

ASK YOURSELF SOME HARD QUESTIONS FROM VANZANT'S BOOK *FAITH IN THE VALLEY*:

- What are you willing to do to get what you say you want? Are you willing to discipline your mind and mouth? Are you willing to get up early, stay up late, and work hard all the *hours* between?
- What are you willing to give up? Are you willing to give up bad habits, negative thinking, and negative people? Are you willing to stand up for yourself?
- As long as you can find one excuse not to answer these questions affirmatively, you will never have what you say you want.
- EXAMPLE: Take a blank sheet of paper, think hard and write down exactly what you are not willing to do to succeed, pay off all your debts, and earn \$100,000.00 per year.
- If you owned a bank that credited, your account each morning with. \$86,400 that carried over no balance "ZERO" from day to day, and allowed you to keep no cash in your account, and every evening canceled whatever part of the amount you had failed to use during the day, what would you do? Draw out every cent, of course:
- Well, you have such a bank, and its name is "Time." Every morning, it credits you with 86,400 seconds. Every night it rules off, as lost, whatever of this you have failed to invest to good purpose. It carries over no balances. It allows no overdrafts. Each day it opens a new account with you. Each night it bums the records of the day. If you fail to use the day's deposits the loss is yours. There is no going back. There is no drawing against the "tomorrow." You must live in the present - on today's deposits. Invest it so as to get from it the utmost in health, happiness, and success!

TIME

You won't find it in your wallet or your bank account.

You can't borrow it; you can't work harder and earn more of it;

And, certainly, you can't hoard it,

In fact, all you can do is spend it.

It's T I M E, of course, the universal coin of achievement, equally available to all.

Now, Robert Ripley, the "Believe It or Not Man", once pointed out that;

A plain bar of iron is worth \$5.00.

The same bar of iron made into horseshoes is worth \$100.

If made into needles, it's worth \$3500.

If made into penknife blades, it is worth \$32,800.

And, if turned into balance springs for watches, that identical bar of iron is worth \$750,000!

The same is true of T I M E.

Some people can turn that same bar of T I M E into horseshoes; others can turn it into needles; a smaller number can turn it into knife blades.

But, a few of us have learned to transform a golden hour into true tempered balance springs.

"In order for you to learn to turn each of your *golden hours* in to *true tempered balance springs*, please pay close attention to what each speaker has to share with you this evening so you can join the rest of us average looking people earning above average RESIDUAL INCOME.

Now, I would like to introduce you to a person well qualified to give you the details about our 'Mall Without Walls' and its many different stores and their unique products. Please help me welcome _____:_____."

THE TIMES OF YOUR LIFE

There are two opposite times in a person's life. THE FIRST IS WHEN EVERYTHING IS GOING WRONG: when, all our money is tied up; when confusion, debt, obligations and uncertainty burden us so heavily that it is impossible for us to act quickly to take advantage of opportunities that are both profitable and necessary.

This time is RIGHT NOW. Right now is never a good time to do anything. We have other hurdles to clear before we act. RIGHT NOW we are involved in certain situations: We want to see how big our raise will be; we want to reduce our credit card balances; we want to get over the hump. We certainly can't do anything RIGHT NOW.

The other time in our life is a time when everything is perfect. We have no money problems. We have cleared away every possible hurdle and we will never have any problems ever again. We have complete control over every aspect of our lives and are ready to seize every opportunity to improve ourselves.

That time is LATER. LATER is a wonderful time. Everything will be ironed out LATER. All our confusion will magically disappear. We will have gobs of money and no other obligations. That's when I will be ready and willing to act LATER.

Unfortunately, when most people need something, they need it RIGHT NOW. But RIGHT NOW is not good, so they put it off until LATER. LATER is better.

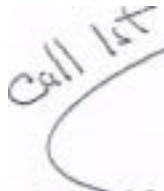
They do this thinking that RIGHT NOW will eventually become LATER.

Insert Logo and address

Please find enclosed the following:

1. Copy of the interview questionnaire. This is one that I developed personally for myself, however as of the International Convention you can now purchase the UnFranchise™ home-based business questionnaire, These are 20 to a pack for \$6.00, Code #5053. You can order them direct from Market America or order them online by computer. The questionnaire enclosed is the exact same questionnaire that Market America is using. The only difference is the name at the top, which is the UnFranchise™ as opposed to my name. These work EXTREMELY well. If my prospect will not do the first evaluation step of completing the questionnaire then I doubt seriously that they are going to listen to your cassette or watch your video. It is simply a task-oriented *step* to see if they have any interest at all. In a recent interview process that I had, in just one day I had 42 scheduled, 28 showed up for the interview, and to date I have back over 18 questionnaires, which is a record. Normally, you will get 50% of the people to show up for your interview and anywhere from 40 to 50, perhaps even 60% will return the questionnaire wanting to go to the second step of watching the first video. Order these questionnaires and have people in your **organization**, use them so that when you do a three-way call, they can fax over to you their questionnaire and you will have a lot of inside information about your prospect in advance.
2. List sources. National Lists and List Associates are two well-established list companies that I have been dealing with for many years. You can purchase 1,000 individuals for any area in the United States for only \$200 dollars. I recommend that you get people within your geographical location by giving the Lists companies your local zip codes. They can expand out 25 miles, 50 miles, or more from your own home. This means you have leads of individuals who are seeking to start a business that are right in your own area. It is a local phone call for you and when you have a prospect that is interested, you can meet with them in person. May I make a suggestion that you DO NOT call these individuals and tell them how great of a meeting you have on Tuesday night and you want them to meet you at the Holiday Inn or the Best Western at 7:30. THIS DOES NOT WORK. When you purchase a list, you will receive their name, address, city, state, zip, area code and phone number. These are individuals who have responded to home-based business advertisements, looking for **opportunities** to work from their home and earn extra money. You can purchase less than a 1,000, such as 200, 500, etc. and of course, you can buy more than a thousand and break various areas into different zip codes of the United States between you and other UnFranchise™ owners in your group. **I have been** using both of these lists sources for several years and have done extremely well in my mail order business and now in Market America. This is the main reason why I recruited 38 new people into the business last fiscal year. Already in this new year I have personally sponsored 6 people and have literally 200 plus in the hopper right now, watching videos, listening to cassette tapes, trying products, and attending their first, second, third, even fourth Business Briefing/Opportunity Meeting. Keep in mind that I am only working a few geographical locations and both of these companies have databases in the millions. Call and reserve your list now so you can start expanding into your own local area or whatever area you are presently working in. The list companies are as follows:

