
KNOWLEDGE IS POWER.

YOU MUST OBTAIN IT,

THEN USE IT.

of where I will be just five years from now, it was scary. I realized that I am not saving enough money to retire comfortably. I needed a better way. I needed and wanted a plan to improve my financial position and allow me to create time freedom.

I decided to establish an UnFranchise® business through Market America, allowing me to work part-time from my home about 8 to 15 hours per week without affecting what I was currently doing. This business allows me to work a plan for my own financial success, rather than a plan for someone else's financial success. I am now on my way to achieving my personal and financial goals.

I am looking to expand my business in the area. I realize that you are very busy, but I was hoping you would be nice enough to help me out. Who do you know that is looking for a better way to achieve their financial goals? If you lead me to a couple of people who qualify, we can work out something that will be mutually profitable. I realize that it would be difficult for you to give me referrals without first evaluating this business plan. Why don't we schedule a time to get together so I can provide you with complete details of how the UnFranchise® System actually works. What is better for you, Tuesday or Thursday? Afternoon or evening?

The Market America Business Opportunity Presentation: Presenting Market America's Business Opportunity is a necessary activity to control your timing and progress, thus increasing the chances for your success. For a complete script of Market America's Business Opportunity Presentation, simply log onto www.unfranchise.com. The script includes the following sections: Introduction to Market America, People Need a Better Way, Market America Products, UnFranchise® Business Development System, How You Are Compensated, and It's Your Decision.

To make your follow-up efforts more efficient and effective, Market America also provides a questionnaire as a guideline for you to follow. Use this questionnaire to help you determine the interest level of your prospects and thus the best way to follow up. To print a copy of the prospect questionnaire, simply log onto www.unfranchise.com.

GOALS AND A GOAL STATEMENT: The following section on "Goal Setting" will provide you with a step-by-step approach for establishing your goals. To establish a realistic, well-defined, and well-planned goal structure takes time and considerable thought. By far, the most important prerequisite for goal setting is your belief in yourself. If you do not believe you are capable of achieving whatever it is you desire, then save your time and effort. Goal setting will not work for you. Defining one's goals builds desire.

Developing Specific Business Goals & Objectives: In order for this business to take on true meaning for you, it is critically important to set aside quality time to create and design the life that you have imagined and deserve. "Anybody can wish for riches, and most do, but only a few know that a definite plan, plus a burning desire for wealth, are the only dependable means of accumulating wealth."— Napoleon Hill. What your future is like with Market America depends on your goals and your goal statement. Development of your goals and goal statement is the second element of the Basic 5.

Before Market America, you did not have a vehicle that could take you anywhere you wanted to go and enable you to achieve anything you desired. The vast majority of people trade time for money as they work a plan for someone else's success — a J.O.B. (Just Over Broke). Unfortunately, when people work a job, most lose sight of the things or lifestyle they have dreamed, because everything they want ultimately cannot be achieved or obtained with their J.O.B. However, now that you have established your UnFranchise® Business, you can dream big and think big as the confines and limitations from your proverbial box (JOB) from which you were living are eliminated!

The challenge for most people is that they have difficulty dreaming big and thinking big, even though the sky is the limit and everything is attainable with Market America. Their thoughts, ideas, and goals are simply not in line with reality; therefore they cannot accept it, they do not take the first step, and what they want does not manifest. "Whatever the mind of man can conceive and believe, it can achieve."— Napoleon Hill.

In order for a thought, an idea or a goal to manifest, you must first think it. Everything starts out as a thought. You must then visualize it regularly (the check, the Pin Level, the organization, the lifestyle), concentrate on it, focus on it, feel it, and become it, which results in belief. You must then commit to it and act as if it is a reality. "Think big. You will never be bigger than your thoughts. Dream big; you will never be bigger than your dreams."— Jim Ridinger. You must break it down into a detailed plan to bring it in line with reality in order to accept it. Once you accept it, you will take the first step and thus demonstrate your belief through your actions, leading to the manifestation of your idea, thought, or dream.

