

marketaustralia® | SHOP•COM™

GETTING STARTED GUIDE

CONGRATULATIONS!

THE DECISION TO BECOME AN INDEPENDENT UNFRANCHISE OWNER AND BUILD A MARKET AUSTRALIA UNFRANCHISE® BUSINESS CAN BE ONE OF THE MOST EMPOWERING AND REWARDING ENDEAVORS YOU'LL EVER UNDERTAKE.

As with a traditional franchise, the key to success will be your ability to effectively implement a tested and proven business plan. This business plan consists of standardised, coordinated and systematic actions. These actions, completed in a timely manner, can result in fundamentally sound and consistent growth within your sales and distribution organisations.

The *Getting Started Guide* has been prepared as a recommendation to help you quickly start the building of your Market Australia Independent UnFranchise Business. You should refer to the *Market Australia Career Manual* whenever you need more detailed information. Implement and complete this *Getting Started Guide*, and encourage the Independent UnFranchise Owners you sponsor to do the same.

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All currency herein is quoted in Australian dollars unless otherwise indicated. The conversion rate is the exchange rate published by *The Wall Street Journal* immediately preceding the commission process for each week (typically the Tuesday of the week that commission cheque is paid).

MARKET AUSTRALIA INFORMATION

Mailing Address: 1/1 Tucks Road, Seven Hills, NSW 2147

Office Address: 1/1 Tucks Road, Seven Hills, NSW 2147

Official Company Website: AU.SHOP.COM

Key Telephone Numbers

Market Australia, Inc. _____	1 (800) 750-016
Computer Support _____	1 (800) 750-016
UnFranchise Services _____	1 (800) 750-016
Preferred Customer _____	1 (800) 750-016
Product Information _____	1 (800) 750-016
Fax _____	+61-2-96204401

Senior Independent UnFranchise Owner Information:

Sponsor: _____

Facebook Page: _____

Twitter: _____

Email: _____

Phone Number: _____

Certified Executive Coordinator: _____

Facebook Page: _____

Twitter: _____

Email: _____

Phone Number: _____

Advisory Council Member: _____

Facebook Page: _____

Twitter: _____

Email: _____

Phone Number: _____

Local Seminar Coordinator: _____

Facebook Page: _____

Twitter: _____

Email: _____

Phone Number: _____

Qualification Date (Q-Date): _____

1 DEVELOPING YOUR UNFRANCHISE® BUSINESS

FOLLOWING THESE GUIDELINES WILL BE ONE OF THE KEY SUCCESS FACTORS IN DEVELOPING YOUR UNFRANCHISE BUSINESS.

COMMITMENT: I AM MAKING A ONE-YEAR COMMITMENT TO MY UNFRANCHISE BUSINESS.

I will:

- Follow this 12-month proven business plan
- Commit eight to 15 hours per week to complete the tasks and activities outlined in this plan
- Purchase a ticket(s) to the next scheduled National Meeting, Training and Seminar System (NMTSS) event (Local Seminar, Annual Convention or Leadership School)
- Create personal "MyLists" on my Web Portal
- Listen to a minimum of two audios from the Market Australia MP3 player each week.

1. Enter important Independent UnFranchise Owner dates in your appointment book for:

- UnFranchise Business Presentations (UBP) on (dates):_____.
- New UnFranchise Owner Trainings (NUOT) on (dates):_____.
- Basic 5 Trainings (B5) on (dates):_____.
- Executive Coordinator Certification Trainings (ECCT) on (dates):_____.
- Local Seminars on (dates):_____ and Regional Convention on (date):_____.
- National Convention on (date):_____ and Leadership School on (date):_____.

2. Result-Producing Activities:

- Product Preview/Online Shopping Overview on (dates):_____.
- Home Business Presentations on (dates):_____.
- Create a Possibilities List. Consider people you have the best relationship with who may have an interest in the products, the business and/or online shopping.
- Schedule an appointment with a senior partner to make calls to expose the business and/or products on (dates):_____.

