

Ask questions about them

•Tell me about yourself

•If employee: do you know the difference between:

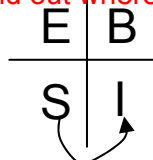
•Permanent and temporary income?

•If self-employed:

• Are you self employed or a business owner?

Have you heard of Robert Kyosaki? (Draw quadrant).

Find out where they are on the quadrant.



E's work for the system

S's are the system

B's own the system

I's invest in the system

Left side of quadrant – trading time for dollars (temporary vs. permanent money). The right side business types continues to earn income whether they work or not.

What many economists are telling us is how to move from the left side to the right side of the quadrant.

How can you move from the left side to the right side of the quadrant?

1. Create own system with traditional business

- Invest 5 x the net
- Of 1000 businesses only 8 succeeded after 10 yrs.

Is that an option for you _____?

2. Buy a system – Franchise

Expensive – Time – Overhead , etc

Papa Johns:

- * 1-4 units - Minimum net worth of \$200,000; and \$250,000 per restaurant in liquid assets or available financing.
- * The initial franchise fee is \$20,000 per restaurant.
- * An ongoing royalty fee of 4% of net sales is due on a monthly basis.
- * Papa John's requires that a minimum of 6% of net monthly sales be spent by each franchisee for marketing purposes*, as follows: 2% national fund, 4% co-op and/or local marketing initiatives.

3. Buy into a System in the world of Networking with an UnFranchise®.

- A system that combines franchising with direct sales to facilitate the duplication of individual business success.

TWO MINUTE COMMERCIAL-short-an Appealing description of why you are Doing Market America.

Our world changed in the 1920's. with the Industrial Revolution and Mass Production. At that time, 95% worked for ourselves, today, it is 100% reversed.

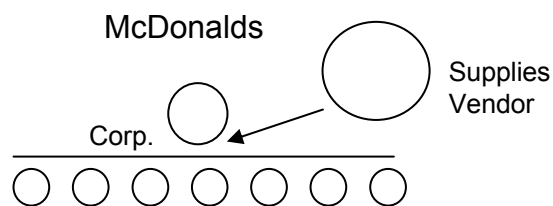
We had to come up with ways to bring this abundance of new products to the end consumer so....

If we look at the trends of the last 100 years, you'll see why an Unfranchise makes sense.

Direct Sales (20s and 30s)

Franchising (1948 – Ray Kroc):

Expensive, Long hours, High overhead, employees, Nearly illegal.



Does a McDonalds Franchisee make retail profit, commissions or both? – Only retail.

Does McDonalds Corp make retail, commissions, or both? – Both

Franchisees must buy supplies from corp.

What if the Franchise Corporation gave 60% of their retail profit back to the Franchisee...you'd have the UnFranchise.

Next there was Network Marketing (1960s-Amway) – born out of the Franchising idea.

There was a thought, what if we can give the Franchisee some commission too...so the MLM antiquated math model was created.

(Draw lines of under the Franchise model)

- Multi-level payout-there is a diminishing rate of return per level with a finite number of levels.
- System worked in the 60's but look at the computer capabilities. MLM is an antiquated pay plan built on the limited computing capabilities of the 60s

Then catalog sales and infomercials (70s and 80s)

In the 90's the UnFranchise system began it's uprising.

The UnFranchise system incorporates (4 cornerstones of the UnFranchise):

1. Product Brokerage
2. Internet marketing
3. Mass Customization
4. 1:1 Marketing

Donald Trump said that if he lost all of his money, he would position himself within a distribution stream of products from Manufacturer to end consumer (relates to #1).

An example of Mass Customization is the grocery store shopping card. They are gathering information about what their customers want and need (relates to #3). This is Transparent Customization.

Internet marketing – i.e. Amazon.com (relates to #2)

1:1 Marketing – Word of mouth (relates to #4)

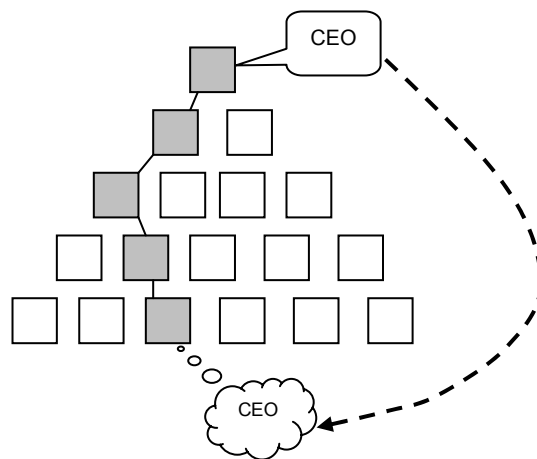
45 year plan:

- 1 - Rich
- 4 – Financially fit
- 5 – Still Work
- 28 - Dead
- 62 – Income < \$5000/Year
- 95% work for the top 5%

Talk about 2-3 Year Plan:

By following a perfected system you could earn as much as \$109,000 per year in 2-3 years by owning just one UnFranchise System. Each UnFranchise pays \$300 - \$2100 per week.

Let's look at the corp. model:



Wouldn't it be great if the CEO wanted to make more money he would have to position himself below the mail room boy. This would create equal opportunity for everyone to earn a substantial income. Energy creates synergy that helps everyone.

Ask - Is there anything I have said that is of interest to you?

As a professional, you need to do your due diligence. Here's some information to read: Financial Statement, Third party reference, and a message from our CEO. I'll call you within 48 hours to see if you have any interest.