Everyone has different needs, desires, goals, and dreams. The idea is to take ownership of the fact that Market America is the vehicle that can enable you to realize the power of your dreams. This can only be accomplished by taking the time to develop a Goal Statement. If you do not have a Goal Statement written out with a detailed plan of how you are going to achieve your goal, you are not Go Now because you have not satisfied all elements of the Basic 5. A Goal Statement is your road map or staircase to your goals.

Before you develop your goal statement, you must first define your dream and purpose. What is the driving reason WHY you are doing this business? If you cannot write it down, then you do not have it or you do not know it. You need to have a sense of purpose because it's that sense of purpose that is going to sustain and maintain you through the highs and lows of the business.

There are five steps to a Goal Statement:

1. Decide what you want. The things or lifestyle. It is best to define your short-term and long-term goals and list them in ascending order of attainability. Next is to determine the income necessary to support your lifestyle or goals. Then, figure out how many business development centers you need qualifying for commissions to attain the income level and finally the Pin Level to which it translates.

2. Decide when you want it. Set target dates for the achievement of each goal. You must set a date even if it is wrong. You will measure your progress against the date and adjust the date or the goal to be in line with reality.
3. Determine what you are willing to give the business in the way of time, effort, and sacrifice, in order to obtain the goal. Determine what you must overcome in order to be successful in the business.
4. Develop a detailed plan of what you must do each year, each month, each week, and each day to achieve the goal. The principle of having a detailed plan is to bring your thoughts, your ideas, and your goals in line with reality. Remember: this business is built most effectively one day at a time, working consistently. Your detailed plan provides you with a staircase or ladder to your goals and dreams. All you have to do is take the daily steps in the detailed plan and they add up to the weekly goal, which ensures the achievement of the monthly goal and the annual goals. By progressing on a daily basis, you will achieve your weekly, your monthly, and your annual goal. The following is an example of a detailed plan:

Everyday Steps — Cultivate two possibilities, call one prospect, read your Goal Statement, and listen to a tape.

Each Week's Steps — Make 6 to 8 calls to show the plan to one person, show the plan to 1 to 2 people, follow up with a prospect, conduct one to two ABC meetings/trial runs, attend one Second Look, develop 1 to 5 customers, call sponsor, managing Certified Executive Coordinator, or person holding you accountable to your detailed plan.

Each Month's Steps — Sponsor 1 person, show the plan to 4 people, service a minimum of 10 Preferred Customers, advance 3 levels of ABC pattern/two legs, attend monthly NMTSS event.

Consider this: your detailed plan may differ from this example as the ratios are different for different people. However, you must learn the process. Check where you are daily, weekly, and monthly, and adjust.

5. Finally, write it out in a 50- to 100-word statement and read it twice daily. This process literally will work miracles. You need to have a written Goal Statement. Fine-tune it each week or month until it is line with reality. The repeated reality checks will keep you focused and on your way to success with Market America. Remember, people don't plan to fail, they fail to plan. Without goals and a plan, you lack direction. If you aim at nothing, you are going to hit nothing.

If you want things to be different, you have to plan now. Determine what you want to change. Assess what you have not been doing and how you can improve. Remember, if you continue to do the same thing, the same way, you will get the same result. If you keep thinking the same way, you will end up in the same place. Think big, because you will never become bigger than your thoughts. So, set out to determine how you want your life to change — make a list. Decide what you want to see happen in your life and in your business and make it happen! Most importantly, have fun!

To get started, please reference the Getting Started Guide, and take the time to enter target dates for each of the following Specific Business Goals & Objectives:

1. I will commit ____ hours per week to my Market America business.
2. I will commit ____ nights/days per week to this business.
3. I will personally sponsor two qualified Distributors (to activate) by (target date) _____
4. I will reach the Coordinator Level (receive first \$300 check) by (target date)_____.
5. I will reach the Executive Coordinator Pin Level (receive first \$1,500) by (target date) _____.
6. I will earn an annual income of \$_____ by (target date).

Whatever it is, it should be based on your Goal Statement. This business is not so much about money. Your Goal Statement doesn't revolve so much around money because money is just an enabler. The money will enable you to get whatever you desire out of life. This needs to be understood and embraced.