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DEVELOP YOUR ANSWER TO "WHAT IS IT?"

Developing an answer to "What is it?" is necessary to discuss Market Australia efficiently and effectively with your new possibilities and prepare you to talk naturally, sincerely and confidently about the company. It is recommended that you refer to the Prospecting/Recruiting/Sponsoring section of the Basic 5 audio, or the *Career Manual* for further details and instruction.

Example: Market Australia is a Product Brokerage and Internet Marketing company that specialises in Social Shopping.

TOOLS TO EXPOSE THE BUSINESS:



3-Way Call



Online Videos



Social
Networking



Invite
Friends Tool



Webinars



Market Australia
Branded Product
Catalogues



UnFranchise®
Business
Presentation



MyLists

2 YOUR WHY & GOAL STATEMENT

TO BE EFFECTIVE, YOUR GOALS MUST BE SPECIFIC, MEASURABLE AND WRITTEN. TAKE A FEW MINUTES AND WRITE DOWN WHAT YOU WOULD LIKE TO ACCOMPLISH. FOR ADDITIONAL INFORMATION ON DEVELOPING A GOAL STATEMENT, REFER TO THE APPLICABLE SECTION IN THE BASIC 5 AUDIO AND THE *CAREER MANUAL*. YOU MAY ALSO WANT TO SEEK SOME ADVICE FROM YOUR SPONSOR OR SENIOR PARTNER IN THIS AREA TO ENSURE YOUR GOALS ARE PROPERLY ESTABLISHED.

A. MY WHY: THE PRIMARY REASONS WHY YOU ARE BUILDING AN UNFRANCHISE BUSINESS

Create "My Why" (Two Minute Commercial).

A "Two Minute Commercial" is a testimonial explaining the real reason why you are building the business, accompanied by an appealing description of the business. All Independent UnFranchise Owners should have a sense of purpose. It's that motivation that is going to sustain you through the highs and lows of the business.

B. PERSONAL GOALS

1. **Decide what you want.** Determine the things or lifestyle you desire to have.

2. **When do you want it?** Set target dates for the achievement of each goal.

3. **Determine what you are willing to give** the business in the way of time, effort and sacrifice in order to obtain your goals.

4. **Develop a detailed plan of action.** Determine what you must do each year, each month, each week and each day to achieve your goal. This business is built most effectively one day at a time, working consistently. Simply satisfy the **daily tasks and activities** (see below) in the detailed plan of action to ensure the achievement of your weekly, monthly and annual goals.

- Add/cultivate two possibilities
- Call or text one prospect from your Possibilities List to expose the product and/or business
- Email or Facebook message a prospect about the product, Market Australia Portal and/or business
- Expose the business plan daily
- Follow up with a prospect
- Invite two people to earn **Cashback** or to visit the AU.SHOP.COM site
- Search Facebook or Twitter and send two status updates
- Listen to a Market Australia audio — MP3 player/CD/download
- Use Market Australia products daily
- Read your goal statement twice a day

5. **Write it out** (Steps 1-4) in a 50 to 100 word goal statement and read it twice daily. Fine tune it each week or month until it is in line with reality. These repeated reality checks will keep you focused and on your way to achieving your goals.

C. BUSINESS GOALS & OBJECTIVES

1. Commission Income

- I will commit _____ hours per week to my UnFranchise® Business.
- I will commit _____ nights/days per week to my UnFranchise Business.
- I will personally sponsor two qualified Independent UnFranchise Owners (to activate) by (target date)_____.
- I will reach the Coordinator Level (receive first \$300 cheque) by (target date)_____.
- I will reach the Executive Coordinator Level (receive first \$1,500 cheque) by (target date)_____.
- I will earn annual commissions of \$_____ by (target date)_____.
- I will register a minimum of 10 Preferred Customers online by (target date)_____.

