[起步指南]

markethongkong™ | SHOP•COM™

恭喜您！

決定成為獨立超連鎖™店主，建立美安香港超連鎖™事業，可能會為你帶來前所未見的動力與回報！

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03 跟進會面

04 居家消費評量表

資深獨立超連鎖店主聯絡資料：

推薦人：_____

電子郵件：_____

電話號碼：_____

資深授證經理級：_____

電子郵件：_____

電話號碼：_____

資深授證經理級：_____

電子郵件：_____

電話號碼：_____

資深諮詢評議會成員：_____

電子郵件：_____

電話號碼：_____

本地研討會協調員：_____

電子郵件：_____

電話號碼：_____

合格日(Q-DATE)：_____

如同傳統連鎖事業，只要你切實執行一套證實可行的事業計劃，你就掌握了成功的關鍵。這套事業計劃由標準化、協調和系統化的活動所構成。在規定時間內完成這些行動，會讓你的銷售組織健全穩定地成長。

《起步指南》是一套行事指南，能幫助你快速建立你的美安香港獨立超連鎖事業。如果你需要更多的詳細資料，請你參考《美安香港公司專業手冊》。請你執行並完成《起步指南》中的各項計劃，同時也請你督促你所推薦的獨立超連鎖店主一起執行這份指南。

辦公室與通訊地址：香港九龍尖沙咀廣東道28號力寶太陽廣場10樓1010-1014室

公司網址：HK.SHOP.COM, markethongkong.com.hk

重要電話號碼：

超連鎖店主服務部 3512-9198

傳真 3512-9199

產品資訊 3512-9198（按1字）

在TWITTER跟隨我們

@markethongkong, @shoppingannuity

請在FACEBOOK為我們按「讚」

facebook.com/markethongkong, facebook.com/shop.com, facebook.com/shoppingannuity

在INSTAGRAM跟隨我們

@marketamerica, @shopcomdeals, @shoppingannuity

加入我們

linkedin.com/company/market-america
linkedin.com/company/shop.com

網誌

beingjrridinger.com, blog.marketamerica.com, shoppingannuity.com/blog, lorensworld.com, myfashioncents.com, exploresupplements.com

訂閱

youtube.com/markethongkongvideos, youtube.com/marketamerica, youtube.com/shoppingannuity

加上我們

MeetON.com

01:建立你的超連鎖™事業

遵循下列步驟是建立你超連鎖事業的關鍵因素。

承諾：我將用一年的時間專心致力於我的超連鎖事業。

我將完成下列事項：

- ☐ 遵循這份為期12個月的完整事業計劃。
- ☐ 保證每週以8至15小時完成此計劃中的任務與活動。
- ☐ 購買門票參加全球會議聯盟系統(GMTSS)的下一次會議活動（如本地研討會、美安香港年會、領袖訓練會議、世界大會或國際年會）。
- ☐ 落實購物年金，轉消費為收入。瀏覽ShoppingAnnuity.com，完成購物年金評量，成為購物年金成員。
- ☐ 檢視主管超連鎖店主計劃，成為主管超連鎖店主。
- ☐ 檢視購物年金獎賞計劃，成為購物年金卓越成員。
- ☐ 使用超連鎖媒體應用程式(UFMEDIA APP)，每星期至少聽兩份錄音資料。

1. 在你的行事曆上記錄以下重要日子：

超連鎖事業簡報會(UBP)：
（日期）_____

新超連鎖店主訓練(NUOT)：
（日期）_____

成功五要訣訓練(B5)：
（日期）_____

授證經理級訓練(ECCT)：
（日期）_____

本地研討會：
（日期）_____

美安香港年會：
（日期）_____

領袖訓練會議：
（日期）_____

世界大會：
（日期）_____

國際年會：
（日期）_____

與資深事業夥伴約定電話工作坊，以便打電話介紹事業和/或產品：
（日期）_____

產品簡報會/markethongkong.com.hk/HK.SHOP.COM導覽：
（日期）_____

家庭事業簡報會(HBP)：
（日期）_____

2. 產生效益的活動：

擬定一份潛在人選名單。考慮那些與你關係最密切的人，他們可能對我們的產品、事業或網上購物感興趣。*（在下面列出首選10人名單。）*

1. 姓名：_____
   電話號碼：_____
   電子郵件：_____
2. 姓名：_____
   電話號碼：_____
   電子郵件：_____
3. 姓名：_____
   電話號碼：_____
   電子郵件：_____
4. 姓名：_____
   電話號碼：_____
   電子郵件：_____
5. 姓名：_____
   電話號碼：_____
   電子郵件：_____
6. 姓名：_____
   電話號碼：_____
   電子郵件：_____
7. 姓名：_____
   電話號碼：_____
   電子郵件：_____
8. 姓名：_____
   電話號碼：_____
   電子郵件：_____

01: 建立你的超連鎖™事業

（續前頁）

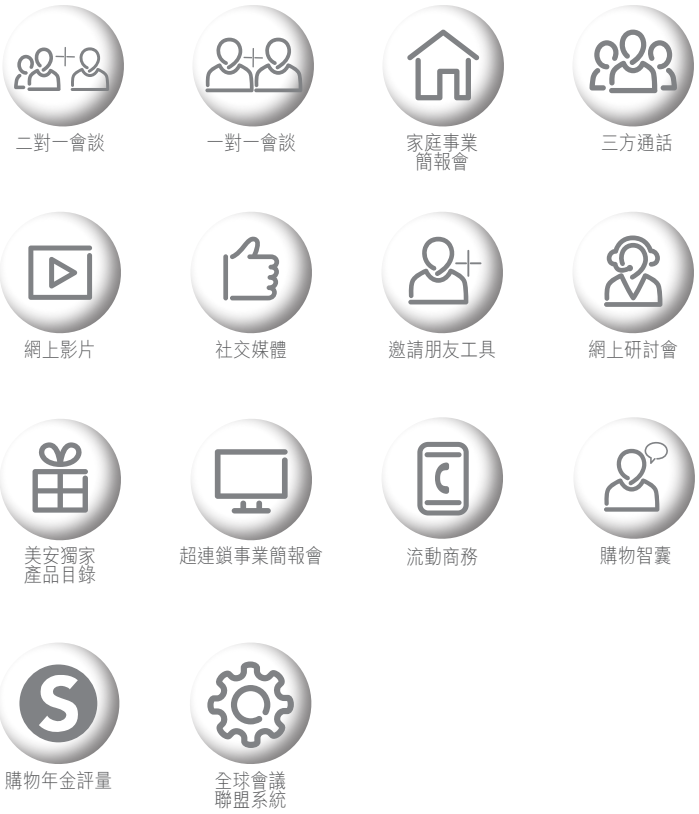
9. 姓名：_____
   電話號碼：_____
   電子郵件：_____

10. 姓名：_____
    電話號碼：_____
    電子郵件：_____

準備回答「美安是甚麼？」

準備回答「美安是甚麼？」 你必須能在對方提出問題時應答如流，在與新的潛在人選討論美安香港 I HK.SHOP.COM時，才能發揮成效，也才能暢談無礙，態度誠懇，充滿自信。我們建議你參考成功五要訣錄音資料、網上訓練資料和專業手冊中有關物色/招募/推薦的內容。**範例**：美安集團是產品代理及互聯網行銷公司，營運遍及全球，專門從事一對一行銷。**範例**：購物年金。這是一項革命性的計劃，可幫助人們轉消費為收入。你聽說過購物年金嗎？