7. I will register a minimum of 10 Preferred Customers online by (target date)_____

Please refer to the Basic 5 tape set (Code# 1925) and/or the Basic 5 CD-ROM (Code#1924) for more detailed instruction when developing a Goal Statement and Detailed Plan. It is also recommended that you meet with your sponsor and/or your managing Certified Executive Coordinator to help you with your Goal Statement.

Let's take goal setting a step further. Every successful Distributor knows that one of the Key Success Factors in building a strong, profitable, and stable organization is ensuring that each Distributor that is brought into the organization creates and regenerates product sales on a consistent and frequent basis. Market America refers to this Key Success Factor as accomplishing or achieving BASE 10. (Please refer to the section Building a Solid Foundation 'Base 10' in the Getting Started Guide & Action Plan for Success to see a visual depiction of the following information.) Building a solid foundation 'Base 10' simply equates to a Distributor establishing a repeat retail customer base of greater than or equal to 10 customers each purchasing greater than or equal to 30 BV worth of products every four weeks. This would equal a minimum of 300 BV. It is imperative to the overall success of a Distributor's organization that each and every Distributor within that organization achieve BASE 10. There is no reason to bring a Distributor into your organization, if they are not going to create and regenerate BV on a consistent and frequent basis. The first step in achieving BASE 10 is to truly become a Product of the Product. This is accomplished by purchasing a minimum of 100 BV worth of products from Market America's Mall without Walls® that you use on a monthly, bi-monthly, or quarterly basis. It makes no business sense or

common sense to purchase these products from somebody else's business when you can purchase them from yours. If you will take the Home Shopping List and check off all those products that you use personally on an ongoing basis, you will find that there is 100 BV or more worth of products you should be purchasing from your business on a monthly basis. Once you are using these products and experiencing positive results it is very easy to share those experiences with others. This is the initial step in creating a customer base! The process of sharing positive results experienced by you with others is nothing more than "word-of-mouth advertising," which is the most cost-efficient and effective means of promoting and marketing a product, good, or service. It all starts with you! You have to be a product of the products you are marketing so that you can create the repeat retail customer base that is necessary for building a productive, stable, and profitable organization; remember, people do what you do, NOT what you tell them to do! At a minimum, you MUST be using greater than or equal to 100 BV worth of products personally each month and building a repeat retail customer base that regenerates greater than or equal to 300 BV in sales each month in order to LEAD others in your organization in doing the same! This equals a minimum of 400 BV per Distributor. But it all starts with you . . . being a Product of the Product!

At a minimum, we want our new Distributors to be earning greater than or equal to \$300 monthly after six months in this business. This is accomplished by ensuring that every Distributor in your organization is selling greater than or equal to 400 BV worth of product on an ongoing monthly basis. This 400 BV does not include qualification volume for new Distributors joining your organization. We are only using ongoing, consistent volume that is being created on a monthly basis.

Let's discuss how to create 400 BV per month. First, after one month in this business the new Distributor needs to personally purchase and use greater than or equal to 100 personal business volume (PBV) of product monthly. You need to be buying product from yourself and using it. You cannot share an experience about a product or a service if you haven't personally experienced yourself. The quickest way for a brand new Distributor to satisfy this 100 PBV is to enroll in Transfer Buying for a minimum of 100 PBV. This only makes sense because they are already buying over 100 BV worth of products, goods, and services from other stores.

In meeting your retail sales goals, we want to establish a repeat customer base of greater than or equal to 10 customers, each purchasing greater than or equal to 30 BV worth of product a month. 30 BV is equivalent to one 100-gram bottle of OPC-3 and one MultiTech. Or it could be a bottle of ThermoChrome and a bottle of OPC-3. Who do you know that uses health and nutrition products? Our vitamin line is superior to anything on the marketplace. Therefore, anybody you know who uses health and nutrition products should be an automatic 30 BV. Our goal is to create 10 repeat retail customers of greater than or equal to 30 BV. Everybody can do this. The tasks and activities set forth in the Getting Started Guide and Action Plan for Success is this. Anybody can do it if they choose to. If they don't, it won't be because they can't, it will be because they won't. Remember the difference between success and failure. You need to eliminate the two words "I can't" from your vocabulary. Your choices are the only thing that you can completely control.

