

## Business Lunch Script

Welcome everyone, my name is \_\_\_\_\_ and I am an Independent Distributor and UnFranchise Owner (if true) with Market America. We do this luncheon here at \_\_\_\_\_ (name of restaurant) every \_\_\_\_\_ (day of week) from noon to 1 pm.

The purpose of the luncheon is for those of us who are partners in Market America to give some information to those of you who are guests about an exciting, new business model launched in 1992. We call it the UnFranchise Business Development System.

It is *like* a Franchise because it is systemized, standardized, and uniform with state-of-the-art management systems, merchandising and marketing tools, and training.

It is *unlike* a Franchise because there are no franchise fees, no monthly royalties to pay, no territorial restrictions, it can be started part-time with minimal start up expense and really no risk.

Today, we will talk about three things relating to this business opportunity: *what* we do, a little about *how* we do it, and most importantly, *why* we do it.

Each one of us around this table that have become partners has a strong commitment to our individual and collective success. In the UnFranchise Business Development System, it takes all of us for any one of us to succeed. It is truly a team concept.

If you hear anything here today that makes sense to you, then you owe it to yourself and those you care about, to get more information. We know that not everyone is ready or right for this business, but after hearing the presentation today, you may *know* someone who is looking for a change in their financial future. If you can refer us to those you think might have an interest, we can make it mutually profitable.

Everyone here today will have a part to play. If you are a partner in the business, tell us who you are, where you are from, what you do and why you are involved. What is your vision and how has Market America impacted your life?

If you are a guest, we would like to hear who you are, where you are from and what you do. There will be an opportunity at the end of the lunch for you to network here, with respect to your current business.

If everyone will limit their remarks to less than a minute, then we will be able to hear from everyone and finish on time.

(Go around the table for testimonies. Distributors should plan and rehearse a concise and powerful short version of their "2 minute commercial".)

## The 45 Year Plan

The statistics that come from the Social Security Administration are surprising. Millions of people are surveyed and after working from the age of 20 to 65, for 45 years, only one percent is rich, with an income of \$350,000 or more. 4% are "financially fit". They can stop working without changing their lifestyle. That's the good news. The other 95%

don't do as well. 5% are still working. The continued drop in the value of the dollar and the recent downturn in the stock market have eroded the plans of millions, forcing more people than ever to remain in the workforce. 28% are dead. If these folks had had a little less financial stress and some OPC, that number might be smaller. The remaining 62% are dead broke, living on Social Security and less than \$10K/year income! Isn't it sad that 95% of the people in the United States wind up still working, dead or dead broke, and no one ever stops to ask why? The answer is simple. 95% of the people work 45 years of their lives making the other 5% rich, because they were working a plan for someone else's success and not their own success.

### The Trends

About every ten years, a new trend comes along that changes the way products get to market. Looking back to the 1930's, we saw the birth of door-to-door-selling with companies like Avon and Fuller Brush. Today, you might say you wouldn't want to be involved in something like that, but wouldn't you have loved to have a piece of one of those companies when they started out? You'd be set for life!

Another new idea called "franchising" came along in the 1950's with a man named Ray Crock. He had to talk to hundreds of people before he sold his first franchise for \$10,000 and he offered a share of founder's stock as an inducement to get in. Today, one third of all the goods and services we use come to us through some sort of franchise, and that share of McDonald's founder's stock is worth well over a million dollars!

In the 1960's, multi-level marketing made its debut with companies like Shaklee, Amway and Mary Kay. Amway spent \$20 million in court to legitimize this way of moving products to the end consumer and triumphed over the federal government. Certainly many fortunes were made, but the vast majority of those that bought the dream of above average income woke up to the reality that the monthly sales volumes and massive recruiting that was required just didn't work for most people.

Then in the 1970's there was a resurgence of catalog sales, with companies like Land's End and L.L. Bean. In the 1980's we saw the advent of direct response T.V. The bankers laughed at the men who asked to borrow money so they could put products on the T.V. for people to buy with their credit cards. Today, everyone has heard of QVC and Home Shopping, but again, it was an idea whose time had come.

Then in the 1990's, the biggest paradigm shift of all came along with the Internet. It has changed the way we communicate, the way we think, the way we shop and the way we do business. Without the Internet, the UnFranchise Business Development System business wouldn't be possible.

### Company History

It was in 1992 that Market America started in Greensboro, North Carolina. As a product brokerage company, we are like Home Shopping in that we don't manufacture anything. We study the demands of the marketplace and through our virtual Mall Without Walls on the internet; we provide high quality, in-demand products to consumers. Nothing comes into our mall unless it is better in some way and very competitively priced.

Our first year in business, we did \$1.4 million in sales, and in our 10<sup>th</sup> year, we did close to \$200 million! We have always been a debt free company with large cash reserves. Market America is a direct sales company, but is distinctly different from other companies, leading the parade with some innovative concepts called one-to-one marketing and mass customization. As UnFranchise Owners, we form close relationships with a handful of customers. We create and maintain ongoing dialog with those customers to discover what they want and need, then we bring it to them. We use word-of-mouth, the most powerful form of advertising, to get the information out about our life-changing products. Having a personal relationship with our customers, yet using the internet to facilitate sales makes this a high-tech, high-touch company. Market America Distributors retail three times the national average, according to the Direct Selling Association, of which we are a member.

Currently, there are 15 stores in our Mall Without Walls. The Health and Nutrition Store is the most popular, followed by the Personal Care store, the Cosmetics Store and the Internet Store. Market America also has nearly 100 Affiliate Stores. These are large, well known companies like Hallmark, Disney and Nordstrom's, just to name a few. As Distributors, we have state-of-the-art web portals, equipped with e-commerce, where our customers can shop on-line and commissions are generated when customers purchase the products they want and need.

Market America has a very lucrative pay plan that is unique in direct sales. We call it the 2-3 year plan, because by following our proven plan for success, a person can put themselves in the top 5% of income earners in the country in a few short years using duplication and the leverage the compensation plan provides. There really *is* an alternative to the 45 year plan. There are hundreds of people already earning 6 figure incomes, with thousands on their way. The UnFranchise Business Development System is open in Canada, Australia and soon Taiwan. This global expansion will soon make Market America a billion dollar, Fortune 500 company and a household name.

If any of what was shared today made sense to you, then you owe it to yourself to get more information. Turn to the person that invited you here to set a time to get together and get your questions answered. We have many ways to give you more information: audio tapes, video tapes, CDs and business presentations called Second Looks. You can visit a web portal to view the Mall Without Walls and check out the company's financials and the Corporate Teams biographies. The harder you look, the better we look. If you leave here today without more information, then you may have chosen the 45 year plan. Think about a plan for your own financial success! Thanks for taking your time today to be with us.

Completed by John & Nova