

Descriptions of Business Support Materials

Market America CDs and CD Roms

289CD Isotonix® OPC-3™

A promotional audio detailing the features and benefits of OPC-3. The information will sell the product for you!

1530CD Lead the Parade with your Own UnFranchise with Testimonials

“Lead the Parade with your Own UnFranchise with Testimonials is a great prospecting tool. Let President & CEO, JR Ridinger tell your prospect what Market America is. This great audio features Jim Ridinger comparing the 45 year plan vs. Market America’s 2-to-3 year plan. “Lead the Parade with Your Own UnFranchise” details who we are, why we are, and where we are going. By circulating the “Lead the Parade with Your Own UnFranchise” audio, it enables you to expose the opportunity to many people at once. The tape pre-qualifies the prospect and thus determines if you should spend your time showing them the plan.

1565 The UnFranchise Advantage CD (Pack of 5)

The UnFranchise Advantage CD is a great prospecting tool. The UnFranchise Advantage CD is an interactive presentation. Your prospect will view the marketing plan presented by JR Ridinger which is followed by a series of questions to determine their interest. You can easily monitor what your prospect views and see their answers to the qualifying questions thru UnFranchise.com. In order to utilize this tool, it is necessary to visit UnFranchise.com, click "other services", then click CD management to obtain your unique CD passcode. The passcode needs to be indicated on the CD before it is given to a prospect and utilized.

1749 Building A Solid Foundation – Let’s Get Started!

“Building a Solid Foundation – Let’s Get Started!” is a 2 CD set that guides and coaches a new Distributor to be on the right track in order to develop a successful UnFranchise® business. Director of Field Development, Andrew Weissman outlines the fundamental tasks and activities that need to be performed, highlighting what you have to DO by way of result producing activities. The content follows the Getting Started Guide & Action Plan for Success and covers all of the elements that make up the Basic 5 fundamentals

1753CD Impact Selling with Dennis Franks

“Impact Selling” features Executive Vice President Dennis Franks as he teaches how to apply the simple, yet powerful and proven I. M. P. A. C. T. selling system to dramatically increase your effectiveness in selling the products and selling the business.

1754CD Organizing Business Lunches

Learn all of the details on how to set up successful business lunches as another tool in your arsenal to increase your prospecting and recruiting efforts.

1762 2003 Dream Team (Our Success Stories)

Enjoy the success stories of the 2003 Dream Team (Director Paul Carlotta, Field Vice President Caroline Huang, Director John Jossetti and Nova Montgomery, Director Gary Rogers, Director Dani Canubus). Learn valuable fundamentals and principles that propelled these Dream team members to the top (Director reflects the earnings of \$18,000 to \$24,000 in a four week pay cycle. Field Vice President reflects the earnings of \$36,000 to \$44,000 in a four week pay cycle)

1920 The Market America UnFranchise® Business Presentation

The Market America UnFranchise® Business Presentation is a Powerpoint® presentation of the marketing plan. Use this presentation to show the plan 1 on 1, 2 on 1 using a personal computer/laptop or for a group of people using a projector. Showing the plan/exposing the UnFranchise® business is critical to one’s success. This CD enables anyone to show the plan 2 on 1, 1 on 1, or around the kitchen table which is where the business is built.

1924 The Basic Five Training CD Rom (with audio option)

Learn the Basic 5 by listening to President & CEO JR Ridinger while following the Powerpoint® presentation.

3716 Preferred Customer Business Card CD (Pack of 10)

This remarkable tool comes in the shape of a business card sized CD, making it very portable. Be sure to always have one on hand as you never know when an opportunity will present itself. When you give one of these amazing prospecting tools to someone, you can be certain that they will be treated to a comprehensive introduction to all of the products that you have to offer. To maximize the full potential of the preferred customer business card CD, one should have an active web portal with E-Commerce. As your prospect is exploring the stores and products in the Mall Without Walls™, they are invited to visit your web portal thru various links. This tool is a very effective and efficient way to expose the products, goods, and services you offer, thus increasing your profitability. In order to utilize this tool, it is necessary to visit UnFranchise.com, click "other services" then click CD management to obtain your unique CD passcode. This passcode needs to be indicated on the CD before it is given to a prospect and utilized.