LIST



National Lists, Inc.
Bill Schweikart
800-207-9395

Lists Associates, Inc.
Fahim

800-359-2621

3. Please find enclosed a list of terms of what to say and what not to say. If we are going to be different we must use different terms, use them wisely. Please see the enclosed list. If you use a term that is preprogrammed into someone's mind, such as **TOP PRODUCER** they will already start evaluating your business thinking or concluding to themselves that they are not a top producer so why should I listen about your top producer. I use the term, such as telling about Mark and Judy Scholl, that they are "VERY SUCCESSFUL UNFRANCHISE™ OWNERS". So, instead of using the term top producer, use the term "VERY SUCCESSFUL UNFRANCHISE™ OWNER". Never use the term distributor with a prospect. Use the term UnFranchise™ owner. See list enclosed.
4. Following list of sources such as Nightingale Conant, Big Al, and Upline, etc. Do you plan on being serious about your UnFranchise™? Then become a serious student and get your hands on any source of materials, videos, audio cassettes, books, etc. Get your name and address on these "FREE" lists to receive catalogs, seminars, etc. In most cases the call is toll-free and the catalog/ newsletters are "FREE." Either you will call or you won't. What will you do?

LIST •

Nightingale Conant
800-323-3938
847-647-6300

Upline
800-979-4427
800-800-6349
800-UPLINE1

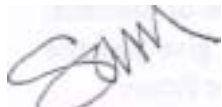
Big Al
Tom Schreitter
281-280-9800

5. Miscellaneous materials, quotes, etc., use as you wish. Please feel "FREE" to make copies of these and modify them, change them, duplicate them, and pass them out to others.
6. Outline of the interview process. When I meet with a new prospect, whether they are a warm market or a cold market, you will find enclosed the general information, questions, etc. that I go through when meeting with this prospect. I say basically the same thing over and over again. Read it, practice it, make up your own questions, etc. Just relax and be natural, true, and sincere. Practice with one another until you start utilizing these questions and responses, etc.- Practice with your friends, relatives, new acquaintances, people you work with on the job, or other Market America distributors. Practice using a copy of these lead-in questions, such as: Do you live here? Where are you originally from? Etc., with people you meet on an elevator or on the street, church or anywhere. Get into the habit of going up and meeting someone and introducing yourself and giving them some kind of positive compliment, like you have a very nice dress on or I really like that necktie. Boy, those are really nice shoes; may I ask where you got them? Just use things to lead in to where you can get acquainted with individuals. Remember, all you want to do is ask simple questions, look for good positive responses. Have a good time and never create a threatening **environment**. You will learn more about this as you read through the scripts and interview process. Let me make you aware that the real experience is when there is nobody around and you are the only one asking the questions and getting to know your new prospect.

7. Company videos. As you are aware, we introduced at the International Convention in Greensboro, NC the new video set. You will read in the interview process how I show each individual the questionnaire and how it is used in step 1, the first video pack which is step 2, which includes, *Its About Time* video and *Lead the Parade*. Step 3, second video set, the video *Its About Success* and *Success Profiles*, audio cassette. The fourth step is to test and try some of the products. Marty Weissman has done an excellent job in putting together the two video packages in beautiful cover form that really shows Market America as a professional company. The cost is only \$19.95. I have been putting these video sets together for the past 12 months and I have not been able to put the price together that Marty has done. Be assured that from this moment forward I will be buying my video sets directly from Market America. I would like to suggest to you that you purchase a minimum of ten of these sets so that you can have 10 prospects at the same time watching video set one and then you can trade out and have as many as 20 people watching videos, 10 people on the first set and 10 people on the second set. Of course during this process you will want to get some of them on products. You will even want some of them to attend a business briefing. By the way, I do call it a business briefing as opposed to a Second Look or an Opportunity meeting. Opportunity meetings are used too much in the MLM and Networking Industry. Remember, use different terms, So, I would like to have you attend one of our business briefings. Have a map printed so they know exactly how to get to the meeting. You also are going to want to call them and remind them the night before the meeting or even better yet if possible, pick them up and bring them. In the most recent meeting that I have just attended, we had approximately 70 people at the meeting and I had personally 28 visitors that signed in on the guest log and put down Sam Pitts as the person who invited them. Could you imagine having a business briefing and you personally have 10, 20, 30 or even more visitors there yourself who have already watched videos, that have heard you tell about the program briefly, and also are now seeing it face to face in a business briefing. The more they see it, the more they believe it, and the more convinced they are that they can do this business. Order your sets of videos and the questionnaires as soon as possible. Be sure that your people are doing the same because this is duplicable.
8. Scripts. You will find two different scripts, which are self-explanatory. The scripts are detailed for someone who is scared to pickup this 3,000-pound telephone. This is a step-by-step script, which I have created for brand new people who have never used the phone, especially in this business. Feel free to modify it, change it, or create your own. The major point of getting on the phone is eventually becoming comfortable and being able to create a flow of questions that will lead you to the prospects answers and this will lead you to even more questions and answers. Remember, what you are learning here is to communicate and listen. Simply pretend that you are talking to one of your old friends on the telephone or one of your cousins, or someone whom you are very, very close to. Your whole intent is to start a brand new friendship. You never want to get on the defense and create a threatening environment. Nor do you want to give more information on the phone than necessary. Remember, your mission is to get information and to schedule an appointment with the individual or a telephone appointment for somebody in your Upline or Downline to follow-up with returning their phone call and setting up an appointment. Literally, you could set by your swimming pool and make phone calls all day long and create 10, 20, 30, even 40 possible interviews for someone in another part of the country or for someone you are working with and building in your own local area. I did this a few years ago by laying out by the pool and, of course when it got too hot I jump in and cooled off, but I was calling Dallas, TX all day long setting up appointments for one of my UnFranchise™ owners. I weekly averaged 40-50 interviews every week. Needless to say he is successful in the business today all because I made him go out and start doing one-on-ones with as many people as possible. Now it is even easier by using the questionnaire and video sets and teaching people how to meet with someone and give them a brief overview of the business, as well as share with them the evaluation process of the questionnaire, video set 1, video set 2, testing the products, and somewhere in the process attending a business briefing. Remember, these scripts are not to be read word for word, they are simply an outline.