2. Personal Sales

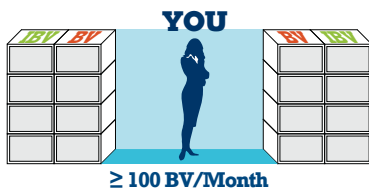
- Personally purchase and use ≥ 100 BV* worth of product monthly after one month. Personally purchase and use ≥ 10 IBV† from Market Australia branded products monthly and purchase ≥ 5 IBV from Partner Stores monthly.
- Establish a customer base of ≥ 10 purchasing ≥ 30 BV and ≥ 20 IBV (includes customer referrals) of product monthly after three months.

3. Organisational Sales: Each Independent UnFranchise Owner in your organisation should be creating ≥ 400 BV and ≥ 200 IBV each month. (≥ 100 BV Personal and ≥ 300 BV Repeat Sales)

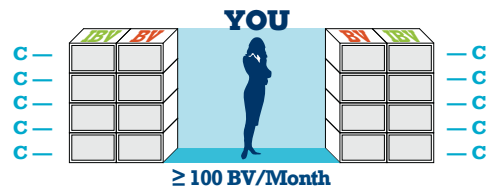
- Teach, manage and support each Independent UnFranchise Owner on your team to achieve this goal.

ESTABLISHING A FOUNDATION — BASE 10, SEVEN STRONG

Personally purchase and use ≥ 100 BV + ≥ 15 IBV in product monthly after one month.

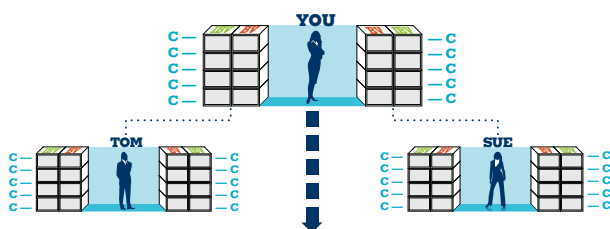


Establish a repeat Customer Base of ≥ 10 customers purchasing ≥ 30 BV and ≥ 20 IBV monthly within one to three months.

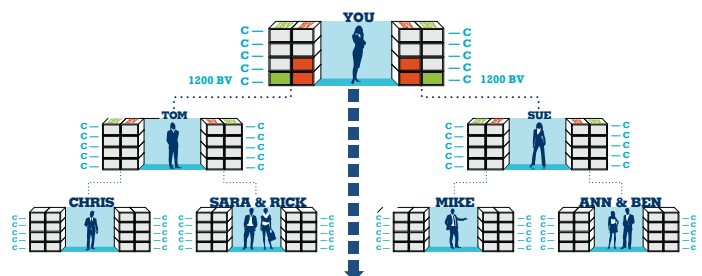


- C = Customer purchasing ≥ 30 BV + ≥ 20 IBV monthly = 300 BV + 200 IBV
- Personally purchase and use ≥ 100 BV + ≥ 15 IBV in product monthly after one month

Activate by personally sponsoring one qualified Independent UnFranchise Owner in your left and right organization each implementing "Base 10".





Earn $\geq \$300$ (BV) monthly and earn $\geq \$300$ (IBV) every second month within 3-6 months of starting your business.



