

The 1st thing people you talk to want to know about your new business venture...

“What Is It?”

YOU...have to understand...and BELIEVE... that what you are building is a BUSINESS...not a THING...before ANYONE is going to listen to you...and the gift (The Unfranchise) you are offering them !

“It’s an Unfranchise”

- ✚ It’s similar to a Franchise without the large start up costs, where you can start a business working part-time 10-12 hours a week and create a substantial income without interfering with your current job/profession.
- ✚ We are similar to Amazon.com but with people power. We’re changing and improving the way people shop on the internet...and very SOON they’ll be getting PAID to do so !
- ✚ We have identified 14 vertical markets, where billions of dollars are being spent. We help people identify their interests and teach them how to build a successful business around it working part time or until it replaces their present income.
- ✚ Market America is a Product Brokerage similar to a Home Depot or Costco that leverages Internet Marketing, 1:1 Marketing and Networking.
- ✚ We’re changing the way people shop on the Internet. We’ve Partnered with almost every major fortune 500 company and top names you probably already shop at like Nordstrom’s, Wal-Mart, Dell Computer, E-Bay, . . . We recently featured nationally in the September issue of Success at Home publication in Border Books. I’m really looking forward to meeting with you.
- ✚ My husband and I are in a unique situation. We are in the process of interviewing 10 people and looking to work with just 2 that will make a six figure income working part-time 10-15 flexible hours a week over the next year, 1 ½ to 2 yrs.

Once you’ve told a person “What it is”, based on the above...it is time to **Go for the “Appointment”- Schedule a Time to Show them More...with help from one of your senior partners!**

I’d really like to sit down with you, at your convenience...because much of what I’d like to share with you is VISUAL...and can’t be expressed over the phone. Can we schedule about 20 minutes over a cup of tea or coffee?

You develop your ‘What’ from your ‘Why’

Change Your Terminology – Think like a Professional

Stop sounding like “one of those things” and they won’t think you’re involved in one!

Avoid and replace these terms

Professional Prospecting Lingo

Sponsor	Business Associate, Partner, Friend
Upline, Downline	Business Partners, Senior Partner, Associate
Distributor	Partner, UFO, Associate, Unfranchise Owners
Organization	Unfranchise Owners, Business Partners, Team
Sign up	Open Your Account
Get In	Get Started
45 Year Plan	Your J.O.B. (just over broke)
Residual Income	Ongoing Income
Kickoff / 2 nd Look	Business Briefing, Business Presentation
Prospect	Guest, Friend, Associate