Personal request - please pass on to me when you find a good story, quote, joke, example, saying, etc., or if you run across a good book, a good audio cassette tape, video, etc. Please share this with me. Either send me a quick note, fax or phone call. The only way that I can grow is by getting new information inside of me and passes it on to others. Remember, success is an inside job, not outside. The more you and I learn, the more we grow. The better we get and the more we can share with others is what this business is all about. I have taken time to pull all of this material together and share it with you. Hopefully, I will have more in the future. As you run across good information, sources, books, tapes, jokes, videos, quotes etc., please either mail them to me or fax me the information. It is greatly appreciated. The best address to reach me at is Sam Pitts, PO Box 1105, Ozark, AL 36361-1105. My fax number is a designated fax line, 24 hrs a day, area code 334-774-1174. The best number to reach me at if I am available is 334-774-0304. If I am not available or on another line please leave a brief message on my voice mail and I will return your call as promptly as I possibly can. In closing, I want you to know that I love you and I appreciate and thank you for everything you do; not only to make Market America a success across the country, but also bringing integrity, honesty, and a professionalism to our industry, May God richly bless you and your family, especially in wisdom, kindness, love, and personal growth. And, as you meet others and share with them the opportunity of the UnFranchise™ business you have so much to look forward to in the remainder of 1999 and the new millennium to come. Have a wonderful and blessed week.

Successfully Yours,



SAM2TTTS, CEO
SAM PITTS & ASSOCIATES, INC.

CC: Enclosures

PS: Please feel FREE to copy all of this material enclosed and pass it out to others within the UnFranchise™ business. Remember the key is getting in front of more and more and more prospects. I interview a minimum of two times a month and sometimes even three or four times. I can do more in one day by setting up 40 or 50 interviews or more and have 20, 25, or 30 people show up and get them in the hopper. This is the reason why in the most recent meeting that I just attended Tuesday night I had 28 visitors there who signed in as a guest of Sam Pitts. Please don't forget the illustration done by J.R. when he uses the glass jar and only puts in 2 or 3 beans. You have to have literally 1,000's of beans in the jar for the nuts to finally rise to the top. Good luck on filling up your jar with all the jellybeans, I know with out a shadow of a doubt that the nuts will appear and I know that you can do this. NO TRY- NO CAN DO!

SAMPLE SCRIPT FOR UPDATING DATABASE AND
CREATING QUALIFIED PROSPECTS

NOTE: We are about to undertake the task of updating our database of names and create qualified prospects. There is no need for me continuing to print and send mail to uninterested prospects, and I know all of us would like to be calling "pre-qualified" people, instead effacing the onslaught of rejection that can frustrate anyone, especially someone new in this type of telephone prospecting. Once again, this is only a sample script. There is no reason though to mention Market America, Sam Pitts, etc. We are simply working together to create a usable and concise database and pre-qualified prospects.

Calling "John Doe"

Hello, may I speak to John Doe please. Mr. Doe, my name is _____ -and I work with a group of entrepreneurs in the _____ (YOUR STATE) area. We have your name in our database Mr. Doe, as someone who is open to expanding his/her financial opportunities. Now, the purpose of this call is not to promote any type of business or sell you any type of product. We are simply contacting you personally to see if our records are correct, and to give you the opportunity to tell us whether you would like us to keep your name on our file for future reference, or if you would like to be removed from our database permanently. Are you interested in receiving legitimate opportunities to earn extra money from home in the future?

If their answer is yes, verify the correct spelling of their first and last name, their complete address and city, state, and zip code. If they do not want to be on the database, and then simply cross their name out with an x. Thank them and get off the phone.

If you are not able to make contact with the person, as the phone number is incorrect or the person doesn't live there any longer or they are deceased, then put one line through their name, address, city, state, and zip. If the individual wants to remain on the database, then be sure you verify their first and last name, street address, city, state, and zip.

If you have any questions, suggestions or ideas, please do not hesitate to contact me at 334-445-0484. All of these names will be either turned into the person heading up this program in your area, who will then submit them directly to me.

Make as many calls as you possibly can every night to create a pre-qualified individual or those who wants to be removed from the list. Thank you for your cooperation in helping us create qualified leads in your area to help you build your business. Remember: make as many calls as you can.

Successfully yours,



, CEO
Sam Pitts and Associates, Inc.

PHONE MESSAGE

My name is _____ and I'm not calling to sell you anything, I don't want your money or credit cards and I'm not calling about a MLM program or Amway.

My business associate, Sam Pitts, asked me to call because at one time we know that you were looking at different businesses to earn extra income from home.