介紹事業的工具：



02: 你的為甚麼及目標聲明

你必須寫出具體並可量化的目標，才能有效率達成。花幾分鐘寫下你想達成的目標。有關目標聲明的其他資料，請參考成功五要訣錄音資料、網上訓練資料以及/或《美安香港公司專業手冊》的相關部份。你也可以從推薦人及/或資深事業夥伴那裡得到相關建議，以確定你的目標實際可行。

A. 我的為甚麼：你為何要建立超連鎖事業的主要原因

設定「我的為甚麼」（兩分鐘廣告）。在「兩分鐘廣告」裡，你必須說明你為何從事美安事業，並加上吸引人的事業機會說明。獨立超連鎖店主都應該有明確的目標，有目標才能克服事業中的挑戰。

B. 個人目標

1. **決定目標。**決定你十分想得到的東西或生活方式。

   _____

   _____

   _____

   _____

2. **達成時間。**每項目標都應設定達成日期。

   _____

   _____

   _____

3. **決定你願意付出甚麼**，以達成目標：包括時間、努力和犧牲。

   _____

   _____

   _____

02: 你的為甚麼及目標聲明

（續前頁）

4. **擬出詳細的行動計劃。**你必須擬定每年、每月、每週與每天必須進行的詳細計劃，以達成目標。這項事業最有效的建立方式是每天做一點，持之以恆。你只要切實執行你的詳細計劃中的每日任務和活動（如下所示），日積月累，你就能一步步達成你的夢想！

5. 用50至100字**寫下目標聲明**（按以上1-4步驟），每天閱讀兩次。每個星期或是每個月修改你的目標聲明，直到目標符合現實。不斷檢查目標是否符合現實，可以幫助你更專心努力，成功達到目標！

- ☐ 每天添加/培養兩位潛在人選
- ☐ 每天致電一至三位名單中的潛在人選，每週約定至少兩次會面，和他們一起評估事業機會，並詢問他們是否認識適合的事業人選
- ☐ 介紹事業及/或產品 — 社交媒體
- ☐ 每週兩次展示超連鎖™事業（展示計劃）
- ☐ 跟進一位可能人選及/或顧客
- ☐ 邀請兩人賺取現金回贈或瀏覽HK.SHOP.COM網站
- ☐ 聽一份錄音資料或觀看一段影片
- ☐ 每天使用美安香港產品
- ☐ 閱讀你的目標宣言

C. 事業目標與進度

（與您的推薦人或資深事業夥伴一起建立一項行動計劃）

1. **佣金收入**

每週我要投入 _____ 小時從事超連鎖事業。

每週我要投入 _____ 個晚上/白天從事超連鎖事業。

我要在 _____（目標日期）之前，親自推薦兩位合格的獨立超連鎖店主（達成擴展業務）。

我要在 _____（目標日期）之前，成為助理級超連鎖店主（收到第一份HK$2,300佣金）。

我要在 _____（目標日期）之前，成為經理級超連鎖店主（收到HK$11,500佣金）。

我要在 _____（目標日期）之前，達到年佣金收入HK $ _____。

我要在_____（目標日期）之前，在網上註冊至少10位優惠顧客。

2. **個人業績***

一個月之後，每月個人購買並使用200 BV*以上的產品。每月個人購買10 IBV†以上的美安香港品牌產品和5 IBV以上的夥伴商店產品，個人購買總數至少達到15 IBV。

三個月之後，建立十位以上的忠誠顧客基礎，每位每月購買30 BV以上和20 IBV（包括推薦顧客購物）以上的產品。

*請查閱主管超連鎖店主(UFO)標準，以了解更多有關成長與發展的資訊。

3. **零售：**

每月你組織內的每一位獨立超連鎖店主應該創造500 BV以上和200 IBV以上的產品銷售量。（200 BV以上來自個人使用，300 BV以上來自重複性銷售）

教導、管理並協助你組織的獨立超連鎖店主達成這個目標。

教導、管理並協助你組織的每位獨立超連鎖店主如何運用HK.SHOP.COM，最大化建立購物年金。

4. 實行此計劃之後，於3到6個月內，自管理業績紅利計劃(MPCP)中每月**分別由BV賺取HK$2,300以上的收入以及每兩個月由IBV賺取HK$2,300以上的收入**（相當於你加上商業發展中心的左右兩邊各有3位獨立超連鎖店主，每位獨立超連鎖店主每個月產生500 BV及200 IBV）—「基本十顧客，七人強」

5. 實行此計劃8個月之後，自管理業績紅利計劃中每月**分別由BV賺取HK$4,600以上以及由IBV賺取HK$2,300以上的收入**（相當於一個商業發展中心的左右兩邊各有6位獨立超連鎖店主，每位獨立超連鎖店主每個月產生至少500 BV及至少200 IBV）

6. 實行此計劃10個月之後，自管理業績紅利計劃中**分別每月由BV賺取HK$6,900以上的收入以及每兩個月由IBV賺取HK$6,900以上的收入**（相當於一個商業發展中心的左右兩邊各有9位獨立超連鎖店主，每位獨立超連鎖店主每個月產生至少500 BV及至少200 IBV）

7. 實行此計劃12個月之後，自管理業績紅利計劃中每月**分別由BV賺取HK$11,500以上以及由IBV賺取HK$11,500以上的收入**（相當於一個商業發展中心的左右兩邊各有12位獨立超連鎖店主，每位獨立超連鎖店主每個月產生至少500 BV及至少200 IBV）

*本指南中提到的收入等級純屬舉例說明，無意代表一般美安香港超連鎖™店主的收入，也無意表示任何超連鎖店主皆可賺取同等收入。美安香港超連鎖店主的成功與否，取決於其在發展美安香港事業時的努力，才能與投入程度。