Now based on this, remember we are working with adults and they are visual learners, so we've got to SHOW them what \$300 a month looks like to enable them to conceptualize it and thus make it real. Let me explain what \$300 a month looks like. If every Distributor in the organization equates to the 400 BV at bare minimum, then they only need 3 Distributors in their left organization and 3 Distributors in their right organization, each generating 400 BV monthly, which generates 1,200 GBV from their left and 1,200 GBV from their right organization. This results in earning \$300 each and every four weeks. 'Base 10, Seven Strong' (you plus three Distributors on your left and three Distributors on your right). This is powerful! Would earning \$300 every month like clockwork whether or not you decide to get out of bed in the morning make a difference in a lot of people's lives that you know? Absolutely.

The next step is to help your two "Go Nows," (people that deserve our time, our attention, and our mentorship). These two people will identify themselves by what they are DOING! These people may not be the one directly on the left and one directly on the right. It may be 15 people down. But we want to find one on the left and one on the right and help them duplicate 'Base 10 Seven Strong.' We want them to earn \$300 a month in the same fashion. If we help 2 people earn \$300 a month like clockwork, that means that they're each generating 1,200 GBV every 4 weeks on the left and 1,200 GBV every 4 weeks on the right of their organization, which automatically results in 2,400 GBV and 2,400 GBV to you, the new Distributor. So now you, the new Distributor, are earning greater than or equal to \$600 a month from the MPCP.

Let's take this a step further. At a minimum, we want a new Distributor earning \$1,500 each month after twelve months in the business. This should be a goal for every Distributor you sponsor. When someone is making \$1,500 every 4 weeks, that has nothing to do with new people coming into the business and qualifying their business development centers, or whether he/she gets out of bed or not that day; that person does not want to give this income up, and therefore, is not going anywhere. Even better, you've got 2 people making \$600 and 4 people making \$300, every 4 weeks. You are now laying a solid foundation, creating profitability as well as security and stability. By the way, our goal is to build 2 sales and distribution organizations each generating an excess of 5,000 GBV a week.

This business-building strategy will create \$2,100 a week. Remember, you can't earn \$2,100 a week until you make \$300 a month first. Nobody that is making \$2,100 a week achieved it without making \$300 a month first.

Take note: by following the Getting Started Guide & Action Plan for Success, we have goals for business, retailing, organizational growth, and training. Anyone can satisfy the tasks and activities set forth in the Getting Started Guide and Action Plan for Success if he/she chooses to. If they don't, it won't be because they can't, it will be because they won't. Remember the difference between success and failure. The individual who succeeds simply does what the individual who failed did not do or was not willing to do. You need to eliminate the two words 'I can't' from your vocabulary. Your choices are the only thing that you can completely control. Have Fun!

Goal Setting: Just Exactly What Is It That You Want?: As stated previously, self-confidence and a strong sense of self-worth are necessary in order to achieve your objectives. But what are your objectives? What is it that you really want? Have you put any serious thought and planning into what you want to accomplish? The clearer and more precise your objectives are, the better your chances for their attainment.

What are your motives for devoting time to Market America? You were not looking for Market America so that you could tell friends and family that you are now in a marketing business. You were looking for a “vehicle” that could transport you from where you are now to a new level of financial independence which you desire.

When Market America independent Distributors are asked, “Why are you putting your time and effort into this business?” responses generally take the form of:

- “I want to earn extra money.”
- “I want to be financially independent.”
- “I’m going to get rich.”
- “So I can retire comfortably.”
- “So I can afford to do what I want to do.”

These statements, and others like them, are for the most part empty, unemotional wishes, about a level the person has never been close to before. These unrealistic statements have probably been used to describe motives for other endeavors embarked upon which came up short. These idle statements about the desire for money are entirely too vague and unrealistic to generate the desire necessary for people starting in this business.

A very simple concept is very applicable when establishing one’s goal strategy. This concept is, “If you take care of the little things, the bigger things will happen automatically.” What is financial independence but a series of smaller accomplishments that, when combined, create a new and more exciting position in life for you? What importance does money have to you, except to be used to purchase the things that money can be exchanged for. Those are the things we really want.

Isolate any one of your goals, and its accomplishment will seem much more believable to you. A system for accomplishing a succession of these goals will lead to clarity and focus when it comes to the bigger goals that many people only talk about, but don’t really believe are possible for them.