Sam and I are bring a new concept into your area called the UnfranchiseTM and we would like to speak with you briefly and let you evaluate this new and unique UnFranchiseTM home-based business. Please give me a call.

My phone number is

_____, Again my name is _____ and my number is _____. Have a great day and I'm looking forward to your return call.



SAM PITTS & ASSOCIATES, INC.
102 Country Club Drive
Ozark, Alabama 36360-9008
(334) 774-0304 * Fax (334) 774-1174

The following script is utilized for calling individuals in _____ we have purchased they have responded to advertisements and have shown interest in starting their own home-based business. The objective of your call is to get acquainted with them, start building personal rapport one-to-one and to set-up a one-to-one personal phone appointment for someone else to call (such as your upline, sponsor or someone else in your organization) and explain what we are expanding into the area.

Remember that the purpose of this call is to get acquainted and to setup a personal meeting or return call. You will be glad to supply them with all of the information they need to completely evaluate this home-based business FREE to see if it is something they are interested in.

Utilize the following script as a guideline only. DO NOT READ IT. After you make a few contacts and use this script, you will be able to make additional calls and converse off the top of your head with confidence.

YOU CAN DO THIS!

SCRIPT

Is this _____ (their name)? First name, did I catch you at a convenient time? Great, first name. My name is _____. We have never had the pleasure of meeting before and I am not calling to sell you anything. We are expanding a new business and concept into the _____ area. The reason I'm calling is that at one time we know you were interested in trying to find an additional way to earn extra income part-time from your home. Is that possibly still the case? "Wait for their reply and if the answer is no, then ask them if they know someone who is interested in earning an extra \$ 300-\$ 1000 dollars a week part-time from home. If their answer is YES, then reply "GREAT". By the way _____ (their name), we are not associated with any multi-level marketing company or Amway. Not that those things are bad, but my partners and I are expanding what is called the UnFranchise™ into the _____ area. Our company, Market America, is based in Greensboro, NC. We would like for you to consider evaluating this unique home-based business in the coming weeks. _____(their name), tell me a little bit about yourself, (here is where you go into questions and getting acquainted with them personally:)

1. How long have you lived in the _____ area?
2. If they are not from that area, where are you originally from?
3. What kind of work do you do?

4. *How long have you done that or what do you like about your work?*
5. *Are you married?*
6. *Does your wife or spouse work outside of the home? What kind of work do they do?*
7. *Do you have children? Grandchildren?*
8. *Have you tried to start any type of part-time business before? If so what?*
9. *What are you looking forward to happening in your life in the next 2 to 3 years?*

NOTE: These questions can lead you to other types of questions. For instance, if their dog bark's in the back, Oh, I hear you have a dog, what kind of dog do you have? If a baby is crying, How old is the new baby? They may be from the same state you are from. Look for areas that will bring you together and bond with each other so that you can get to know each other as quickly as possible. They may work in the same field that you work in, etc., etc. Be sure to expand on any of these points.

_____ (their name), as I mentioned earlier we do not want any credit cards, checks, or any money from you. I would like to have my partner (NAME) _____ give you a call to give you more information concerning the UnFranchise™ home-based business. We will even supply you with two cassettes and videos sets with literature for you to evaluate from the comfort of your own home. We will not pressure you to make any decisions or commitments. Is it okay to have (NAME) _____ give you a call? When is the best time to call you?

_(their name), thanks for speaking with me (this morning, afternoon, or evening) and I look forward to meeting you in the near future. Have a terrific day.

CALL OBJECTIVE

You may have individuals in your group that are very experienced in using the phone and are willing to set up phone call appointments for you to call and set-up a personal interview with them. Imagine for a moment 10 of you UnFranchise™ owners making 20 calls three nights per week, that's 600 calls. Let's say the setup just 50 call prospects for you without you doing any thing except training them. Now think about you and a few others returning the call and setting up 25 interviews to meet with you so they can evaluate the UnFranchise™. In just one month you will add 100 new prospects. Don't you think one or two will surface? That's how I personally sponsored 38 new people in the business.

SAM PITT'S INTERVIEWING PROCESS

Ken and I have recently had the great pleasure spending some time with Sam Pitts, observing his building techniques in Montgomery, AL. He has only been building there for the past four months - every other Tuesday he drives one hour from his home to spend the entire day **interviewing** and then doing the opportunity meetings that night - he then spends the rest of the time following up with phone calls, sending out tapes and products, etc. During this four month period he has put about 180+ good people in the funnel — they are at various stages of evaluating the business - either by filling out a questionnaire, listening to tapes, or trying some products. He expects this group will take him to the next pin level.

Some of what he is doing will be rather hard to duplicate, but the "Questionnaire" and the "Posture" and much of the basics being used here are very duplicable. I would suggest that even if you don't get involved in buying mailing lists and the associated costs - that you at least read the actual interview process and incorporate it into your 2 on 1's, etc. It's simple but brilliant in our opinion. The only thing that will be hard to duplicate is what this business really comes down to *Listening and Communicating*, Everything else he is doing is quite duplicable - including the actual cost of lists, which your group get together in sharing costs.

Here is a pretty solid outline of his 15 to 30 minute **interview** process:

1. Sam is using outside lists purchased from two sources (see list companies enclosed, 1,000 Business Opportunity names for \$200).
2. Once the list obtained for a qualified area, as many possibilities as possible call the list to qualify the lead and set up an appointment. (See scripts enclosed.)
3. If the prospect really sounds good over the phone, has specific professional networking occupation, a three-way may be scheduled before the interview with upline or whoever is going to be conducting the interview.
4. Once the appointment has been set on the phone, a letter could be sent to confirm, the time and location of the appointment and also a follow-up call the day before the interview to reconfirm.
5. Sam rents a nice conference room (seats about 14 at table) in a convenient location. Has water and coffee brought in - Cost is about \$50.00 to \$75.00 per day.
6. The key is to call as many people as possible and to confirm as many people as possible to attend a brief interview, approximately 15 minutes and start a process to evaluate the business for "FREE".