*BV: Business Volume
†IBV: Internet Business Volume

- **EARN ≥ \$300 (BV) MONTHLY AND ≥ \$300 (IBV) EVERY OTHER MONTH FROM THE MANAGEMENT PERFORMANCE COMPENSATION PLAN (MPCP) WITHIN THREE TO SIX MONTHS OF IMPLEMENTING THIS PLAN.**
Equates to you plus three Independent UnFranchise Owners on the left and three Independent UnFranchise Owners on the right of a Business Development Centre [BDC] each creating ≥ 400 BV and ≥ 200 IBV monthly — Base 10, Seven Strong
- **EARN ≥ \$600 (BV) AND ≥ \$300 (IBV) MONTHLY FROM THE MPCP AFTER EIGHT MONTHS OF IMPLEMENTING THIS PLAN.**
Equates to six Independent UnFranchise Owners on the left and six Independent UnFranchise Owners on the right of a BDC each creating ≥ 400 BV and ≥ 200 IBV monthly
- **EARN ≥ \$900 (BV) MONTHLY AND ≥ \$900 (IBV) EVERY OTHER MONTH FROM THE MPCP AFTER 10 MONTHS OF IMPLEMENTING THIS PLAN.**
Equates to nine Independent UnFranchise Owners on the left and nine Independent UnFranchise Owners on the right of a BDC each creating ≥ 400 BV and ≥ 200 IBV monthly
- **EARN ≥ \$1,500 (BV) AND ≥ \$1,500 (IBV) MONTHLY FROM THE MPCP AFTER 12 MONTHS OF IMPLEMENTING THIS PLAN.**
Equates to 12 Independent UnFranchise Owners on the left and 12 Independent UnFranchise Owners on the right of a BDC each creating ≥ 400 BV and ≥ 200 IBV monthly

Cashback

- Utilise the "Invite Friends" tool.
- Earn  **Cashback** on all eligible purchases, including the things you want or need from the same stores you already love and trust.
- Earn ½ percent  **Cashback** on eligible customer referral purchases.

3

FOLLOW-UP APPOINTMENT

THE FOLLOW-UP APPOINTMENT SHOULD BE SCHEDULED 3 TO 7 DAYS FROM THE DATE THE BUSINESS WAS ESTABLISHED.

1. DEVELOPING ATTITUDE AND KNOWLEDGE

- Review your "My Why" testimonial
- Review your answer to "What is it?"
- Review Possibilities List and decide how to approach new prospects; Determine Top 10 possibilities and the best approach for each
- Discuss what you have learned from listening to audios
- Review UnFranchise® Business Account
- Review Market Australia shopping Web Portal functionalities
- Review AU.SHOP.COM corporate information site
- Establish Facebook and Twitter Accounts. Follow and like Market Australia

2. REVIEWING GOAL STATEMENT WITH BUSINESS PARTNER

- Review goals and goal statement
- Review plan of action – daily, weekly and monthly tasks

3. RETAILING — INCREASING YOUR PERSONAL AND ORGANISATIONAL SALES VOLUME

Personal Sales: You must be a product of the products you are recommending. Review your Possibilities List for potential customers. Identify 10 of those potential customers and expose them to Market Australia products and your Web Portal.

- Replace products you are currently purchasing monthly from someone else's business with products from your business (≥ 100 BV worth of products; use the *Home Shopping Assessment* to identify)
- Host a Product Preview/Online Shopping Party with your team within the first month of starting your business
- Introduce your customers to your Web Portal: **AU.SHOP.COM/**_____
- Ensure all customers register as Preferred Customers from your Market Australia Portal
- Continue to introduce customers to your Market Australia Portal through the "Invite Friends" tool

Organisational Sales: Each Independent UnFranchise Owner in your organisation who wants to earn from the MPCP should be creating ≥ 400 BV and ≥ 200 IBV in product sales each month (≥ 100 BV Personal and ≥ 300 BV Repeat Sales).

- Teach, manage and support each Independent UnFranchise Owner on your team to achieve this goal.

4. PROSPECTING, RECRUITING AND SPONSORING: BASIC METHODS FOR EXPANDING YOUR SALES AND DISTRIBUTION ORGANISATION

Possibilities List: Develop a Top 10 List. The Top 10 List is the group of individuals that you will expose to the products, business and/or AU.SHOP.COM first.