02: 你的為甚麼及目標聲明

（續前頁）

建立事業基礎 –「基本十顧客，七人強」

*BV：業績點數　†IBV：獎勵業績點數

1. 一個月之後，個人每月購買並使用
200 BV以上 + 15 IBV以上的產品。



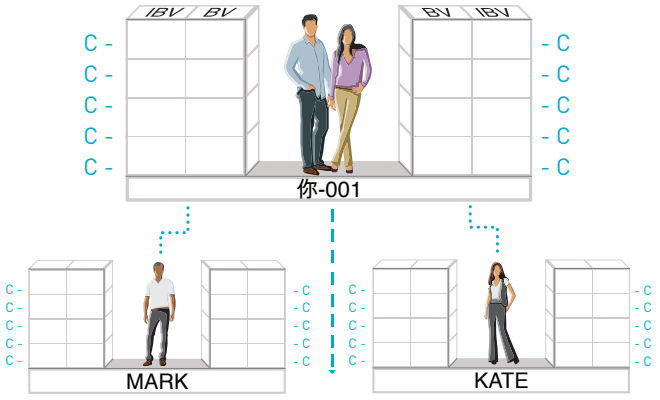
200 BV以上/每月
填寫居家購物清單

2. 於1到3個月內建立10位以上的忠誠顧客基礎，
每位每月購買30 BV以上和20 IBV以上的產品。

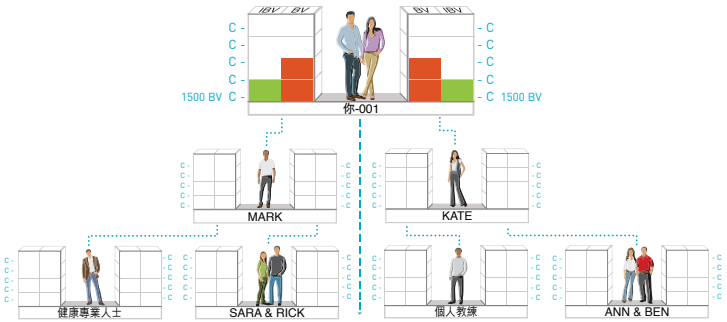


200 BV以上/每月
C = 顧客（每人每月購買30 BV以上 + 20 IBV以上）
= 300 BV + 200 IBV
一個月之後，個人每月購買並使用
200 BV以上 + 15 IBV以上的產品。

3. 在商業發展中心的左邊和右邊各親自推薦一位合格
的獨立超連鎖店主，以擴展業務。
每一位超連鎖店主建立「基本十顧客」。



4. 於3到6個月之內，每個月由BV賺得HK$2,300
以上的收入以及每兩個月由IBV
賺取HK$2,300以上的收入。



03:跟進會面

儘可能在簽約後3到7天內完成跟進會面。

1. 建立正確的態度與知識

- ☐ 重新檢視「我的為甚麼」
- ☐ 重新檢視你「美安是甚麼」的回答
- ☐ 檢視潛在人選名單，決定如何接觸新的可能人選
- ☐ 決定前十位潛在人選及接觸每個人的最佳方式
- ☐ 討論您從聽錄音及看影片中學到什麼
- ☐ 檢視你的超連鎖事業帳戶
- ☐ 檢視HK.SHOP.COM網站的各項功能（eGifts、降價追蹤、購物智囊、比較購物、熱賣優惠等）
- ☐ 檢視marketamerica.com.hk公司資訊網頁
- ☐ 在社交媒體上跟隨並為美安香港公司和HK.SHOP.COM按「讚」
- ☐ 下載美安香港公司的流動商務應用程式

2. 與事業夥伴一起重溫目標聲明

- ☐ 重新檢視目標與目標聲明
- ☐ 重新檢視行動計劃 — 每日、每週和每月任務

3. 零售 — 增加個人使用和團體銷售業績

個人使用：你必須使用你推薦的產品。從潛在顧客名單中找出潛在顧客。找出頭十位潛在顧客，向他們介紹美安香港獨家產品和HK.SHOP.COM網站。

03: 跟進會面

（續前頁）

- ☐ 不要從其他商家購買你目前每個月固定購買的產品，改由從自己的事業中購買（使用購物年金評量、購物智囊及/或居家購物清單找產品）
- ☐ 開始你的事業後一個月內，和你的團隊主持一場產品簡報會/HK.SHOP.COM網站導覽
- ☐ 介紹你的網站給顧客：HK.SHOP.COM/_____
- ☐ 透過你的HK.SHOP.COM網站將所有的顧客註冊為優惠顧客
- ☐ 繼續透過「邀請朋友」工具介紹你的HK.SHOP.COM網站給顧客

4. 物色、招募與推薦：擴展組織的基本法則

潛在顧客名單：列出前十名的可能人選，首先向他們展示產品、事業和/或HK.SHOP.COM。

影片/線上研討會接觸法：
美安公司提供獨立超連鎖™店主許多基本工具，包括「超連鎖事業計劃」影片（網上研討會或網上影片）。這些工具讓你可以有效找到最多的可能人選。更重要的是，不論你對美安事業的了解有多少，都能夠輕鬆使用這些招募工具。利用影片/網上研討會接觸，你只需要了解下面兩件事情：如何排定會面和跟進。

a. **評估接觸範例：**「王先生，我剛和同事們開始創業，在家兼職開始。我們對這份機會很興奮，並且希望在這個地區（王先生所在地區）拓展業務。我想到你可能會對這項機會有興趣，或者可以給我推薦合適的人。不管如何，你都可以先評估這項機會。我可否拿一些資料讓你參考，讓你有一個基本的印象。不管你有沒有興趣，你可能會認識一些感興趣的人。」
   回應：興趣中至高 — 訂定三方通話或會面，以展示事業計劃（使用二對一會面、HBP*、UBP†或網上研討會）。
   回應：興趣不大 — 使用影片展示以獲得推薦人選，或者介紹HK.SHOP.COM網站。

b. **跟進：**約定會面後的第二天，送出關於美安香港 I HK.SHOP.COM的PDF文檔或其他網上事業支援工具。排定時間在可能人選看完影片/網上研討會後馬上致電他們。
   回應：對影片/網上研討會興趣中至高 — 約定二對一會面、超連鎖事業簡報會(UBP)或其他網上影片/網上研討會介紹（遠程物色人選）
   回應：看完影片/網上研討會介紹後興趣不大 — 試著約定二對一會面或電話會議以取得推薦，或是介紹美安香港產品和HK.SHOP.COM網站（請依此順序進行）

5. 跟進與ABC法則 — 深度複製事業的法則

個人責任：你是大家學習的榜樣。ABC跟進法以你每日、每週、每月至少完成下列活動為開始，請開展ABC跟進會/試做。（一對一、二對一或家庭事業簡報會和網上研討會介紹）。

目標：每週在一個新人的地點拓展一個ABC層次；與你的團隊夥伴及/或資深夥伴一起參加聚會，以得到幫助/支援。每一次家庭事業簡報會或超連鎖事業簡報會最重要的目標是約定跟進會面。

組織責任：對你親自推薦的以及與你合作的獨立超連鎖店主的活動和任務進行評估、監督、調整與控制。排定時間聯絡他們，以檢視其執行行動計劃的進度。

- ☐ 完成新超連鎖店主訓練、成功五要訣訓練和授證經理級訓練
- ☐ 購票參加下一次全球會議聯盟系統(GMTSS)活動（本地研討會、美安香港年會、領袖訓練會議、美安世界大會或國際年會）
- ☐ 主持家庭事業簡報會
- ☐ 主持產品簡報會/ HK.SHOP.COM網站導覽
- ☐ 在組織中實施「基本十顧客，七人強」
- ☐ 定期舉行電話工作坊
- ☐ 經常展示美安事業
- ☐ 聽錄音和看影片（建立每天學習的氛圍）
- ☐ 每天進行產生效果的活動：使用和分享美安香港產品和HK.SHOP.COM網站，分享事業機會（執行並分享購物年金計劃），以及參加會議活動並銷售門票（推展教育）
- ☐ 完成購物年金評量

04: 居家消費評量表

將你目前所購買使用的商品，換成相同性質的美安香港產品。
經由你自己的超連鎖™事業與HK.SHOP.COM來轉消費為收入，藉此創造購物年金。
利用下表幫助你確定你將既有的花費轉為投資自己的事業。

PureH2O™濾水器Water Filters
- ❑ Pure H2O™桌上型濾水器Countertop Water Filter (HK4001)
- ❑ Pure H2O™濾水器濾芯（A及B）Countertop Water Filter Replacement Cartridges A&B (HK4025)

廚房或浴室清潔用品Cleaning Needs, Kitchen Products/Bathroom
- ❑ Snap®萬用天然濃縮清潔液All-Purpose Natural Concentrate (HK6209)
- ❑ Snap®洗潔精Dishwashing Liquid (HK6203)
- ❑ Snap®家居清潔套裝Cleaning Variety Kit (HK6224)

洗衣用品Laundry
- ❑ Snap®衣物柔順劑Free & Clear Fabric Softener (HK6205)
- ❑ Snap®三重酵素高效洗衣液Triple Enzyme 3X Laundry Detergent (HK6201)