6. The interviews start at 8:00 am and are scheduled for every half hour until 6:30 pm. at which time Sam leaves to go to the scheduled Business Briefing that the Montgomery group is doing. There are as many as 4 people booked for each 1/2 hour time period — with a better than 50% show-up rate. The really impressive thing - is the quality of people we watched come in during our 3 times we went to observe — teachers, nurses, architects, small business owners, retired business owners, house wives getting back into work force, insurance and CPAs. Female private investigator, retired military, - really good quality for the most part. People who were looking for some sort of way to supplement their income with a home based business.
7. He has many members of his group sitting at the opposite end of the table observing him, so that they can learn how to duplicate this. He sits at the other end in a very nice shirt, cufflinks, and tie (no jacket) with support materials (his tape boxes, Career Manual, NMTSS,) around him. As the people arrive they are invited in, offered, a cup of coffee or water — even if they are early or late — they join the interview at whatever place he is at. He then will go back and take them through what they missed, (This is the only place we think we are going to change the process - Sam is a master interviewer and can pick up at any point when new people join the group - but it definitely is a skill set most of us don't possess - Ken & I are going to have the early or later person wait in the hall until we are through with the person/people who did come on time. It is also harder to get people to open up in front of others - having other distributors in the room to observe gives credibility as well as helps to train others — but too many may eliminate some of the openness and therefore some of the response building you are doing which is so necessary for this process to work - decision is up to you and your skill set as to how you want the room dynamics to go.
8. Sam's "pitch" is always the same no matter if the person is a 10+ or a 2. He deviates from the script. Sam says that "posture" and "response" are the most important filings. Asking good questions and listening for the answers and asking another good question that takes you farther into the person's confidence and life. As we all know, posture is the most difficult to achieve as well as teach, but it can be done "in time."
9. Sam spends 10+ of the 30 minutes asking questions about the person. During the time he is really building trust and a relationship. He is a master at asking really good-questions and really listening to the answer. The person can feel his sincerity.

Sam asks these kinds of questions for about 10+ minutes.

"What is your name? I want to check it off my list (the list is 3 pages - the person knows they aren't the only one looking at this) is your street address _____ and your phone number?"

"Are you from _____ originally? If they say no, he says, "Where are you from originally?" "Have you lived any place else?" "Is your family from this area?" Any brothers/sisters/kids living here?"

"What do you do for a living?" (If they say they are retired, he gets them to talk About what they did before.) "Must be great working with," (Reference the product or piece of equipment - something to build common Ground) "Do you like doing that?"

"Are you married? Any children? What age? Any grandchildren?"

"Does your spouse work?" (If retired - Did they work? Where? Doing what? How'd they like that?)"

"What have you done in your life that has been most intriguing or interesting for you?"

"What do you want in your Future - say the next 3-4 years that you don't have now?" "Where do you want to be, what do you want to change?" (1/3 of the people who we saw were retired and looking for extra money to make the golden years more pleasant).

"What would you like to do if you made some extra money? Buy a new house? Give your kids or grandkids college educations? Have a 2nd home on the ocean or a lake? Would you like to travel? Where would you like to go?" Sam really makes them spend some time here - if they say yes, they'd like to travel — he'll ask them where they'd liked to travel - if they say "Branson, MI" he'll ask if they have been there already and then tell them quickly how great it is and then ask more questions about what they'd like to do in Branson. He doesn't go off with long stories about his trip to Branson - remember it's about their desire to travel, not your travels.

He gets them to paint the picture during each question but especially here. Actually getting them to visualize how great it would be to travel or be able to provide for their grandkids or whatever their reason is - to reflect on it and verbalize it.

10. After 10+ minutes or so of establishing response, posture and relationship building — Sam says, "I'm going to take 10 to 15 minutes max. To tell you what we're doing. We're not here today to sell you anything; we don't want your money or credit cards. We want to convey to you - not convince you what we're bringing into the _____ area. We'd *just* want you to evaluate our business, that's all - no obligations. Just an evaluation. First let me say - this is not Amway and it is not MLM. We're not going to ask you to go door to door or sell to all your friends and relatives."

"Our company is called Market America. We are an 11-year-old privately held Product Brokerage Company out of Greensboro, NC. We are completely debt-free - with over 43 million dollars in escrow, which we built as a result of profits from our products. We are currently shipping between 2.5 and 3.2 million in sales per week direct to the consumer Home."

"This is not something where you try to sign-up all your friends and neighbors -Basically we are in the mail order business but *we* are very high tech — in fact our customers buy directly from the company through the mail, the phone, the fax, or the computer — everything is shipped directly to their front door by UPS in 3-4 days."

"We are a product driven company, we do not manufacture products. We are kind of like QVC or Home Shopping. We don't make it but we do market products. We get paid -weekly when you qualify and the smallest check you'll ever receive is \$300.00 and you don't have to share that with anyone - it's all yours."

"Our goal is to help you set up an "UnFranchise™" - we trade marked that word which I'll explain later, our goal is to help you at first make \$300 per week, then \$600 per week, next \$900, then \$1500 per week and eventually over the next 2-3 years to get you to \$2100 per week." We have a legitimate 2-3 year plan — where we train you on how to get there (show Career Manual). Where you are headed in life is much more important than how fast you get there. This is not a get rich quick scheme. We are legitimate and have an 11-year track record of creating very successful incomes for many, many people.

"Our ideal is to get you to have no car payment and then eventually to have no house mortgage payment wouldn't that be great? Everything coming in would be yours to do with however you wanted."