- **Video/Webinar Approach:** There are several basic tools provided by Market Australia for Independent UnFranchise Owners to use, such as the "UnFranchise® Business Plan" videos (available as DVDs, webinars or online). These tools allow you to prospect the greatest number of people efficiently and effectively. More importantly, these tools for prospecting can be used by anyone, regardless of their knowledge level about this business. With the video/webinar approach, you must only learn two things: how to set the appointment and how to follow up.
 - a. Evaluation Approach Example:** "John, I just started a business that I am working on part time with some associates. We are really excited about its potential and are looking to expand in the (John's geographic location) area. John, your name came to mind as someone who might have an interest in what we are doing or might know the right people for our expansion. Either way, you could help us by evaluating the business. I would like to provide you some information that gives a general overview. You may or may not be interested but you may know someone who would be."
 - **Response:** Moderate to high level of interest — schedule a three-way call or appointment to show the business plan (two-on-one meeting, HBP*, UBP† or webinar).
 - **Response:** Little interest — use the video presentation to generate referrals and introduce the Market Australia Web Portal.
 - b. Follow Up:** Send the online business support tools the day after booking the appointment. Set a time to call your prospect immediately after they have watched the video/webinar.
 - **Response:** Moderate to high level of interest from videos/webinar — schedule a two-on-one appointment, UnFranchise Business Presentation (UBP) or schedule additional online video/webinar presentation (prospect at a distance). When necessary, invite your senior business partner.
 - **Response:** Minimal interest from videos/webinar — try to set a two-on-one appointment or conference call to get referrals, introduce Market Australia products and the Market Australia Portal.

5. FOLLOW-UP & THE ABCs OF BUILDING DEPTH — IMPLEMENTING A DUPLICATABLE SYSTEM

Personal Responsibilities: People will do what you do. The ABC Pattern starts with you performing the following minimum daily, weekly and monthly activities. Conduct ABC/Trial Run meetings (one-on-one, two-on-one, Home Business Presentations and webinars).

Organisational Responsibilities: Measure, monitor, adjust and control the tasks and activities being performed by your personally sponsored Independent UnFranchise Owners and those Independent UnFranchise Owners you are personally working with and mentoring. Schedule a time to review their progress in implementing their action plan.

- Complete NUOT, B5 and ECCT
- Purchase a ticket(s) to the next scheduled National Meeting, Training and Seminar System (NMTSS) event (Local Seminar, Annual Convention, Leadership School)
- Conduct Home Business Presentations
- Conduct Product Preview/Online Shopping Party
- Implement Base 10, Seven Strong within organisation
- Have regularly scheduled Call Workshops (group call nights)
- Expose the business on a regular basis
- Listen to audios (creating a culture of learning every day)
- Perform Result-Producing Activities every day:
 - Use and share Market Australia branded products and the Market Australia Web Portal
 - Share the business opportunity
 - Attend and promote events

*HBP: Home Business Presentation

†UBP: UnFranchise Business Presentation

Complete this simple exercise to ensure that you transfer the money you already spend to your own business.
Note: the codes listed below are for Australia only.

KITCHEN AND/OR BATHROOM

Liquid Dishwashing Detergent

- Snap® Dishwashing Liquid (76203)

Scouring Cleaner

- Snap® Cream Scouring Cleanser (76211)

Liquid Hand Soap

- Snap® All-Purpose Natural Concentrate (76209)/
Snap® Dishwashing Liquid (76203)

LAUNDRY ROOM

Laundry Detergent

- Snap® Laundry Detergent (76200)

Stain Remover

- Snap® Heavy-Duty Concentrate (76207)

HAIR CARE

Shampoo

- Fixx™ Argan Oil Shampoo (712502)/Royal Spa®
Chamomile Shampoo (7123)

Conditioner

- Fixx™ Argan Oil Conditioner (712500)/Royal Spa®
Tri-Protein Plus Deep Conditioner (7129)

NUTRITION

Vitamins/Supplements*

- Isonix® OPC-3®, Advanced B-Complex, Antioxidant,
Isochrome, Vitamin C, Calcium Plus, Multivitamin,
Glucosatin®, Ultimate Aloe™ Juice, Opuvitá