電磁波輻射Stealth Radar
- ❑ 電磁波輻射防護片Stealth Radar Shield (HK16006)

個人護理Body Care
- ❑ Royal Spa™沐浴露Imperial Blend Bath & Shower Gel (HK12012)
- ❑ Ultimate Aloe™蘆薈啫喱Gel (HK1070)
- ❑ Cellular Laboratories™煥膚再生美體潤膚霜De-Aging Body Balm (HK11209)/Lumière de Vie極緻妍亮手部及身體潤膚霜Intensive Hand and Body Crème (HK12205)
- ❑ Cellular Laboratories™煥膚再生高效防曬乳霜SPF 50+ De-Aging Sunscreen Broad Spectrum SPF 50+ (HK11201)

化妝品Cosmetics
- ❑ Motives®瑰麗化妝掃套裝（8件）8-Piece Deluxe Brush Set (HK46MBR)
- ❑ Motives®專業化妝掃套裝（15件）15-Piece Deluxe Brush Set (HK49MBR)
- ❑ Motives®胭脂（多色選擇）Pressed Blush (varies)
- ❑ Motives®光影粉Pressed Bronzer (varies)
- ❑ Motives®無瑕美肌妝前底霜Complexion Perfection Face Primer (HK301FP)
- ❑ Motives®立體修容筆（多色選擇）Shimmer Stick (varies)
- ❑ Motives®遮瑕膏（多色選擇）Crème Concealer (varies)
- ❑ Motives®眼影（多色選擇）Pressed Eye Shadow (varies)
- ❑ Motives®眉妝組合Essential Brow Kit (HK100MBK)
- ❑ Motives®礦物防水眉筆（多色選擇）Mineral Waterproof Eyebrow Pencil (varies)
- ❑ Motives®柔滑眼線筆（多色選擇）Khol Eyeliner (varies)
- ❑ Motives®礦物眼線膏（多色選擇）Mineral Gel Eyeliner (varies)
- ❑ Motives®持久色澤唇線筆（多色選擇）Lip Crayon (varies)
- ❑ Motives®礦物唇彩（多色選擇）Mineral Lip Shine (varies)
- ❑ Motives®水漾唇膏（多色選擇）Moisture Rich Lipstick (varies)
- ❑ Motives®長效遮瑕液（多色選擇）Long-Wear Liquid Concealer (varies)
- ❑ Motives®礦物粉底液SPF 15（多色選擇）Liquid Powder Mineral Foundation with SPF 15 (varies)
- ❑ Motives®瞬間無瑕定妝噴霧10 Years Younger Makeup Setting Spray (HK301FS)
- ❑ Motives®卸妝潔面紙Makeup Remover Towelettes (HK01MEMT)
- ❑ Motives®高清睫毛液（多色選擇）Lustrafy High-Definition Mascara (varies)
- ❑ Motives®持久絕色甲油（多色選擇）Nail Lacquer (varies)
- ❑ Motives®無瑕美肌兩用粉餅（多色選擇）Mineral Dual Foundation (varies)
- ❑ Motives®無瑕美肌透亮碎粉（多色選擇）Luminous Translucent Loose Powder (varies)

護膚/特別修護Facial/Specialty Skincare
- ❑ Lumière de Vie極緻妍亮淡斑液Illuminating Fading Fluid (HK12203)
- ❑ Skintelligence® Alpha 24水漾抗皺乳液Triple Revitalizing Complex (HK1275)
- ❑ Timeless Perscription™暗瘡護理3部曲3 Step Acne Care System (HK11137)
- ❑ Lumière de Vie極緻妍亮潔面乳Facial Cleanser (HK12207)
- ❑ Cellular Laboratories™煥膚再生日霜SPF 20 De-Aging Day Crème SPF 20 (HK11195)
- ❑ Lumière de Vie極緻妍亮火山泥去角質面膜Volcanic Exfoliating Mask (HK12202)
- ❑ Lumière de Vie極緻妍亮眼霜Eye Balm (HK12200)
- ❑ Pentaxyl®抗皺修護乳霜 (HK11150)
- ❑ Lumière de Vie瞬間緊緻精華液Needle-Free Serum (HK12212)
- ❑ Lumière de Vie極緻妍亮逆齡面霜Intense Rejuvenation Crème (HK12201)
- ❑ Lumière de Vie極緻妍亮爽膚水Toner (HK12208)

頭髮護理Hair Care
- ❑ Royal Spa™甘菊洗髮乳Chamomile Shampoo (HK12003)
- ❑ Fixx™豐盈洗髮乳及護髮素（二合一）Thick Hair Shampoo & Conditioner (HK12508)
- ❑ Royal Spa™洗髮乳Ultra III Shampoo (HK12006)
- ❑ Fixx™摩洛哥堅果油護髮素Argan Oil Conditioner (HK12500)
- ❑ Fixx™摩洛哥堅果順髮油Argan Oil No Frizz (HK12504)
- ❑ Fixx™豐盈噴霧Volumizing Boost Spray (HK12516)
- ❑ Royal Spa™夏威夷白姜造型泡沫Awapuhi Mousse (HK12021)

減重/ 體重管理Weight Loss/Weight Management
- ❑ TLS® 21日修身挑戰組合 (HK21DAY)
- ❑ TLS®健康指南[包TLS®日誌（3本裝）及TLS®成功個案分享DVD] Health Guide [Includes TLS Journals (Pack of 3) and TLS Testimonial DVD] (HK6478)
- ❑ TLS®高效修身配方控醣 • 控脂二合一 CORE Fat & Carb Inhibitor (HK6462)
- ❑ TLS®消脂配方—青咖啡豆精華 Thermochrome with Green Coffee Bean Extract (HK6406)
- ❑ TLS®塑身去脂配方—紅花籽油精華 Tonalin™ CLA (HK6428)
- ❑ TLS®高纖蛋白營養飲品 Nutrition Shakes (HK6390雲呢拿味Creamy Vanilla/HK6391朱古力味Chocolate Delight)

健康與營養Health and Nutrition
- ❑ Isotonix OPC-3®沖飲Powder Drink (HK13000)/OPC-3® 軟糖Chews (HK6903)/Isotonix® Maximum ORAC沖飲Powder Drink (HK13039)/Isotonix®白藜蘆醇沖飲Resveratrol Powder Drink (HK13061)
- ❑ Isotonix®維他命C沖飲Vitamin C Powder Drink (HK13033)/Isotonix®免疫提升沖飲Immune Powder Drink (HK13984)/Isotonix®菠蘿酵素沖飲 Bromelain Plus Powder Drink (HK13986)
- ❑ Isotonix®綜合維他命沖飲Multivitamin Powder Drink (HK13004)/Isotonix®基本營養組合Daily Essentials Kit (HK6459)
- ❑ Isotonix美肌OPC-3®沖飲OPC-3® Beauty Blend Powder Drink (HK13997)
- ❑ 薑黃精華—補肝排毒配方 Curcumin Extreme™ (HK13147)
- ❑ Isotonix®消化酵素沖飲Digestive Enzyme Powder Drink (HK13006)/ NutriClean全方位蔬果精華Complete Greens (HK13143)/Nutriclean®腸道營養纖維粉Advanced Fiber Powder (HK13279)/NutriClean®益生菌配方Probiotics (HK13282)/Ultimate Aloe™蘆薈汁Juice (HK1280原味Natural, HK1282野莓蘋果Cranberry Apple, HK1285士多啤梨奇異果Strawberry Kiwi)
- ❑ Prime™前列健 MPC™ (Maximum Prostate Care) (HK13158)
- ❑ Heart Health™魚油 Essential Fish Oil (HK13850)
- ❑ Isotonix®鈣高效吸收沖飲Calcium Plus Powder Drink (HK13020) / Prime™健絡關節沖飲Joint Powder Drink by Isotonix® (HK13081)
- ❑ Isotonix®葉黃素沖飲Vision Formula with Lutein Powder Drink (HK13042)/Prime™ 蝦紅素—健心明目配方Astaxanthin Cardio and Visual Vitality Formula (HK14500)
- ❑ Isotonix®全效維他命B群沖飲Advanced B-Complex Powder Drink (HK13001)/Isotonix®左旋色胺酸沖飲—寧神安睡配方L-Tryptophan Powder Drink (HK13063)
- ❑ Isotonix®巴西莓提升能量沖飲Acai Advanced Energy Powder Drink (HK13059)