And what really is exciting is less than 50 people in the area know about what we call the "UnFranchise™". Most of the people who do know about us are up and down the east coast. Very few are in the _____ area."

"I'm sure you know what a franchise is. We are totally different." (Sam holds both hands up - palms facing out - when he says we *are totally opposite* - he turns his left palm toward him (that becomes the "UnFranchise™" hand and then he "visually"] *sits* the differences between each on his hands. He goes back and forth between the back of his right hand and. palm of his left hand pointing to each hand as he says the differences.

People remember this.

Franchise

"UnFranchise™"

High Start up Costs-Large Risk

Low Start Up Costs - No Risks

*High Franchise Fee -
Average is about \$137K but you
get a system w/them*

*Low Start Up Cost \$99.95 - but you still get
a proven system to follow*

Royalties to pay between 5-12%

*No Royalties - in fact we pay
you the royalties weekly*

Work full time and must hire employees

*Work part-time from Home and
no employees*

*Hand on job -If you owned a Burger
King or a MacDonal'd's you 'd
never ship fries to NYC or a
shake to Florida.*

*Here the company directly drop-ships to
you - all over the US and Canada.*

*No Multiple locations without
Complete new start up costs.*

Multiple UnFranchisss with no risks.

Products are next. He goes into very little detail about the products except for the Nutritional Store (TC Family, B-12, and OPC-3).

"Our Products - We have everything from Gourmet foods to gourmet coffee. Our own Jewelry store, a fragrance store and a flower store. We have a complete line of Custom blended cosmetics lines as well as a teen cosmetic line. We have Skin Care and Hair-Care that is superior to salon products, as well as a Vitamin C for the skin to help remove the appearance of fine lines and aging".

"We have a Security Store. A Water Filter store, products for your pet, your car as well as a Home care store - to give you a price comparison - 'SN.4P", our fabric softener crystals will do between 800-1000 loads of laundry for about \$8.00 where regular fabric softener or fabric sheets would cost you over \$50.00. Our all natural cleaner for under \$10.00 will make over 3500 bottles of "Windex" -a big savings there."

"We have top of the line, superior products that we all use every day that costs less money than you display at your local _____(GNC) or _____(grocery store). These Products are manufactured for us and we make them available at wholesale prices. "

"One of our strongest stores is the Health and Nutrition Store products - w have a complete line of Isotonic vitamins as well as a fabulous weightless product line. A lot of people have vitamins, but ours are Isotonic, which means they are the same weight as your blood; you tears and are immediately accepted into the body-you get 95% of what you are paying far. " (Reaches in briefcase and holds up a bottle of B-12.)

"We have B-12 - the only way you could get a better B-12 would be to take a shot, we have a great Multi Vitamin and a really effective Calcium. But our star products is OPC-3, ever hear about anti-oxidants? Or super Pycnogenol? (Reaches in brief case for bottle of OPC to hold up). This is a super anti-oxidant made from pine bark, grapeseed, and red wine extract that helps to prevent the effects of aging, pollution, smoking, sun-damage, etc. If you left your car out in the street with out protection, eventually it would start to rust because of the pollutants in the air. The air we breathe does the same thing internally — OPC-3 helps to prevent the damage. But it also helps with all kinds of diseases like arthritis, diabetes, MS, Lupus, Fibromyalgia, asthma, allergies, high cholesterol, poor circulation, PMS problems, edema, varicose veins, we are even helping lads get off Ritalin."

It's an amazing product. My own personal story is _____

*And Mary here had very bad allergies which OPC helped her with, didn't 't it Mary?' (Pull one of die distributors at the end of the table into the **conversation**, just to verify the power of the product.)*

"Here's how you evaluate our business. All we'd like you to do in the coming weeks is evaluate our company and our products at no obligation - we're going to loan you the materials to evaluate us.

First, we 're going to ask you to fill out a questionnaire, after you return that to us, we 'II give you this box with an audio cassette and a 14 minute video entitled "It's about Time" which shows you the power of leveraging time.

When you return that, we 'II send you this second box with a video called "It's about Success", this is about 35 minutes and it'll take you quickly through our products and our compensation plan, included in this box is an audio tape by our president, J.R. Ridinger called "Lead the Parade " about how to be at the head of the parade - as you remember there are less than 50 people here who know about our products or our business, a Corporate Brochure which walks you through things covered in the video and a copy of Power line - our monthly Magazine which keeps us informed of many things. Essentially, Market America is where MacDonald's was 40 years ago - we are going to be huge.

When you are done reviewing these things — we'd like you to test some of our products - you'll decide which products you'd like to try.

After that, you 'll only be able to come back to us with one of three answers:

One is -you love the products but you have no interest in the business. We'll put you in touch directly with the company and you can order the products from them and you'll never have to mess with us again.

Second answer is -you love the products and you have some interest in the business but you have a great many questions – great, we'll get together and answer all your questions.

Third and- last possible answer would be - You 're not impressed with the products you don't see any difference between them and what you can get locally and you have zero interest in the business. -Kindly return our materials and we will take you off our list and we won't bother you again.

So, if we let you go through the Evaluation Process do you feel you can come back to us with one of those 3 answers — do you feel comfortable with that? (Pause wait for affirmative answer.) Great.

Out of courtesy - does anyone have any questions that I can answer right now?

If not, then let me give you my business card, the questionnaire and a self addressed envelope as well as a Health Survey which asks about what you are concerned about for your health future, and, a Home Shopping list which shows how to leverage your buying power. As soon as I receive these in the mail, I'll send out your first video. By the way, we are holding a Business Briefing tonight at _____. Do you know where that is? Here is a map. You are free to come and there is no cost or obligation. You can meet some of the folks in this area and see more of what we are about and if you have this questionnaire, health survey, and the Shopping List filled out you can leave with the first set of tapes.