WEIGHT LOSS

Weight Loss Program/Accountability

- TLS® Health Guide & Journal (76478)/
tlsslim.com.au (76431)*

CARDIOVASCULAR

Fish Oil/Omega-3

- Heart Health™ Omega III Plus (713853)

ANTI-AGEING

Joint Health

- Glucosatin® (71134)

SKIN CARE & BODY CARE

Bath & Shower Gel

- Royal Spa® Imperial Blend Bath & Shower Gel (7133)

Moisturising Lotion

- Royal Spa® Smooth As Silk Hydrating Lotion (7121)/
Cellular Laboratories® De-Aging Crème (711190)

SPECIALTY SKIN CARE/ANTI-AGEING

Cleansing Cream/Exfoliant/Cleanser

- Skintelligence Hydra Derm Deep Cleansing Emulsion
(71297)

pH Normaliser/Toner

- Skintelligence pH Skin Normalizer (71298)
- Cellular Laboratories® De-Aging Toner (711200)

Daily Moisturiser

- Skintelligence Daily Moisture Enhancer (71295)
- Cellular Laboratories® De-Aging Crème (711190)

Face Masque

- Skintelligence Facial Firming Masque (71294)

Complete Skincare System

- Skintelligence 5-Piece Set (712602)

Eye Cream

- Cellular Laboratories® De-Aging Eye Crème (711194)

Skin Treatment

- Pentaxyl® (711151)
- Skintelligence Cellular Perfecting Complex (71296)

Anti-Wrinkle/Anti-Ageing

- Pentaxyl® (711151)

COSMETICS

Primers*

- Motives® Perfecting Face Primer, Eye Base,
Glitter Adhesive

Lips*

- Motives® Lip Crayon, Rich Formula Lipstick, Lip Shine,
Mineral Lipstick, Vitamin C Lip Treatment, Hydrating
Lip Balm, Lip Lock

Cheeks*

- Motives® Pressed Bronzer, Pressed Blush,
Blush Bronzer Duo

Eyes*

- Motives® Eye Shadows, Eyeliners, Waterproof
Eye Pencil, Essential Brow Kit, Mascara,
Motives® Gentle Eye Makeup Remover

Foundation/Powders*

- Motives® Liquid Powder Mineral Foundation,
Crème Concealer, Dual Perfection Powder, Full
Coverage Photo Finish Powder, Luminous
Translucent Loose Powder

Accessories/Brushes*

- Motives® Brushes/Brush Sets, Pencil Sharpener

APPAREL, ELECTRONICS, GIFTS, HOME GOODS, ETC.