兒童健康Children's Support
- ❑ DNA Miracles奇妙系列益生菌（兒童配方）Probiotics (HK6940)
- ❑ DNA Miracles奇妙系列OPC-3®軟糖Chews (HK6902)/DNA Miracles奇妙系列 Isotonix OPC-3®沖飲Powder Drink (HK6939)
- ❑ DNA Miracles Natural奇妙天然洗髮沐浴泡泡Foaming Wash and Shampoo (HK6932)
- ❑ DNA Miracles Natural奇妙天然抗敏護膚膏Diaper Cream (HK6931)/DNA Miracles Natural奇妙天然潤膚乳液Hydrating Baby Lotion (HK6930)/DNA Miracles Natural奇妙天然舒緩膏Soothing Ointment (HK6933)/DNA Miracles Natural奇妙天然系列套裝Value Kit(HK6934)

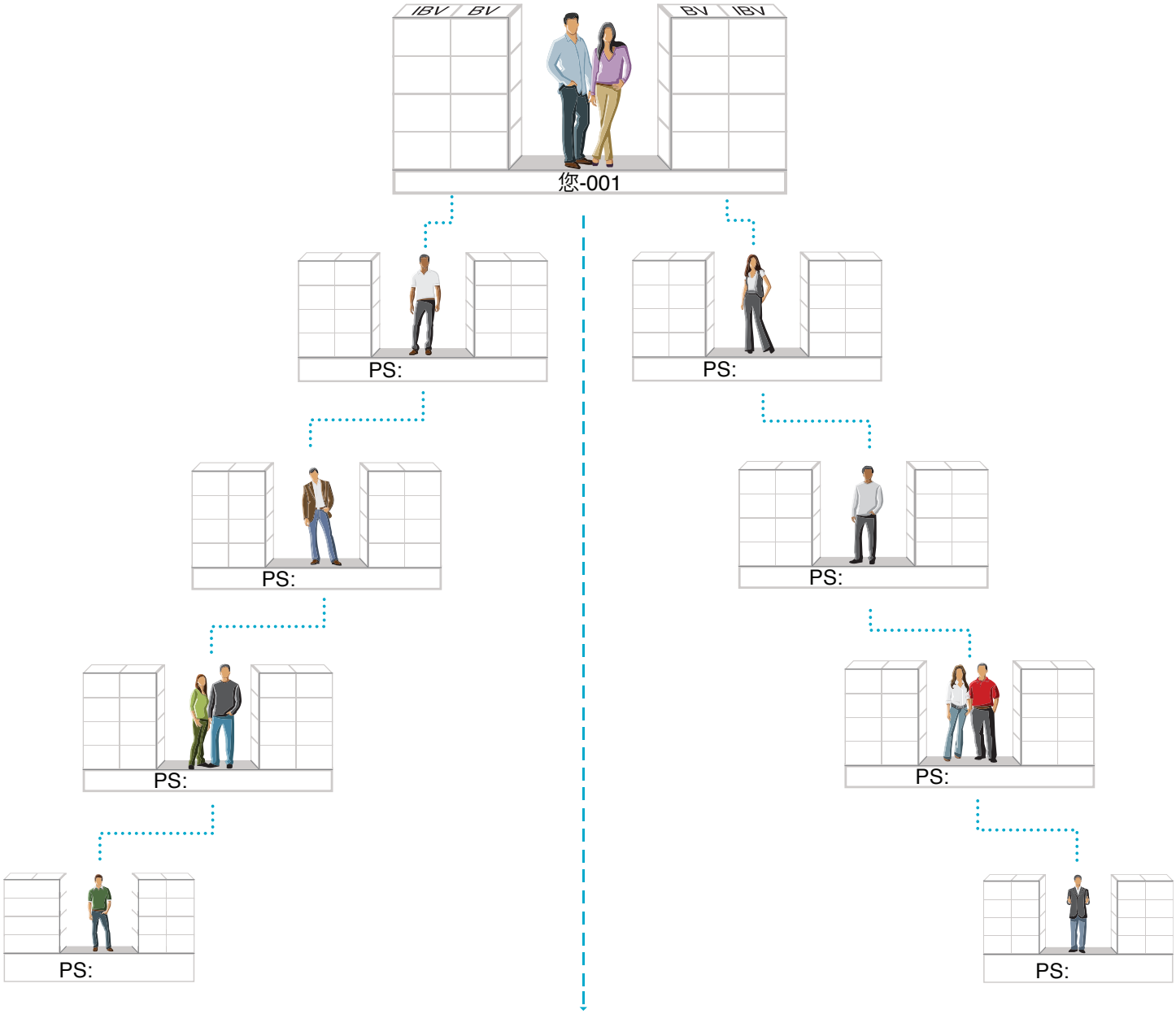
寵物營養及護理Pet Care
- ❑ PetHealth™貓犬專用OPC配方（添加葡萄糖胺 OPC Formula with Glucosamine for Dogs & Cats (HK5602)
- ❑ PetHealth™寵物腳掌軟膏Pad & Paw Balm (HK5618)
- ❑ PetHealth™防敏寵物沐浴露Hypoallergenic Shampoo (HK5612)

潛在人選名單：統計表示，一般來說平均每個人都認識大約300人。建立至少100人的潛在人選名單，運用事業評估、人選引薦或直接接觸法，向他們介紹事業機會。建立習慣，每天都至少聯絡一至二人，這樣每週至少可為兩位合格人選展示事業計劃。只要持之以恆，每年可為104位合格人選（2人 X 52週）展示事業計劃，達到每年至少親自推薦8位超連鎖™店主（作夥伴）。

姓名：_____
電話號碼：_____
電子郵件：_____

組織結構圖

目標：在個人商業發展中心的左邊和右邊，每邊親自推薦至少4位獨立超連鎖™店主。



註解：PS: 親自推薦的獨立超連鎖店主

主管超連鎖™店主標準

日曆季度合格確認表說明

日曆季度：1月至3月，4月至6月，7月至9月，或10至12月

（選一項打勾）：☐ 初次合格 ☐ 再次合格

注意：所有合格要求必須在提出申請的日曆季度內達到。所有文件必須於季度結束後28天內繳交。

姓名：_____

超連鎖™店主編號：_____

日曆季度起始日：_____

日曆季度終止日：_____

☐ 完成購物年金評量

☐ 訂用超連鎖管理系統(UFMS)