Accurate and worthwhile goal setting requires that we understand the principle of “crawl before we walk, and walk before we run.” If your goals are not realistic for you, the desire necessary for pursuing their attainment will not be there. Concentrate on the process, one step or goal at a time, not the product.

The step-by-step system that follows is designed to assist you in the formation of a solid, realistic, and believable set of objectives. You will begin to see and understand that by reaching a number of smaller objectives, you will develop the confidence within you to start believing that your larger objectives are very achievable. Your level of thinking and your level of expectation will continue to rise, bringing with them goals that were previously only idle dreams. As the pilot of your own business, it is imperative that you know exactly where you are going with the powerful vehicle Market America has provided.

Step 1: Developing A Master List

Find a relaxing environment where you won’t be disturbed for a couple of hours. If you have a spouse, make sure he/she is with you. Have on hand a couple of pads of paper and pencils or pens.

Now sit down, relax, and begin committing to paper everything you can think of which you want. Write down absolutely everything you have ever thought of having or experiencing. It does not matter how small or how big it may seem to you. Write it down!

How you are going to acquire these things is of no consequence at this time. Don’t even think about it. Just keep thinking about things you want or desire to experience, and write them down. You should be able to fill several pages with these desires. To get started, you might consider the five major areas of life:

- Family Goals
- Personal Goals
- Spiritual Goals
- Business Goals (i.e., Market America Pin Levels)
- Financial/Material Goals

Writing these goals down on paper is the first step towards their attainment.

Step 2: Categorizing Your Goals

After putting your desires in writing, begin the process of placing each in an appropriate category. Using your master list of goals developed in step 1 above, place each goal in one of the five categories described earlier (i.e., family, personal, spiritual, business, and financial/material). Organizing your goals in this manner will begin to show you where your strongest motives lie. By organizing your goals into specific areas of your life, you have taken one more important step towards defining what you want.

Step 3: Prioritizing Your Goals

Now is the time to decide what your most important projects are. These projects will be the things that need to happen first. Your immediate priorities may come from one, any, or all five categories. Prioritize your goals into three time-frames:

- Short-Term Goals — To be achieved starting now to 18 months.
- Mid-Term Goals — To be achieved 18 months to 3 years.
- Long-Term Goals — To be achieved 3 years and beyond.

Begin to study and analyze your short-term goals. These should be goals that must be accomplished on a “right now” basis and also must be accomplished before you can realistically approach your larger mid-term goals.

Concentration on these short-term goals will be your mental diet or food for your subconscious mind. It is the visualization of these goals with which you will feed your mind - at least two meals a day (morning and night).

Step 4: Emotionalizing And Crystallizing

Take all of your short-term goals and thoroughly define each one. Following are examples of how to further crystallize your short-term goals:

- Microwave Oven — What brand, what options, what size, what price, and when do you want it?
- Getting Out of Debt — What are your debts (list them separately), which are most pressing, what is the amount of each, what is the monthly payment required to pay them off in the time frame you have set?
- New Car — Make, model, options, color, price, monthly payment — down payment, and insurance costs? Drive one and obtain color brochures.

If you will specifically define your goals, you will eliminate unproductive guesswork about where you are going and what needs to happen to get you there. Once your goals are crystallized, live and think about your goals. Imagine already being in possession of them. Read your goal list and study it each morning and night. Now, you are giving your subconscious mind the right kind of programming for the purpose of achievement. If your thought process becomes focused on the attainment of these goals, your inner desire will take over and you will not be denied the things you have decided to have.

As you begin to attain your short-term goals, the next step becomes mid-term goals. Your mid-term goals become your new short-term goals. Put them through the same crystallization process. Soon your long-term goals start to look very attainable, your level of thinking and self-worth are dramatically improved, and you have a solid “road mapping” system for getting you where you want to go. As you develop new short-term goals to replace those attained, remember these mandatory elements:

- They must be your goals, not someone else’s
- They must be realistic and attainable
- They must have a time deadline for accomplishment
- They must be read and visualized at least twice a day
- Use visual tools such as brochures, pictures, catalogs, your written descriptions, etc.
- Experience whenever possible (i.e., test drive the car, try on the jewelry, walk through the house, etc.). This helps emotionalize your goals.