3717 Preferred Customers Business Card CD (Pack of 100)

This remarkable tool comes in the shape of a business card sized CD, making it very portable. Be sure to always have one on hand as you never know when an opportunity will present itself. When you give one of these amazing prospecting tools to someone, you can be certain that they will be treated to a comprehensive introduction to all of the products that you have to offer. To maximize the full potential of the preferred customer business card CD, one should have an active web portal with E-Commerce. As your prospect is exploring the stores and products in the Mall Without Walls™, they are invited to visit your web portal thru various links. This tool is a very effective and efficient way to expose the products, goods, and services you offer, thus increasing your profitability. In order to utilize this tool, it is necessary to visit UnFranchise.com, click "other services" then click CD management to obtain your unique CD passcode. This passcode needs to be indicated on the CD before it is given to a prospect and utilized.

13274 NutriClean™ Sales System (CD Rom and Audio Tape)

The NutriClean™ Sales System is a powerful presentation on digestive health integrating the NutriClean™ digestive and colon maintenance products as well as other Market America products. The sales system includes a Powerpoint® presentation w/audio featuring Dr. Cheryl Duchess explaining how your digestive system works and how Market America's products can help. An audio tape is also provided.

1925CD Basic Five Audio (8 audio CD set in a binder)

The Basic Five 8 audio CD set is a must have! President & CEO Jim Ridinger teaches the fundamentals (The Basic 5) and principles necessary to implement and master in order to successfully build your UnFranchise® business. In any field of endeavor, there are fundamentals which determine how successful one becomes. There are countless examples in sports, the arts, science, or business in which the fundamentals must be mastered to be successful. In our business, there are five fundamentals, which are prerequisites for success. The commonality of all the successful UnFranchise® Owners is that they "did" the Basic Five:

1. Developing Attitude & Knowledge
2. Goals and Goal Statement
3. Retailing
4. Prospecting/Recruiting/Sponsoring
5. Follow Up and the ABC Pattern of Building

Market America Video Tapes

201 Friction Free™ 3000

The Friction Free™ 3000 promotional video explains the features and benefits of Friction Free™ 3000. Give this video to any potential Friction Free™ 3000 customer.

678 Live Long, Live Well

“Live Long, Live Well” is a very informative video that features Dr. Robert Goldman and Dr. Ronald Klatz, leaders in the field of anti-aging medicine. They define anti-aging medicine and explain how Market America is leading the anti-aging revolution and how you can capitalize on the potential trillion dollar wellness industry.

679 Awaken the Hero Within

“Awaken the Hero Within” is an incredible closing address by President & CEO Jim Ridinger from the 2002 International Convention.

684 The System Video

“The System” video explains how qualified individuals can successfully attain financial independence by implementing Market America’s UnFranchise® Business Development System. This video clearly illustrated the six steps of the marketing plan. If your prospect has been presented the two-to-three year plan vs. the 45 year plan and selected the 2-to-3 year plan, you can give them this video to watch. It is an excellent follow up tool to use after someone sees the plan. The video is great to watch over and over to learn the steps of the plan as it describes the six steps in less than thirty minutes. You might consider watching this video with your prospect. 100% of the people you watch the video with – watch the video!

687 Two Video Set – “It’s Time for Change” & “The System”

The “It’s Time for Change” video positions the UnFranchise® business as the best option to take control of your life and pursue your dreams. This 7 minute video is a great way to determine if your prospect has an interest in getting more information about the UnFranchise® business opportunity. Much like the Lead the Parade tape, by circulating this video, it will enlighten people that they need a better way to achieve financial and time freedom and should explore the UnFranchise® business as a proven vehicle to improve their financial position and enhance their quality of life.

“The System” video explains how qualified individuals can successfully attain financial independence by implementing Market America’s UnFranchise® Business Development System. This video clearly illustrated the six steps of the marketing plan. If your prospect has been presented the two-to-three year plan vs. the 45 year plan and selected the 2-to-3 year plan, you can give them this video to watch. It is an excellent follow up tool to use after someone sees the plan. The video is great to watch over and over to learn the steps of the plan as it describes the six steps in less than thirty minutes. You might consider watching this video with your prospect. 100% of the people you watch the video with – watch the video!

1335 Ecosolve® 2000 Introduction Video

The Ecosolve® 2000 Introduction video illustrates the various applications of how to effectively use Ecosolve® 2000. Learn how nature helps itself in getting rid of the negative influence of hydrocarbons thru Ecosolve® 2000’s microbial cleaning system. The video also explains how the Ecosolve® two part cleaning system works. The Ecosolve® 2000 Instructional video is a perfect tool to introduce your customers to Ecosolve® 2000 and to learn how to sell the product effectively.