☐ 季度內購買總值為1,500 BV的產品。這些產品必須以你的超連鎖店主編號為付款人，或由你的優惠顧客購買。

訂單編號：_____ 日期：_____

訂單編號：_____ 日期：_____

訂單編號：_____ 日期：_____

訂單編號：_____ 日期：_____

☐ 你與你的顧客共需在夥伴商店消費滿HK$11,500，以你的超連鎖店主編號為付款人，和/或由你的優惠顧客購買。

☐ 親自推薦最少兩名合格且活躍的超連鎖店主。

姓名：_____

超連鎖店主編號：_____

姓名：_____

超連鎖店主編號：_____

**請登入您的超連鎖帳戶 > 「下載」(Downloads) > 「輔助資料」(Support Materials)，下載完整的主管超連鎖店主計畫(Master UnFranchise Owner booklet)。*

培訓要求

☐ 參加或舉辦一次新超連鎖店主訓練

訓練員姓名：_____

日期：_____

地點：_____

☐ 參加或舉辦一次成功五要訣訓練

訓練員姓名：_____

日期：_____

地點：_____

☐ 每年參與或舉辦一次授證經理級訓練

訓練員姓名：_____

日期：_____

地點：_____

☐ 會議門票要求：

領袖訓練會議(3)
門票號碼：_____

門票號碼：_____

門票號碼：_____

美安香港年會(3)
門票號碼：_____

門票號碼：_____

門票號碼：_____

晉升超連鎖店主級別 / 獲取相應收入的要求

☐ 所附上的「成功五要訣測試」文件正確率為50%或以上
隨附文件_____（簽名）

及 / 或

☐ 每季度從一個商業發展中心賺取最少HK$6,900的BV/IBV佣金
佣金總額HK$_____

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香港九龍尖沙咀廣東道28號
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[GETTING STARTED GUIDE]

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CONGRATULATIONS!

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

TABLE OF CONTENTS

01 DEVELOPING YOUR UNFRANCHISE BUSINESS

02 YOUR WHY AND GOAL STATEMENT

03 FOLLOW-UP APPOINTMENT

04 HOME ASSESMENT

SENIOR INDEPENDENT UNFRANCHISE OWNER INFORMATION:

Sponsor:_____

Email:_____

Phone:_____

Senior Certified Executive Coordinator:_____

Email:_____

Phone:_____

Senior Certified Executive Coordinator:_____

Email:_____

Phone:_____

Senior Advisory Council Member:_____

Email:_____

Phone:_____

Local Seminar Coordinator:_____

Email:_____

Phone:_____

QUALIFICATION DATE (Q-DATE):_____

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 standardized, coordinated and systematic actions. These actions, completed in a timely manner, can result in fundamentally sound and consistent growth within your sales and distribution organizations.

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

OFFICE AND MAILING ADDRESS: Unit 1010-1014, 10/F, Lippo Sun Plaza, 28 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong
OFFICIAL COMPANY WEBSITE:
HK.SHOP.COM, markethongkong.com.hk
KEY TELEPHONE NUMBERS:
UnFranchise Services 3512-9198
Fax 3512-9199
Product Information 3512-9198 (Option 1)

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@marketamerica, @shopcomdeals, @shoppingannuity

JOIN OUR GROUP
linkedin.com/company/market-america
linkedin.com/company/shop.com

BLOGS
beingjrridinger.com, blog.marketamerica.com, shoppingannuity.com/blog, lorensworld.com, myfashioncents.com, exploresupplements.com

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ADD US
MeetON.com

SECTION 01: 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:

- ☐ Commit to following this 12-month proven business plan.
- ☐ Commit 8 to 15 hours per week to complete the tasks and activities outlined in this plan.
- ☐ Purchase a ticket(s) to the next scheduled Global Meeting, Training and Seminar System (GMTSS) event (Local Seminar, , Annual Convention, Leadership School, World Conference or International Convention).
- ☐ Implement the Shopping Annuity™ and Convert Spending into Earning™. Visit shoppingannuity.com to complete the Shopping Annuity Assessment and become a Shopping Annuity Member.
- ☐ Review the Master UnFranchise Owner Program and become a Master UnFranchise Owner.
- ☐ Review the Shopping Annuity Bonus Program and become a Shopping Annuity Master Member.
- ☐ Listen to a minimum of two audios each week from the UFMedia App.

1. **ENTER IMPORTANT DATES IN YOUR CALENDAR FOR:**

UnFranchise Business Presentations (UBP):
(dates)_____

_____

New UnFranchise Owner Trainings (NUOT)
(dates)_____

_____

Basic 5 Trainings (B5):
(dates)_____

_____

Executive Coordinator Certification Trainings (ECCT)
(dates)_____

_____

Local Seminars:
(dates)_____

_____

Annual Convention:
(dates)_____

_____

Leadership School:
(dates)_____

_____

World Conference:
(dates)_____

_____

International Convention:
(dates)_____

_____

Schedule a call workshop with a senior business partner to make calls to expose the business and/or products:
(dates)_____

_____

Product Preview/markethongkong.com.hk/HK.SHOP.COM Overviews:
(dates)_____

_____

Home Business Presentations (HPP):
(dates)_____

_____

2. **RESULT-PRODUCING ACTIVITIES:**

Create a Possibilities List. Consider people you have the best relationships with who may have an interest in the products, the business and/or online shopping. *(List your top 10 possibilities below.)*

1. Name:_____
   Phone:_____
   Email:_____

2. Name:_____
   Phone:_____
   Email:_____

3. Name:_____
   Phone:_____
   Email:_____

4. Name:_____
   Phone:_____
   Email:_____

5. Name:_____
   Phone:_____
   Email:_____

6. Name:_____
   Phone:_____
   Email:_____

SECTION 01: DEVELOPING YOUR UNFRANCHISE™ BUSINESS

(CONTINUED)

7. Name:_____
   Phone:_____
   Email:_____

8. Name:_____
   Phone:_____
   Email:_____

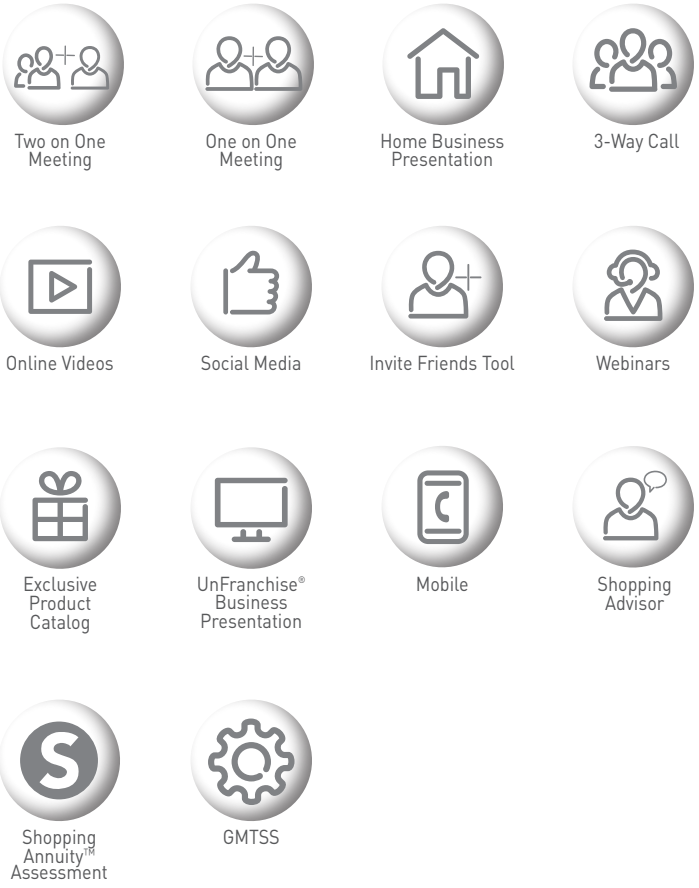
9. Name:_____
   Phone:_____
   Email:_____

10. Name:_____
    Phone:_____
    Email:_____

DEVELOP YOUR ANSWER TO "WHAT IS IT?"