- AU.SHOP.COM



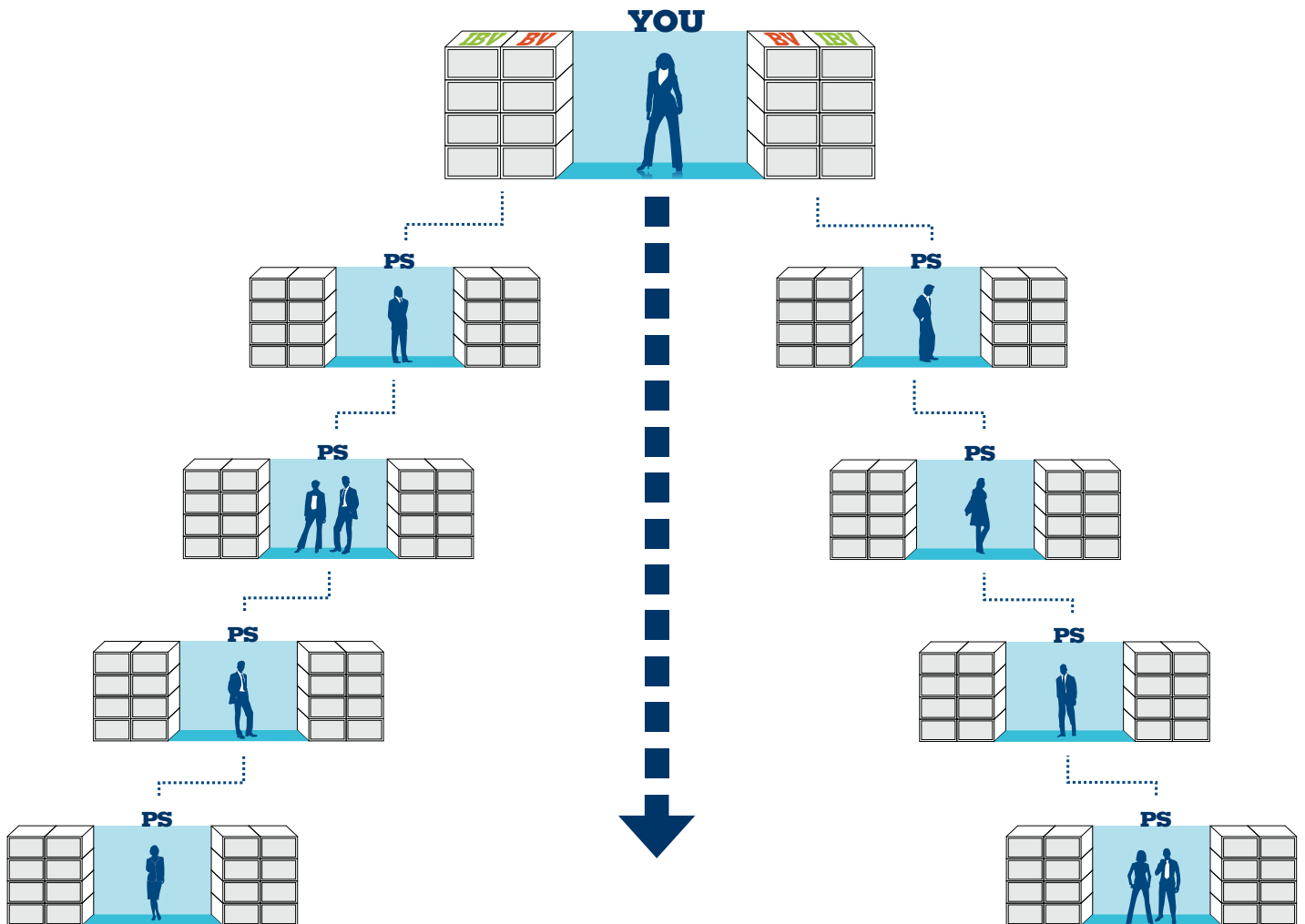
POSSIBILITIES LIST

DON'T BE PREJUDICED, LIST 35 OR MORE NAMES, HIGHLIGHT THE TOP 10.