1937 Building The UnFranchise® System video

“Building the UnFranchise® System” video presentation brings the UnFranchise® business to life. This video features Senior Vice President Loren Ridinger, Vice President of Information Systems Kevin Buckman, and Director of Field Development Andrew Weissman with field leaders. Watch how the business unfolds and develops starting from 1 on 1s, 2 on 1s, and home meetings. See how the National, Meeting, Training, and Seminar System (NMTSS) is established as a result of building the business. “Building the UnFranchise® System” is a great training tool.

1938 Moving Up on Utopia II video

Learn how the Moving Up Seminar can be the catalyst to the growth of your UnFranchise® business by viewing “Moving Up on Utopia II” video.

2586 Global Care™ Video

The Global Care™ video is a promotional video explaining the features and benefits of the Global Care™ line of products. The demonstrations and information will sell the products for you!

6026 “It’s Time for Change” video

The “It’s Time for Change” video positions the UnFranchise® business as the best option to take control of your life and pursue your dreams. This 7 minute video is a great way to determine if your prospect has an interest in getting more information about the UnFranchise® business opportunity. Much like the Lead the Parade tape, by circulating this video, it will enlighten people that they need a better way to achieve financial and time freedom and should explore the UnFranchise® business as a proven vehicle to improve their financial position and enhance their quality of life.

6027 “Cash in on Wellness” video

The “Cash in on Wellness” video will enlighten someone on how they can capitalize on the potential trillion dollar anti-aging and wellness industry with an ever-maturing Baby Boomer population seeking the latest trends in anti-aging technology. This video will peak someone’s interest about Market America’s anti-aging and health and nutrition products as well as the UnFranchise® business opportunity

6028 “Cash in on Wellness (Chinese)

The “Cash in on Wellness” video will enlighten someone on how they can capitalize on the potential trillion dollar anti-aging and wellness industry with an ever-maturing Baby Boomer population seeking the latest trends in anti-aging technology. This video will peak someone’s interest about Market America’s anti-aging and health and nutrition products as well as the UnFranchise® business opportunity.

6029 Two Video Set – “Cash in on Wellness” & “The System”

The “Cash in on Wellness” video will enlighten someone on how they can capitalize on the potential trillion dollar anti-aging and wellness industry with an ever-maturing Baby Boomer population seeking the latest trends in anti-aging technology. This video will peak someone’s interest about Market America’s anti-aging and health and nutrition products as well as the UnFranchise® business opportunity.

“The System” video explains how qualified individuals can successfully attain financial independence by implementing Market America’s UnFranchise® Business Development System. This video clearly illustrated the six steps of the marketing plan. If your prospect has been presented the two-to-three year plan vs. the 45 year plan and selected the 2-to-3 year plan, you can give them this video to watch. It is an excellent follow up tool to use after someone sees the plan. The video is great to watch over and over to learn the steps of the plan as it describes the six steps in less than thirty minutes. You might consider watching this video with your prospect. 100% of the people you watch the video with – watch the video!

14017 AquaOne™ Water Filtration Sales Video

The AquaOne™ Water Filtration Sales video is a promotional video explaining the features and benefits of the AquaOne™ line of water filtration products. The demonstrations and information will sell the products for you!

Market America DVDs

1760 Three Part DVD

The Three Part DVD features “It’s Time for Change”, “Cash in on Wellness”, and “The System” video presentations (includes English and Mandarin translation).

The “It’s Time for Change” video positions the UnFranchise® business as the best option to take control of your life and pursue your dreams. This 7 minute video is a great way to determine if your prospect has an interest in getting more information about the UnFranchise® business opportunity. Much like the Lead the Parade tape, by circulating this video, it will enlighten people that they need a better way to achieve financial and time freedom and should explore the UnFranchise® business as a proven vehicle to improve their financial position and enhance their quality of life.

The “Cash in on Wellness” video will enlighten someone on how they can capitalize on the potential trillion dollar anti-aging and wellness industry with an ever-maturing Baby Boomer population seeking the latest trends in anti-aging technology. This video will peak someone’s interest about Market America’s anti-aging and health and nutrition products as well as the UnFranchise® business opportunity.

“The System” video explains how qualified individuals can successfully attain financial independence by implementing Market America’s UnFranchise® Business Development System. This video clearly illustrated the six steps of the marketing plan. If your prospect has been presented the two-to-three year plan vs. the 45 year plan and selected the 2-to-3 year plan, you can give them this video to watch. It is an excellent follow up tool to use after someone sees the plan. The video is great to watch over and over to learn the steps of the plan as it describes the six steps in less than thirty minutes. You might consider watching this video with your prospect. 100% of the people you watch the video with – watch the video!