Nice meeting you, we thank you for your time and we hope to see you tonight if you 're free. If not, we'll wait to receive your filled out questionnaire in the mail and send you the first video. Thanks for coming.

Questions they might ask

Q- If I don't ask my friends and relatives and everyone I know - now do I get people in this business?

A - We have many additional names on our lists and we are probably going to do some advertising in the newspaper - anyone we connect to You in the computer - you'll get credit for whatever they purchase. We need someone to help us manage our customers.

Q- How much does it cost - when and if I decide to get involved?

A - \$99.95 up front - that gets you the manual that we train you from. Most of the training's are nominal costs, \$5 - \$10 and there is one mandatory training for \$50.00 but after that you can audit for \$10. One "UnFranchise™ Center will cost you basically \$200 in products for one UnFranchise™ Business Development Center.

Q - Is this like MLM?

A- What does MLM mean to you? If you have been in multi-level-marketing I can show you how different we really are.

We don't want you to go and get everyone you know in the world to sign up. We are looking for a couple of very unique people in this area who want to help others to get out of the rat race and build secure income.

This is a process, it is a journey. It is not a destination. We have to see if there is any compatibility between us first. We will become very good friends for a very long period of time in bringing the UnFranchise™ to this area.

My job is to try and mirror and match people. If we find another nurse, we'll probably hook you two together in the computer so that you can work together.

Choose Your Words Wisely

Incorrect

Deal or Opportunity

Program

Recruit, Sponsor

Residual Income

Infinity Bonus

Marketing Plan

Pitch

MLM/Marketing

Top Producer(s)

My (Group, or Business, or Organization)

Distributor or Distributorship

Downline – Leg

Correct

Business

Company

Associate, Partner

Long Term, On-going Income

Significant Income

Management Compensation

Present or Presentation

UN-Franchise

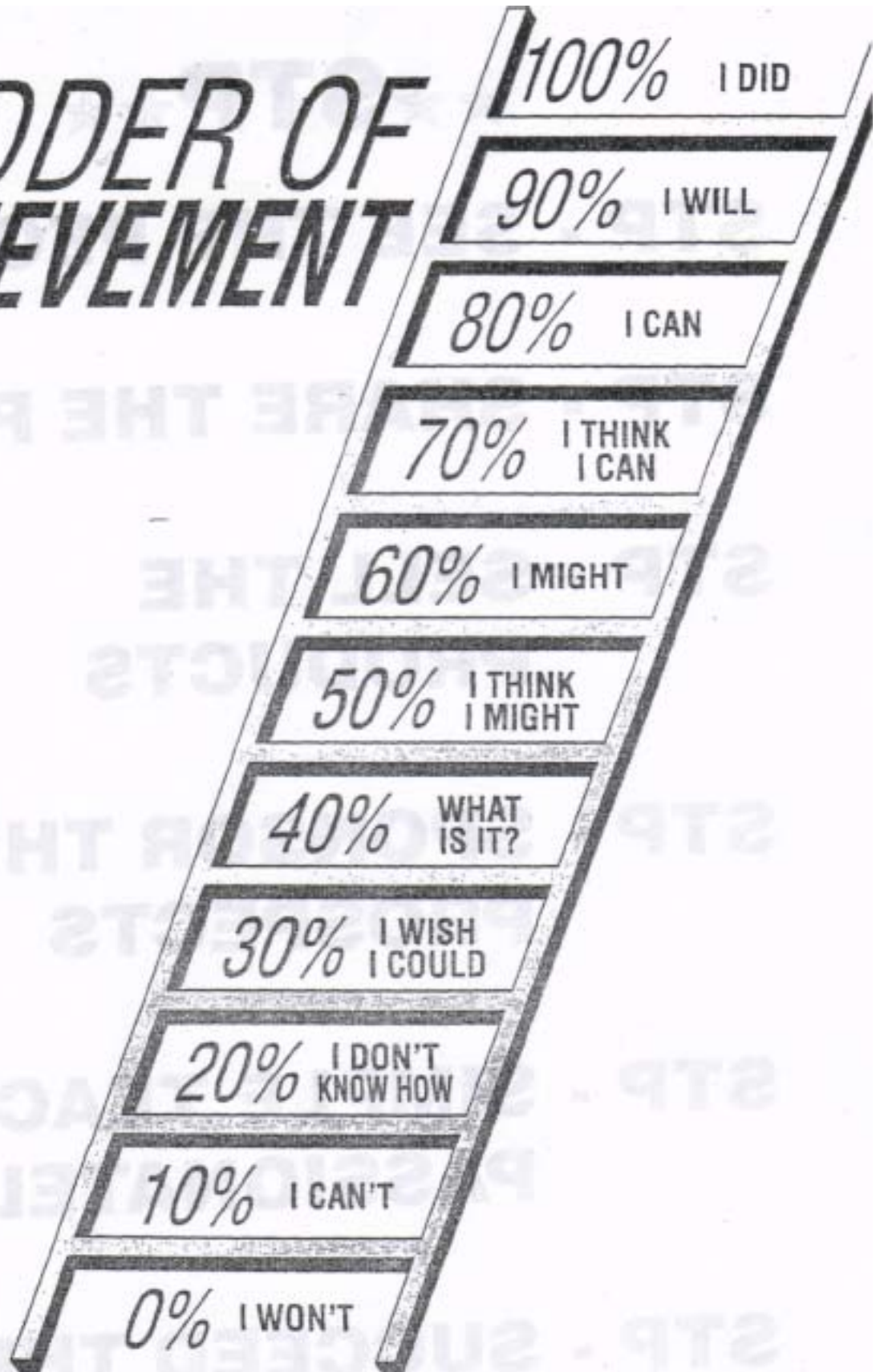
Very Successful Un-Franchise Owner(s)

The Business, The Group

Un-Franchise

Associates

LADDER OF ACHIEVEMENT



**** STP ****

STP – SEE THE PEOPLE

STP – SHARE THE PLAN

STP – SELL THE PRODUCTS

STP – SPONSOR THE PROSPECTS

STP – SIMPLE TEACHING PASSIONATELY

STP – SUCCEED THRU PRINCIPLES

The UnFranchise

Home-Based Business Questionnaire

We consider all questionnaires for starting and operating The UnFranchise® Home-Based Business without regard to race, color, religion, creed, gender, national origin, age, disability, or any other legally protected status.

