner and Investor. You have become a business owner with Market America/SHOP.com when you register and it is important that you understand the advantages of this position.

*11-*   This business can be willed to your family. Many successful UnFranchise Owners register their children with their own businesses when they reach 18. Please check out the ‘Generation Y’ Tab on [www.unlimitedlifestyes.com](http://www.unlimitedlifestyes.com/) and watch their stories.

*12-* There are three Required Trainings:  New UnFranchise Owner (NUOT) - Basic 5 (B5) - Executive Coordinator Certification Training (ECCT)

Visit [www.unlimitedlifestyles.com](http://www.unlimitedlifestyles.com/) under Recordings & Webinars for Key Administration Tips

*13-* We encourage you to go to your back office or [www.unfranchisetraining.com](http://www.unfranchisetraining.com/) and look into accountability worksheets to keep you on track. Your team may hold weekly calls and use these worksheets. Stay organized and keep binders and folders. We also encourage you to open up a separate business account and use a separate Credit Card for Tax Reasons. Market America offers Credit Cards and you will receive Cash Back or IBV for all your purchases.

*14-*  Goal Setting is necessary. It may be a great idea to share your goals with your team so they can keep you on track. There are guidelines in your Getting Started Guide and your Career Manual. There are over 400 millionaires with our company and hundreds of families full-time with our company. They all have set goals!

*15-* Please visit [www.shoppingannuity.com](http://www.shopping.com)

   You MUST be a Product of the Product. Please be sure to try new products every month. We move more products by using our own testimonials! Please visit our HOME ADVISOR on your [shop.com](http://shop.com/) site and spend the time to go through your household and transfer your buying.  We get paid to use our own products and shop from our web portal! Our goal is to complete The Shopping Annuity Bonus Pool each quarter.

*16-*  Learn your Basic Principles of Market America First- 1) Use and Share the Products 2) Share the Plan and 3) Attend Training. It is important to Plan several events at your home to introduce your business and products to individuals that you know and may want to partner with and to create a customer base.

*17-*  You will need to make a Names List- DO NOT Pre-Judge!   List everyone you know who needs an Extra Income- Retirement Fund-College Fund, etc.

*18-*   You may want to investigate our University Divisions to then see what may be a fit for you as you expand your Business. There are Trainings for all these divisions that you may want to specialize in.  The great news is that YOU do not need to know everything!   You will eventually be paid on Divisions you do not even participate in. That is leverage!! Please refer to the “Recorded Call” Section on [www.unlimitedlifestyles.com](http://www.unlimitedlifestyles.com/) to learn more about each division and “Matching Universities and Products to People” under the “Recorded Call” Section.   There are many recorded calls on the ‘UF Media’ app (and your back office under ‘Downloads’) that can educate you.  [www.meeton.com](http://www.meeton.com/) is a great resource for information also. There is no replacement for LIVE trainings. It is imperative that you attend these events.

*19-*  There are two Larger events held every year – August is our International Convention  and late January, early February is our World Conference.  Thousands attend these events and it is Important, if you are serious about building an income with this company, that you purchase a ticket to these events. The real income is made when you have a team there with you to learn from the Corporate Team and Professional UnFranchise Owners that educate you throughout each 3-4 day Event.

*20-*  Define your Team Members- You may not have a Team when you start. If there is an established Team, please be sure your business partner shares the contact information with you and lets you know what each individual may specialize in.   The GMTSS will be your guide for presentations and trainings.  It will be YOUR job to set dates in your calendar and attend these events. We are all Independent entrepreneurs and are guided by a System in place to support your success.

*21-*  Most area’s will hold a business Plan meeting in a Hotel once or twice a month. Please be sure you attend these presentations to support your Local areas and your Team members.

*22-* In Closing, I believe your decision to register your business with Market America/SHOP.com will be one of the Most rewarding Decisions you have ever made!