

A blue spiral-bound notebook cover with a black metal spiral binding on the left side. The cover is plain blue with the title and subtitle centered in the middle.

# Playbook

*Making a Play for Director &  
Using Young Entrepreneurs to Help*

# Making a Play for Director

*"This business is really what you're going to make it." - JR Ridinger*

There are many reasons people become interested in Market America and the unprecedented UnFranchise® System. Some want ancillary income, others a chance to get products at wholesale. Still others want the ability to earn Cashback while shopping for items they normally purchase. Then there are those who are looking for more; those looking for a vehicle for individual financial success.

Market America offers that vehicle, combining franchising with direct sales in a perfected, standardized, uniform system that creates individualized success. By following a two- to three-year blueprint for success through the UnFranchise Business Development System, you can formulate, grow and shape your own plan and increase your chances for success dramatically.

It is those people — those with belief, discipline, action and leadership — who are destined to rise to the top and achieve the level of Director.

*A Director is someone who receives  
\$18,000-\$24,999  
in commissions and management bonuses within a four-week pay cycle.\**



*VIDEO: The Rut*

*"They don't get up there by jumping."  
- JR Ridinger*

It is possible to make it to Director in just one year. The Market America UnFranchise System makes it possible by empowering people who have desire and rewarding those who follow the system. The key is to utilize the proven business plan to achieve sound and consistent growth within your organization.

Of course, you have to have an organization to begin. And having an organization isn't just a matter of having people; it's about having the right people who can duplicate your success so that the entire organization can succeed. It traditionally takes 12 "good" people, and it's up to you to find those people. But how can you find those people in just one year?

If your goal is to find those people in 12 months time, its best to take that goal and break it down, first month-by-month, then week-by-week, and finally day-by-day. That's what we call "Climbing the Stairs," and here's how it works:

To Climb the Stairs to Director and meet your annual goal of 12 "good" people in your organization, you need to sponsor one new Independent Shop Consultant each month. While it might sound easy enough, it's even easier to set long-term goals and not meet them. How many times have you ever said to yourself, "I'll get around to it," and then "it" never happens? It's time to throw out the long-term planning and strategically look at how you will take your UnFranchise Business to the next level by becoming Director.

Instead of looking at what you need to do in a year's time, break down your goals month-by-month. Instead of 12 people in a year, you're looking at one person per month. Now you ask yourself, "What am I going to do over the next month to find that one good person?" The same steps you are doing to build your UnFranchise Business will help you climb to Director — prospecting, cultivation, relationship building. And you should go about those steps the same way you plan your goals — month-by-month, week-by-week, day-by-day.



*VIDEO: Climbing the Stairs*

\* The examples of income shown for each of the Independent Distributors featured in powerpeople are not intended to be representative of the earnings of any specific class of Market America Independent Distributors, nor are they intended to represent that any given Independent Distributor will earn income in that amount. Rather, the income figures testify to the results which have been accomplished by Independent Distributors who have devoted time, talent, hard work, and a willingness to follow the UnFranchise® proven business plan in building their Market America businesses. The success of any Market America Independent Distributor will depend upon the amount of hard work, talent and dedication which he or she devotes to the building of his or her Market America business.

# Making a Play for Director

*"You can only take it one day at a time." - JR Ridinger*

How does that work? On a daily basis, you'll cultivate two possibilities, whether on a one-on-one basis through chance encounters, the power of social media, or contacts you've made in group settings. You'll become a product of the product. You'll listen to audios to keep yourself motivated throughout the process. All of these are results-producing activities that will help you meet daily goals and take a step.

Each week, you'll continue to add people through prospecting, cultivation and relationship building. You'll develop more customers, some of whom might become prospects. You'll show the plan and teach others how to build their UnFranchise® Business using the ABC pattern. You'll leverage the power of social media to get people interested.

After taking your daily steps, you'll start seeing weekly accomplishments. Over four weeks, you'll have reached your monthly benchmarks and, most importantly, have found your one "good" person for the month. By duplicating this effort over a 12-month cycle, you'll have found your 12 "good" people. All the while, you're duplicating your success 12-fold, establishing a foundation with these 12 "good" people by building Base 10, Seven Strong, helping them meet their daily, weekly, monthly and yearly goals and becoming successful UFOs.