Name First Last		Spouse's first name		Area code/Telephone number
Voice Mail Number		E-mail address		Area code/Fax () Home () Work
Address		City		State Zip
Present address How long at present address? Place of birth O own O rent			What's the most money you have earned within 1 year? What year(s)?	
Do you have children? How many? Age(s) O yes O no		Grandchildren? O yes O no	What are your hobbies/favorite forms of recreation?	

High School	Location of School	Course of Study	Years Completed	Diploma/Degree
Undergraduate College	Location of School	Course of Study	Years Completed	Diploma/Degree
Graduate Professional	Location of School	Course of Study	Years Completed	Diploma/Degree
Other/Vocational/Technical (Specify)	Location of School	Course of Study	Years Completed	Diploma/Degree

Start, with your present or most recent job. Include any military service assignments and/or volunteer activities.

<i>Employer</i>	<i>Dates Employed</i>		<i>Work Performed</i>
	<i>From</i>	<i>To</i>	
<i>Location: City-State</i>			
<i>Job Title</i>			
<i>Reason for leaving</i>			
<i>Employer</i>	<i>Dates Employed</i>		<i>Work Performed</i>
	<i>From</i>	<i>To</i>	
<i>Location: City-State</i>			
<i>Job Title</i>			
<i>Reason for leaving</i>			
<i>Employer.</i>	<i>Dates Employed</i>		<i>Work Performed</i>
	<i>From</i>	<i>To</i>	
<i>Location: City-State</i>			
<i>Job Title</i>			
<i>Reason for leaving</i>			

Tell us about your competitive spirit

Explain briefly two competitive situations you found yourself in and how you dealt with them.

What foreign languages do you know?

	<i>Fluent</i>	<i>Good</i>	<i>Fair</i>
<i>Speak</i>			
<i>Read</i>			
<i>Write</i>			

1. What would you actually do with extra money each week?
2. What do you want in your future that you don't have right now?
3. What do you personally want for yourself? _____
Briefly, what kind of plans have you put into action so that you can achieve what you want?
4. What are you willing to sacrifice for your future?
5. How much time each week do you think you would need to spend in your home-based business to create the type of income that you desire?
6. How much money would you like to be earning annually?
7. What is the most important personal priority to you?
8. How did you resolve the hardest situation you encountered?

1. Are you willing to attend training sessions? Yes No
2. Are you willing to attend training in a nearby state? Yes No
3. Once you are willing to start your own business, are you willing to give a full 12 to 24 month commitment? Yes No
4. How soon do you want to start receiving extra income? _____!

5. Will you take a second or third look at a home-based business before you reach your final decisions? Yes No
6. Do you consider yourself teachable and trainable? Yes No
7. Do you consider yourself a Leader or a Follower?
8. Do you know other self-motivated individuals that might be interested in earning extra income from home? Yes No
9. Do you enjoy working with other people? Yes No
10. Explain the biggest risk you personally engaged in: _____

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- 1. Why do you think you would be good at running your own business from home?**
- 2. Have you ever tried setting up a home-based business before? If so, please tell us about it:**
- 3. How much capital do you think you would need to start your own home-based business?**
- 4. Do you have the necessary capital on hand now or could you get it once you make the decision to start your own business?**
- 5. What would make you happier, having more money or having more time? Money Time Both Why?**
- 6. Who or what has influenced you the most to be entrepreneurial minded? _____**

- 1. What is/was your father's main occupation?**
- 2. What is/was your mother's main occupation?**

3. What major principle did your parent(s) instill in you?

TELL US WHO YOU KNOW AND TRUST

If you inherited a multi-million dollar business, name six people you know well and could trust to help you run your new business.

	Name	Their Best Traits
1.		
2.		
3.		
4.		
5.		
6.		

I certify that answers given herein are true and complete to the best of my personal knowledge.

Signature of Applicant

Date

Personal Notification

My wife, Linda and I want to personally inform you that we have started a new business from our home. We decided to diversify our financial income and increase our personal weekly revenue. This has enabled us to move into our newest home in Country Club on the Panther Creek Golf Course. Please note our new street address. Post office box “ mailing address”, and phone numbers for your records.

Also, if you are aware of anyone desiring to earn extra income and would like to learn how to receive an extra weekly pay check without getting a second job, please have them call or write us for free information. We are presently expanding our business nationwide.

Thank you in advance and have a wonderful week – you deserve it!

Sam & Linda Pitts

New home address:	Mailing Address:
102 Country Club Drive	P.O. Box 1105
Ozark, AL 36360-9008	Ozark, AL 36361-1105

Phones: Office (334) 774-0304
Direct Line (334) 445-0484
Fax (334) 774-1174

Personal Approach

Linda and I just wanted to take a minute to announce that we have started a new home-based business some time ago. We decided to diversify our streams of income and revenue and increase our personal annual income. This has enabled us to move into our new home, which our new address is listed below. All of our phone numbers are the same. Please add our new home address to your records.

Sam & Linda Pitts

New home address:	Mailing address:
102 Country Club Drive	P.O. Box 1105
Ozark, AL 36360-9008	Ozark, AL 36361-1105

Phones: Office (334) 774-0304
Direct Line (334) 445-0484
Fax (334) 774-1174