Code 1758 Defining Market America – What is, is. What isn’t, isn’t. (includes a DVD and a two tape audio set)
Defining Market America – What is, is. What isn’t, isn’t. is a dynamic presentation featuring Market America’s President and CEO, JR Ridinger, Vice President of Information Systems, Kevin Buckman, and Director of Field Development, Andrew Weissman. This presentation defines what Market America is, what we do, and the vision for the future. Gain insight into the four cornerstones/engines that gives Market America its competitive edge. Learn the answers and responses to questions, issues, and accusations you and/or your organizations may be presented with. Learn, implement, and ultimately master the Basic 5, which has remained the key success factor to the growth of each and every UnFranchise® business despite the companies’ dramatic evolution.

Promotional and Recruiting Audio Tapes

1505 Making Dreams Come True with Market America 1998

“Making Dreams Come True with Market America” is an inspiring closing address by President & CEO Jim Ridinger from the 1998 International Convention.

1507 Lead the Parade with Your Own UnFranchise

“Lead the Parade with Your Own UnFranchise” is a great prospecting tool. Let President & CEO, JR Ridinger tell your prospect what Market America is. This great audio features Jim Ridinger comparing the 45 year plan vs. Market America’s 2-to-3 year plan. “Lead the Parade with Your Own UnFranchise” details who we are, why we are, and where we are going. By circulating the “Lead the Parade with Your Own UnFranchise” audio, it enables you to expose the opportunity to many people at once. The tape pre-qualifies the prospect and thus determines if you should spend your time showing them the plan.

1517 Day of Beauty – Motives® Salon Business Presentation

“Day of Beauty – Motives® Salon Business Presentation” will teach you how to implement Days of Beauty with the Motives® customized cosmetic line. Realize the tremendous earning potential by specializing in Motives® and specifically how to present the opportunity to salons.

1532 Success Happens

“Success Happens” features many inspiring success stories of Distributors and UnFranchise® Owners

1536 The Art of Selling Tickets

“The Art of Selling Tickets” audio explains in detail how to sell tickets in advance to the upcoming NMTSS event as a proven principle to create duplication, instill belief, and leverage time. President & CEO, JR Ridinger clearly teaches how to implement this most important business building technique/system.

1720 Building the NMTSS in Your Area

“Building the NMTSS in Your Area” features several field leaders as they teach how to establish a strong meeting and training system in a local area. This audio provides many tips to ensure the NMTSS is created and maintained like it was originally designed.

1722 Get America Moving Again

“Get America Moving Again” is President & CEO JR Ridinger’s closing address from the 2002 International Convention.

1723 Your One to One Marketing Tool

“Your One to One Marketing Tool” features Vice President of Information Systems, Kevin Buckman, as he clearly educates how the Preferred Customer Program is your one-to-one marketing tool. Follow the methods and principles on this audio to ensure a strong and resilient business.

1724 Virtual Recruiting on the Internet

“Virtual Recruiting on the Internet” features Chief Operating Officer, Marc Ashley as he along with field leaders explain in detail Market America’s Internet related services, tools, and systems. Learn how to use the Internet as a powerful tool to build your UnFranchise® business.

1725 The Future is Now – International Expansion

“The Future is Now – International Expansion” features Vice President of International, Joe Bolyard and Director of Field Development Andrew Weissman explaining Market America’s international expansion efforts and how the international marketing plan works.

1726 The Science of Automatic Prospecting

“The Science of Automatic Prospecting” features President & CEO, JR Ridinger as he provides you with many proven methods to increase your effectiveness in prospecting and recruiting. Learn how to get people to actually recruit you! Learn a full proof method to expand distribution and further leverage your time.

1753 Impact Selling with Dennis Franks

“Impact Selling” features Executive Vice President, Dennis Franks as he teaches how to apply the simple, yet powerful and proven I. M. P. A. C. T. selling system to dramatically increase your effectiveness in selling the products and selling the business.

5200 The No Nonsense Approach to Success

“The No Nonsense Approach to Success” features Senior Executive Field Vice President Frank Keefer (reflects the earnings of: \$63,000 to \$79,000 in a four week pay cycle) as he explains what it takes to build the business.

Training Audio Tapes

195 Follow Up and ABCs of the Marketing Plan

“Follow Up and ABCs of the Marketing Plan” features President & CEO, JR Ridinger as he educates you on the fifth fundamental of the Basic 5, Follow up and the ABC Pattern of Building Depth. Learn how to take control of your progress, timing, and success by implementing the principles taught on this tape.

197-A Basic 5-1