Developing an answer to "What is it?" is necessary to discuss Market Hong Kong I HK.SHOP.COM 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, online training and/or the *Career Manual* for further details and instruction. **EXAMPLE:** A global Product Brokerage and Internet Marketing company that specializes in One-to-One Marketing. **EXAMPLE:** The Shopping Annuity. A revolutionary program which enables people to covert their spending into earning. Have you ever heard of it?

TOOLS TO EXPOSE THE BUSINESS:



SECTION 02: YOUR WHY AND 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, ONLINE TRAINING AND/OR THE *CAREER MANUAL*. YOU MAY WANT TO SEEK SOME ADVICE FROM YOUR SPONSOR AND/OR SENIOR BUSINESS PARTNERS 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 and maintain 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 goal.

   _____

   _____

   _____

SECTION 02: YOUR WHY AND GOAL STATEMENT

(CONTINUED)

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 in order to ensure the achievement of the weekly, monthly and annual goals.

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

- ☐ Add/cultivate two possibilities daily
- ☐ Call one to three prospects from your Possibilities List daily to schedule at least two appointments per week to evaluate the business to see if they know the right people
- ☐ Promote business and/or products – social media
- ☐ Present the UnFranchise™ Business (show the Plan) twice per week
- ☐ Follow up with a prospect and/or customer
- ☐ Invite two people to earn Cashback or visit HK.SHOP.COM.
- ☐ Listen to an audio or watch a video
- ☐ Use Market Hong Kong products daily
- ☐ Read your Goal Statement

C. BUSINESS GOALS & OBJECTIVES

(Develop an action plan with your sponsor or senior business partner)

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 HK$2,300 check) by (target date)_____.

I will reach the Executive Coordinator level (receive first HK$11,500 check) by (target date)_____.

I will earn annual commissions of HK$_____ by (target date)_____.

I will register a minimum of 10 Preferred Customers online by (target date)_____.

2. **PERSONAL USE***

Personally purchase and use ≥ 200 BV* worth of product monthly after one month. Personally purchase and use ≥ 10 IBV† from Market Hong Kong's products monthly and purchase ≥ 5 IBV from Partner Stores for a total of 15 personal IBV.

Establish a customer base of ≥ 10 purchasing ≥ 30 BV and ≥ 20 IBV (includes customer referrals) of product monthly after three months.

*For additional information on growth and development refer to the Master UnFranchise Owner (UFO) criteria.

3. **RETAIL SALES:** Each Independent UnFranchise Owner in your organization should be creating ≥ 500 BV and ≥ 200 IBV each month. (≥ 200 BV Personal and ≥ 300 BV Repeat Sales)

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

Teach each Independent UnFranchise Owner on your team how to maximize the Shopping Annuity™ on HK.SHOP.COM.

4. **EARN ≥ HK$2,300 (BV) MONTHLY AND ≥ HK$2,300 (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 Center [BDC] each creating 500 BV and 200 IBV monthly) — Base 10, Seven Strong

5. **EARN ≥ HK$4,600 (BV) AND ≥ HK$2,300 (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 ≥ 500 BV and ≥ 200 IBV monthly)

6. **EARN ≥ HK$6,900 (BV) MONTHLY AND ≥ HK$6,900 (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 ≥ 500 BV and ≥ 200 IBV monthly)

7. **EARN ≥ HK$11,500 (BV) AND ≥ HK$15,500 (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 ≥ 500 BV and ≥ 200 IBV monthly)

*The income levels mentioned in this Guide are for illustration purposes only. They are not intended to represent the income of a typical Market Hong Kong UnFranchise Owner, nor are they intended to represent that any given UnFranchise Owner will earn income in that amount. The success of any Market Hong Kong UnFranchise Owner will depend upon the amount of hard work, talent, and dedication which he or she devotes to building his or her Market Hong Kong Business.

SECTION 02: YOUR WHY AND GOAL STATEMENT

(CONTINUED)

ESTABLISHING A FOUNDATION – BASE 10, SEVEN STRONG

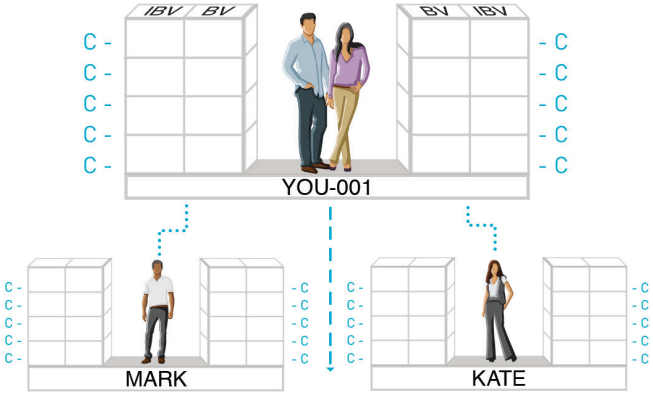
1. Personally purchase and use ≥ 200 BV + ≥ 15 IBV in product monthly after one month.



≥ 200 BV/Month

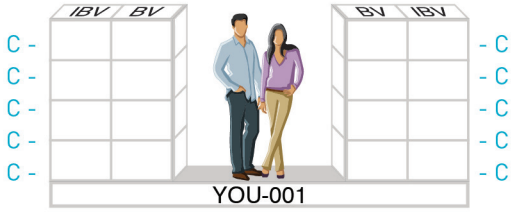
Complete the Home Shopping List

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



*BV = Business Volume †IBV = Internet Business Volume

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

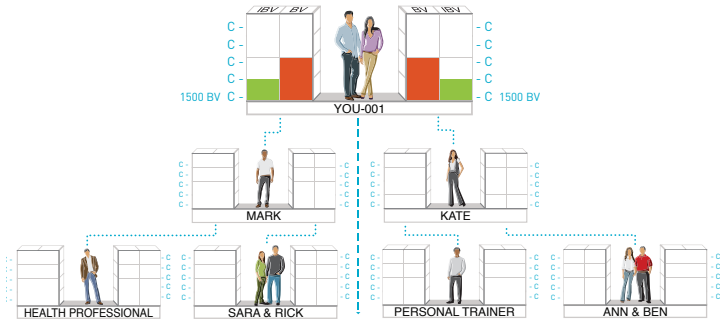


≥ 200 BV/Month

C = Customer purchasing ≥ 30 BV + ≥ 20 IBV monthly = 300 BV + 200 IBV

Personally purchase and use ≥ 200 BV + ≥ 15 IBV in product monthly after one month.

4. Earn ≥ HK$2,300 (BV) monthly and earn ≥ HK$2,300 (IBV) every second month within 3-6 months of starting your business.