Developing a Detailed Plan of Action and Goal Statement: A detailed plan of action is your blueprint for success. It is analogous to a business plan and strategic plan of a successful corporation. It is, virtually, a road map towards the attainment of your goals. Without it, you have very little or no direction. Distributors without a detailed plan of action wander aimlessly, often confusing activity with productivity. Without this plan, you have no control over your direction or outcome. A detailed plan of action will enable you to create circumstances and control your progress, rather than being a victim of circumstances.

Even though you now own your own business and work for yourself, you need to have a contract with yourself. This contract will take the form of a Goal Statement. This Goal Statement will be a written summary of your goals, timeline for achievement, and commitment to attain them. It will be carried on your person at all times.

Detailed Plan Of Action

In the previous section, “Goal Setting,” you went into considerable detail on defining exactly what you want. You identified your short-term goals (recommend a minimum of 5), established their priority, and set a deadline date for attaining each goal. The following four-step process will guide you through developing a detailed action plan for achieving your goals.

Step 1: Creating The Target

Using the table provided (make several copies) enter the following information:

Short-Term Goals	\$\$ Required for Down Payment	Monthly Income Required	Cumulative Monthly Income Required	# Of BDC's Completing Pay Cycle Every 4 Weeks	Associated Pin Level	Date of Achievement
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- Short-term goals
- Lump-sum amount, if down payment is required
- Monthly income required to maintain
- Cumulative monthly income to maintain (multiple goals requiring payments)
- Number of business development centers earning a minimum of \$1,500 every four weeks
- Associated Pin Level from the “Market America Ladder System of Achievement”
- Realistic date to be achieved, given the amount of time you are devoting to the business on a weekly basis

Step 2: Fine-Tuning Your Date Of Achievement

You already estimated when you thought you could achieve your short-term goals. Now let’s fine-tune the dates for achievement, or better yet, let’s validate the date you set. How many Distributors will you have to sponsor? How much group business volume do your organizations have to generate? How many potential Distributors do you have in mind?

Let’s assume it takes the average person two to four weeks to really get rolling with the business. Let’s also assume that you need to sponsor four (4) people, as determined as you are, in each leg to ensure your business development center(s) is completing the pay cycle (initially) every four weeks.

If your goal requires one BDC earning equal to or greater than \$1,500 every four weeks, then you would need to sponsor eight (8) people, as determined as you are, four (4) in your left organization and four (4) in your right organization. It is true it only takes two (2), but if you are in a hurry, don’t want to be dependent on others, and don’t want to leave attaining your goals to chance, you will need to sponsor eight (8). If your goal requires greater than \$1,500 every four weeks: 1) build your BDC’s organizations into earning \$2,100 per week; and 2) take advantage of the re-entry authorizations and duplicate the efforts on your initial centers.

With the time you are putting in and the number of prospects you have on your list, how long do you feel it will realistically take to accomplish what is necessary to attain your goals? There is no way to project exactly, but make a realistic estimate based on our previous assumptions. Then, readjust the achievement dates accordingly in your table from Step 1.

Now, for the first time, you have well-defined goals. Your business should be taking on a new meaning. Business development centers and Pin Levels take on new dimensions because they have been translated into your own personal goals.

If you are not satisfied with your realistic or readjusted date for achieving your short-term goals, pay close attention to Step 3, “Determine What You Will Do To Attain Your Goals,” which follows.

Step 3: Determine What You Will Do To Attain Your Goals

This step in developing your detailed plan of action is extremely important. Often it is the most difficult step because it requires self-examination. No goal is achieved without some commitment and sacrifice. Each of us has to develop, in different ways, in order to perform to the level necessary for goal attainment. If this business can give you anything you want, what are you willing to give back to the business? This question includes what we must sacrifice. Sometimes we have to remove obstacles that are preventing us from succeeding. For example, you may be a “couch potato” after work; you may have to temporarily give up “Monday Night Football,” or “Saturday’s Game of the Week”; you may have to temporarily give up your bowling league, or stopping after work with friends at your favorite gathering. You have to decide! Are the sacrifices you have to make worth attaining your goals? If the answer is no, then you probably didn’t open up to the goal setting process, nor did you identify a goal that really motivates or inspires you. Before, you never thought about it in detail because you didn’t have the vehicle that made your goals realistically attainable. Now that you have a vehicle, it is possible.