As JR would say, you're filling the bean jar — shaking it until the nuts rise to the top and you've got an entire organization of Directors.

How do we know this will happen? Because it's proven. Daily steps become weekly accomplishments. Weekly accomplishments become monthly benchmarks. Monthly benchmarks get you to your yearly goal — Director. All because you put in the effort to Climb the Stairs.



*VIDEO: What Works, What Doesn't Work*

## *Here's the play*

### **Daily**

Add or cultivate two (2) possibilities.  
Contact or call one (1) person.  
Read goal statement twice a day.  
Listen to mp3/audio.  
Use Market America products.  
Facebook or Twitter: Send two (2) status updates or tweets.  
Send friend requests to or follow five (5) people.  
Call/email/tweet/Facebook message one (1) prospect to sell the product or business.  
Invite at least two people to get paid to shop or make your Web Portal their homepage, or promote a higher Cashback offer.

### **Weekly**

Make six to eight (6-8) calls to show the Plan.  
Show the Plan to one or two (1-2) people, either in person, online or at a sit-down meeting.  
Follow up with a prospect.  
Conduct one to two (1-2) ABC meetings/trial runs.  
Develop one to five (1-5) customers.  
Call sponsor.  
Facebook or Twitter: Send 10 status updates or tweets.  
Send friend requests to or follow 25 people.  
Call/email/tweet/Facebook message five (5) prospects to sell the product or business.  
30 Portal activities or actions.  
Invite at least 10 people to get paid to shop or make your Web Portal their homepage, or promote a higher Cashback offer.

### **Monthly**

Sponsor one (1) new Independent Shop Consultant.  
Show the plan to four (4) to 10 people.  
Attend one (1) NMTSS event.  
Advance three (3) levels of ABC pattern/two (2) legs.  
Service a minimum of 10 Preferred Customers.  
Send 40 Facebook status updates or tweets.  
Send friend requests to or follow 100 people.  
Call/email/tweet/Facebook message 20 prospects to sell the product or business.  
Invite at least 40 people to get paid to shop or make your Web Portal their homepage, or promote a higher Cashback offer.

*"What stands between you and getting to Director are the right people. If you're not a Director, it's because you don't have the right people, not because you don't believe." - JR Ridinger*

# Young Entrepreneurs & the Playbook

Now that you have the plan in place, you need to know the plays that will help you successfully Climb the Stairs to Director. Two of those plays — Online Shopping and Shopping Annuity — are things that you should already be doing as part of your Daily-Weekly-Monthly goals; not only should your customers' shopping habits be modified, but yours as well as an effort to become a product of the product. But an equally important play is capturing the attention of young entrepreneurs.

As JR says, the only thing standing between you and Director is the right people. And tapping into young entrepreneurs is a perfect opportunity to find the right people to build your organization and make your climb to Director quickly and effectively.

Why is Market America a perfect fit for young entrepreneurs? There are numerous benefits:

**Scheduling:** Evening classes? No problem. Full-time job? Piece of cake. Market America is easily scheduled around a college student or young professional's existing schedule.

**Freedom:** Instead of working minimum wage part-time jobs for a manager who doesn't take time to mentor, the Market America business plan offers flexible hours, unlimited earnings potential and the chance to be your own boss with someone willing to teach.

**Opportunity:** Even after four years of toiling in classes, a college degree doesn't guarantee a fulfilling job anymore. Market America allows young entrepreneurs to think outside the box — getting away from the 45-Year Plan and helping to Climb the Stairs to Director in two or three years — gives young entrepreneurs a chance to fulfill their dreams quickly and easily using the skills and tools they already have.



"JR,  
Wanted to share this young entrepreneur story with you. Sharon Dexter, one of our business partners in Downeast Maine shared the business with a professor at the University of Maine: Machias. He had Sharon share the business with another professor there. The University has now sent out an invitation to the entire student body for them to attend a Business Briefing of the Market America/SHOP.COM opportunity at the school auditorium. Sharon even has two professors giving "extra credit" to the students who attend. Incredible! The whole Downeast Dream Team ROCKS!!!!!!!!!!  
Dare To Be Great!  
Pam & Jim Lee"

Whether it's catching up with old friends, professional networking or shopping for their favorite items, young entrepreneurs are tapped into the Internet on a daily — if not hourly — basis. Why not leverage that by introducing young entrepreneurs to a proven business model that can provide them financial freedom in a fraction of the time as a traditional job?