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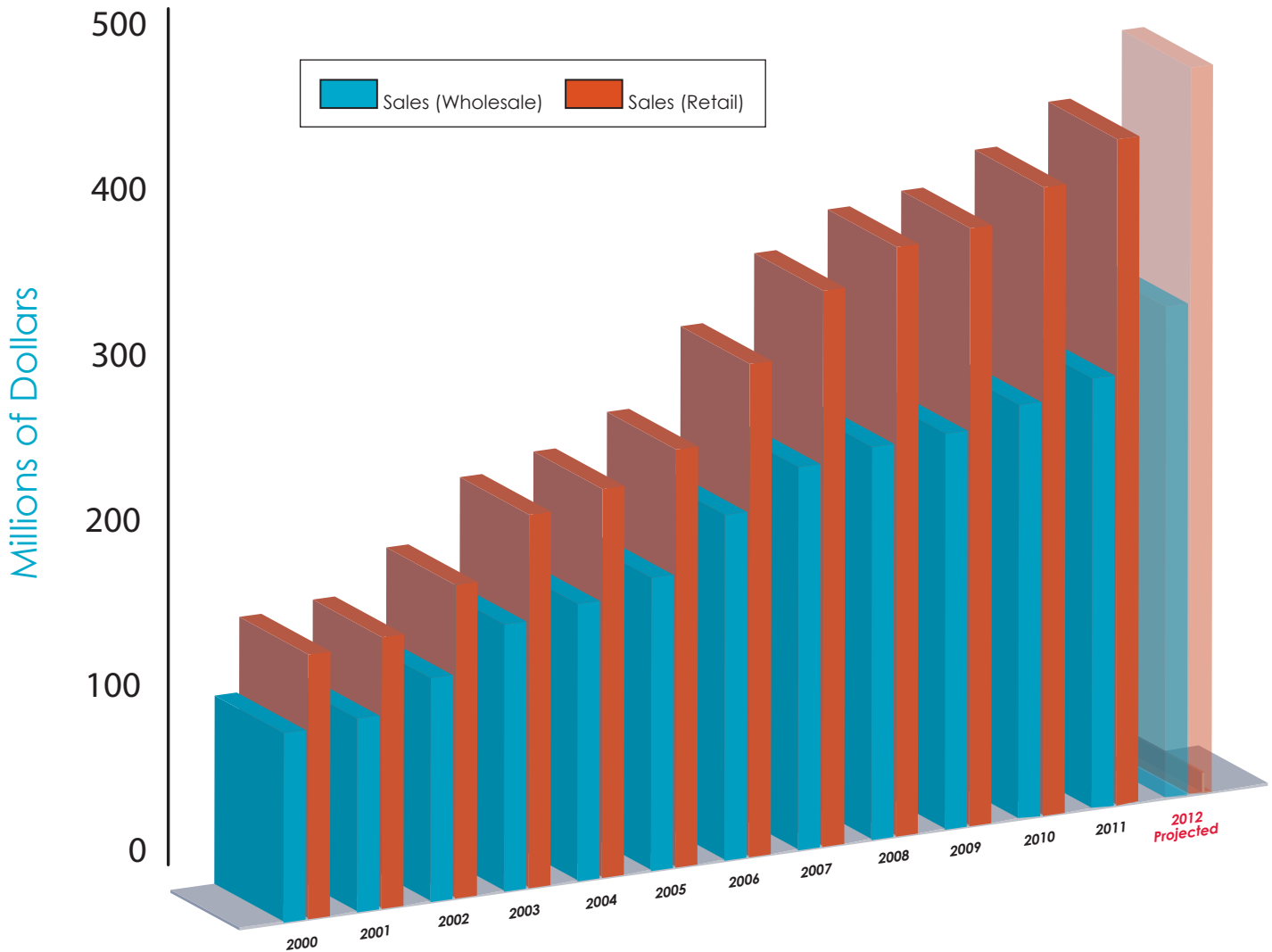
> ORGANISATIONAL CHART

GOAL: PERSONALLY SPONSOR A MINIMUM OF FOUR INDEPENDENT UNFRANCHISE OWNERS PLACED IN YOUR **LEFT ORGANISATION** AND FOUR INDEPENDENT UNFRANCHISE OWNERS IN YOUR **RIGHT ORGANISATION**, EACH IMPLEMENTING **THE BASE 10, SEVEN STRONG PRINCIPLE**.



KEY:
PS: Personally Sponsored Independent UnFranchise Owner

WORLDWIDE SALES & UNFRANCHISE OWNER EARNINGS



UnFranchise® Owners have earned the following since the company's inception:

Estimated retail profits earned:*
 us \$1,265,058,282

+ Total commissions earned:
 us \$1,257,468,708

= Total UnFranchise Owner earnings:
 us \$2,522,526,990**

Estimated Accumulated Retail Sales = us \$4,420,703,988**

**Estimated retail profits earned based on suggested retail prices
*As of March 31, 2012

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Seven Hills, NSW 2147
AU.SHOP.COM
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