Maybe you feel that you don’t have the money to obtain the necessary products and sales aids, or to travel to trainings. Yet, you are spending \$100 per week on entertainment or things that don’t contribute at all to attaining what you really want. After all, when you have attained your goals there will be plenty of time and money to do the things you had to temporarily give up.

Next, what must you overcome? What are your fears or areas needing self-improvement that might prevent you from succeeding? Is it negative thinking? Is it the association with negative, narrow-minded individuals? Is it fear and hesitation about talking to people? Is it procrastination? Is it laziness? Is it your inability to persist and not quit whenever presented with a challenge? Be honest! The first step in resolving a problem is identifying and acknowledging that one exists.

Lastly, what are you willing to give in order to attain your goal? How much time each month, each week, each day are you willing to commit? How much operating capital (money) can you commit to the development of your business? How many trainings are you willing to attend? How many meetings are you willing to hold each week? Are you willing to read and listen to tapes in order to obtain the necessary knowledge for succeeding in your business? Be honest and realistic. Visualize it, then write it down.

Once you have answered these questions, summarize the information in the following chart.

What I Will Do, Commit, Sacrifice, Overcome

Time:
Meetings:
Trainings:
Money:
Changes:
Sacrifices:
Areas for Self-Improvement:
Other:

You may have found additional resources after completing Step 3 that you weren't aware you had when fine-tuning dates of achievement in Step 2. You should then go back to Step 2 and readjust your date of achievement for your short-term goals - for earlier completion!

Step 4: Monthly, Weekly, Daily Activity Requirements — A Detailed Plan

Write out a detailed plan of required activities that must be accomplished each month, each week, and each day in order to achieve your goal. By doing this, you virtually ensure your success. Example: You want to have 3 BDCs (from the Supervisory Entry Level), each earning at least \$1,500 every four weeks by the end of six months. This means you need four strong organizations. You are not going to depend on someone else's timing or production, and are not going to leave your goal to chance. You know you need to sponsor four people, as determined as you are, into each of the four organizations. This is the equivalent of 16 Distributors over a six-month period. Over a six-month period, you would need to sponsor 2.67 Distributors per month; let's call it 3 per month. To sponsor 3 per month you may have to show the business to as many as 12 people. To show the business to 12 people per month, you may have to approach 24 people, depending on the quality of the prospect, your knowledge/skills, and relationship with the prospect. Let's now complete the sample plan below.

Monthly Requirements:

Approach: 24
Show Business: 12
Sponsor: 3
Other: Attend one NMTSS event, two Second Look meetings, sell \$200 retail sales, and develop one Preferred Customer

Weekly Requirements:

Approach: 6
Show Business: 3
Sponsor: 1 (three out of four weeks)
Other: Attend one Second Look meeting (every two weeks)
Attend one training (every four weeks)
Follow up with people shown the business from previous week
Call upline leader
Sell \$50 retail sales
Add one new retail customer

Daily Requirements:

Approach: 1 (six out of seven days)
Show Business: 1 every 3 days
Sponsor: 1 every 10 days
Other: Read Goal Statement twice
Read 30 minutes of business information
Listen 30 minutes to self-improvement tape
Work on additions to prospect list

Now, summarize the chart you have completed for your own goal attainment in a few sentences.

Goal Statement

Using the information you have generated in Steps 1 through 4, summarize each into a 50- to 150-word written statement on a single sheet of paper. This statement will include:

- What you want (goals)
- When you want it (dates)
- What you must change (habits, time/money management, self, etc.)
- What it will take (each month, each week, and each day)

Commit to it in writing, carry it with you at all times, read it twice a day, and revise it as necessary to include new goals, as old goals are attained. You will be amazed at what begins to happen. Only those who have experienced it understand it. You must do it for 30 consecutive days without fail. Be persistent. Success is a habit. Most of all, remember that your Goal Statement is a contract with the only person to whom you can entrust the success of your business and the attainment of your goals — THAT PERSON IS YOU!