"It's something they do anyway - use social media and shop online." — JR Ridinger

marketamerica®  
SHOP•COM™

# Young Entrepreneurs & the Playbook

Through the power of the Market America/SHOP.COM Web Portal, social media and one-to-one marketing, young entrepreneurs are uniquely positioned to succeed in the UnFranchise Business Model. By tapping into that potential, you will not only be mentoring a new generation of Market America UnFranchise® Business Owners and helping them find financial freedom, but you will be building a strong organization of your own, continuing to Make the Play to Director.

*"JR, thought you'd like this:*

*I know you've been sending out some of my wife's emails - Aubrey*

*I found this on Facebook by Robert Kiyosaki  
Employment is Improving*

*Also wanted to let you know that we have new great young entrepreneur business partners Karisa and Vanessa - they partnered with us in December 2011, went to Carl Eklund, and after that took a leap of faith and went to ma® World Conference - after contacting around 100 people - using Twitter and Facebook to quickly recruit. They showed the Plan around 30 times (using the 27-minute video; thanks, Kevin!) and obtained 15 solid customers majoring in Motives®. These girls hit COORDINATOR this week with their first (and many to go) \$300 check, and their first new business partner is already HALF ACTIVATED! Aubrey and her team also have three or more very solid prospects looking to join in the near future - this was all done in around 30 days, as they got to work officially January 7! The excitement, enthusiasm, willingness to learn and coachable attitude that they have makes them the perfect "Go Now" Distributors and the future of ma leaders!*

*Big thanks to you, JR, Loren, Dennis, Kevin and the Corporate Team, along with our mentor Tammy - between the power of Convention, SHOP.COM, young entrepreneurs, social media, Motives and great trainers, we can't lose. They are also right on track to be Regional Challenge Winners (they can't wait to meet you as you are coming to our Regional), Convention Motives Challenge Winners, Young Entrepreneur Challenge Winners and President's Challenge Winners, and are shooting to become Professional Coordinators!*

*See you at the top!!! (and at Regional)  
Eric and Aubrey"*

## Who are Young Entrepreneurs?

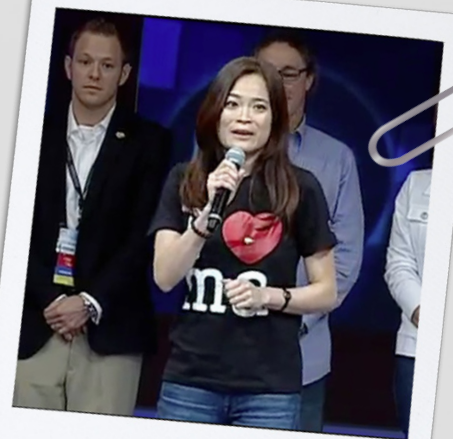
**Tech-Savvy:** young entrepreneurs grew up with technology and rely on it to perform their jobs better. Armed with a smartphone, iPad and other tools, young entrepreneurs are plugged-in, 24/7. They communicate primarily through email and text messaging, and prefer webinars and online technology to traditional lecture-based presentations.

**Family-Centric:** The fast-track has lost much of its appeal for young entrepreneurs, who are willing to trade high pay for fewer billable hours, flexible schedules and a better work/life balance. While older generations may view this attitude as narcissistic or lacking commitment, discipline and drive, young entrepreneurs have a different vision of workplace expectations and prioritizes family over work.

**Achievement-Oriented:** young entrepreneurs are confident, ambitious and achievement-oriented. They have high expectations, seek out new challenges and are not afraid to question authority. young entrepreneurs want meaningful work and a solid learning curve.

**Team-Oriented:** As children, young entrepreneurs participated in team sports, play groups and other group activities. They value teamwork and seek the input and affirmation of others. Part of a "no-person-left-behind" generation, young entrepreneurs are loyal, committed and want to be included and involved.

**Attention-Craving:** young entrepreneurs crave attention in the forms of feedback and guidance. They appreciate being kept in the loop and seek frequent praise and reassurance. young entrepreneurs may benefit greatly from mentors who can help guide and develop their young careers.



*VIDEO: Stacey Tung  
Your Ticket to Your Dreams*