RETAILING: Developing your own personal retail customer base can be simple or difficult, depending on your attitude and your approach to it. If you follow the suggestions in this section, your personal retail sales will be both a rewarding and profitable experience. The end result is long-term Preferred Customers, providing both stability and profitability to your business.

The first and most important method is your personal use. You must become your best customer. It is imperative that you believe in the products you are going to retail. This can be best accomplished by your own personal use. Try them all. By doing so, you will learn about all of the products available to you for retail from Market America's Mall Without Walls®. In addition, your sales and distribution organization will do the same. Remember people do what you do, not necessarily what you say to do. In addition, the volume from your own personal use will help to ensure that the month-to-month accrual on group business volume is secured until you are paid on it. Imagine every Distributor in your entire organization just using all of his/her own products.

Market America makes personal use of your products easy, through its Transfer Buying Program. It allows you to maintain a standing monthly order that will be shipped to you each month. It only makes sense to purchase products from your Mall, rather than someone else's.

In this section, we will discuss numerous retailing and marketing techniques. Combining these techniques with the knowledge and insights to professional selling skills found later in this manual, you will be equipped to build a large retail business and teach your organization how to build a strong repeat customer base. This will translate into a steady stream of volume generated week after week, resulting in secure ongoing income to you from the Management Performance Compensation Plan. Remember, ongoing income is not based on what one Distributor sells but on what many Distributors collectively sell. With Market America's Mall Without Walls® concept, you can make a lot of money retailing market-driven products (30% to 100% net profit), as well as earn continuous residual income by duplicating those sales through the UnFranchise® Business Development System. The more repeat customers your organization is serving, the greater and more secure your residual income will be.

As previously stated, the foundation of establishing a solid retail customer base begins with using and believing in the products you choose to retail. The second step is to specialize in one to three stores and obtain specific knowledge relative to each product in those stores. As time goes on, your personal needs and the needs of your expanding customer base will lead you into other stores within the mall. Becoming knowledgeable about this information will better prepare you for approaching prospective customers and teaching them about the benefits these products have to offer.

Market America offers a multitude of in-depth information contained on audio cassette, video tapes, and information packages available for purchase. Another tremendous source of specific product information can be obtained by attending trainings, seminars, and conventions. The more you learn and know, the greater your ability to approach prospective customers in a confident manner.

The information that follows is designed to provide general retailing, merchandising, selling, and marketing techniques which can be applied to any specific store or product. You simply need to fine-tune and adapt the techniques to the stores or products. These techniques, using product knowledge, virtually guarantee success in retailing your products.

One of the Key Success Factors in building a strong, profitable, and stable organization is ensuring that each Distributor that is brought into the organization creates and regenerates product sales on a consistent and frequent basis. Market America refers to this Key Success Factor as accomplishing or achieving BASE 10. By implementing the Base 10, Seven Strong business-building principle, you will ensure that your UnFranchise® Business is being built properly, which will result in a solid and resilient business. To see a visual depiction of Base 10, please refer to the section "Building a Solid Foundation 'Base 10'" in the *Getting Started Guide & Action Plan for Success*. For further illustration and explanation of the Base 10, Seven Strong principle, log onto www.unfranchise.com.

Take note: By following the *Getting Started Guide & Action Plan for Success*, we have goals for business, retailing, organizational growth, and training. Anyone can satisfy the tasks and activities set forth in the *Getting Started Guide and Action Plan for Success* if he/she chooses to. If they don't, it won't be because they can't, it will be because they won't. Remember the difference between success and failure. The individual who succeeds simply does what the individual who failed did not do or was not willing to do. You need to eliminate the two words 'I can't' from your vocabulary. Your choices are the only thing that you can completely control. Achieve Base 10 and register each of your customers as Preferred Customers online. Have Fun!

***Don't forget, registering all of your customers as Preferred Customers and crediting the purchases of these customers enables you to submit your Distributor Sales Report (Form 1000) online! This becomes a tremendous convenience and also greatly minimizes the chances for making a mistake. The only way to utilize the online Form 1000 submittal is to register your customers as Preferred Customers through unfranchise.com.**