SECTION 03: FOLLOW-UP APPOINTMENT

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

1. DEVELOPING ATTITUDE AND KNOWLEDGE

- ☐ Review "Your Why"
- ☐ Review your answer to "What is it?"
- ☐ Review Possibilities List and determine how to approach new prospects
- ☐ Determine Top 10 possibilities and the best approach for each
- ☐ Discuss what you have learned from listening to audios and watching videos
- ☐ Review UnFranchise.com
- ☐ Review HK.SHOP.COM site functionalities (eGifts, Price Alerts, Shopping Advisor, Comparison Shopping, Hot Deals, etc.)
- ☐ Review markethongkong.com.hk corporate information site
- ☐ Follow and "Like" Market Hong Kong and HK.SHOP.COM on social media
- ☐ Download the company's mobile applications

2. REVIEWING GOAL STATMENT WITH BUSINESS PARTNER

- ☐ Review Goals and Goal Statement
- ☐ Review Plan of Action — Daily, Weekly and Monthly tasks

3. RETAILING — INCREASING YOUR PERSONAL USE AND GROUP SALES VOLUME

Personal Use: 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 Hong Kong's exclusive products and the HK.SHOP.COM site.

SECTION 03: FOLLOW-UP APPOINTMENT

(CONTINUED)

- ☐ Replace products you are currently purchasing monthly from someone else's business with products from your business (use Shopping Annuity™ Assessment, the Shopping Advisor and/or Home Shopping List to identify)
- ☐ Host a Product Preview/HK.SHOP.COM overview with your team within the first month of starting your business
- ☐ Introduce your customers to your site: HK.SHOP.COM/_____
- ☐ Ensure all customers register as Preferred Customers from your HK.SHOP.COM site
- ☐ Continue to introduce customers to your HK.SHOP.COM site through the "Invite Friends" tool

4. **PROSPECTING, RECRUITING AND SPONSORING: BASIC METHODS FOR EXPANDING YOUR ORGANIZATION**
   Possibilities List: Develop a Top 10 List. The Top 10 List is the group of individuals that you will initially expose the products, business and/or HK.SHOP.COM to.

   VIDEO/WEBINAR APPROACH: There are several basic tools provided by Market Hong Kong for Independent UnFranchise Owners to use, such as the "UnFranchise Business Plan" videos (available as webinars or online). These tools allow you to prospect the greatest number of people efficiently and effectively. More importantly, these tools for prospecting people 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 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 HK.SHOP.COM site.

   b. **FOLLOW-UP:** Send the About Market Hong Kong I SHOP.COM PDF or other online business support tools, the day after scheduling 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).
      RESPONSE: Minimal interest from videos/webinar — try to set a two-on-one appointment or conference call to get referrals, introduce mhk products and the HK.SHOP.COM site (in this order).

5. **FOLLOW-UP AND 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).

   Objective: Move one ABC level per week in a new person's location and bring the team and/or Senior Partner(s) with you to help/support. At wach HBP or UBP the primary objective is to schedule follow up appointments.

   Organizational 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 Global Meeting, Training and Seminar System (GMTSS) event (Local Seminar, Annual Convention, Leadership School, World Conference or International Convention)
- ☐ Conduct Home Business Presentations
- ☐ Conduct Product Preview/HK.SHOP.COM overview
- ☐ Implement Base 10, Seven Strong with organization
- ☐ Have regularly scheduled Call Workshops
- ☐ Expose the business on a regular basis
- ☐ Listen to audios and watch videos (creating a culture of learning every day)
- ☐ Perform Result-Producing Activities every day: Use and share Market Hong Kong's products and the HK.SHOP.COM site, share the business opportunity (implement and share the Shopping Annuity™) and attend events and sell tickets (education)
- ☐ Complete the Shopping Annuity Assessment

SECTION 04: HOME ASSESSMENT

REPLACE THE PRODUCTS YOU CURRENTLY PURCHASE WITH THE CORRESPONDING MARKET TAIWAN PRODUCTS.
CREATE A SHOPPING ANNUITY™ BY CONVERTING YOUR SPENDING INTO EARNING THROUGH YOUR UNFRANCHISE® BUSINESS AND TW.SHOP.COM.
COMPLETE THIS SIMPLE EXERCISE TO ENSURE THAT YOU TRANSFER THE MONEY YOU ALREADY SPEND TO YOUR OWN BUSINESS.

PureH2O™濾水器Water Filters

- ❑ Pure H2O™桌上型濾水器Countertop Water Filter (HK4001)
- ❑ Pure H2O™濾水器濾芯（A及B）Countertop Water Filter Replacement Cartridges A&B (HK4025)

廚房或浴室清潔用品Cleaning Needs, Kitchen Products/Bathroom

- ❑ Snap®萬用天然濃縮清潔液All-Purpose Natural Concentrate (HK6209)
- ❑ Snap®洗潔精Dishwashing Liquid (HK6203)
- ❑ Snap®家居清潔套裝Cleaning Variety Kit (HK6224)

洗衣用品Laundry

- ❑ Snap®衣物柔順劑Free & Clear Fabric Softener (HK6205)
- ❑ Snap®三重酵素高效洗衣液Triple Enzyme 3X Laundry Detergent (HK6201)

電磁波輻射Stealth Radar

- ❑ 電磁波輻射防護片Stealth Radar Shield (HK16006)

個人護理Body Care

- ❑ Royal Spa™沐浴露Imperial Blend Bath & Shower Gel (HK12012)
- ❑ Ultimate Aloe™蘆薈啫喱Gel (HK1070)
- ❑ Cellular Laboratories™煥膚再生美體潤膚霜De-Aging Body Balm (HK11209)/Lumière de Vie極緻妍亮手部及身體潤膚霜Intensive Hand and Body Crème (HK12205)
- ❑ Cellular Laboratories™煥膚再生高效防曬乳霜SPF 50+ De-Aging Sunscreen Broad Spectrum SPF 50+ (HK11201)

化妝品Cosmetics

- ❑ Motives®瑰麗化妝掃套裝（8件）8-Piece Deluxe Brush Set (HK46MBR)
- ❑ Motives®專業化妝掃套裝（15件）15-Piece Deluxe Brush Set (HK49MBR)
- ❑ Motives®胭脂（多色選擇）Pressed Blush (varies)
- ❑ Motives®光影粉Pressed Bronzer (varies)
- ❑ Motives®無瑕美肌妝前底霜Complexion Perfection Face Primer (HK301FP)
- ❑ Motives®立體修容筆（多色選擇）Shimmer Stick (varies)
- ❑ Motives®遮瑕膏（多色選擇）Crème Concealer (varies)
- ❑ Motives®眼影（多色選擇）Pressed Eye Shadow (varies)
- ❑ Motives®眉妝組合Essential Brow Kit (HK100MBK)
- ❑ Motives®礦物防水眉筆（多色選擇）Mineral Waterproof Eyebrow Pencil (varies)
- ❑ Motives®柔滑眼線筆（多色選擇）Khol Eyeliner (varies)
- ❑ Motives®礦物眼線膏（多色選擇）Mineral Gel Eyeliner (varies)
- ❑ Motives®持久色澤唇線筆（多色選擇）Lip Crayon (varies)
- ❑ Motives®礦物唇彩（多色選擇）Mineral Lip Shine (varies)
- ❑ Motives®水漾唇膏（多色選擇）Moisture Rich Lipstick (varies)
- ❑ Motives®長效遮瑕液（多色選擇）Long-Wear Liquid Concealer (varies)
- ❑ Motives®礦物粉底液SPF 15（多色選擇）Liquid Powder Mineral Foundation with SPF 15 (varies)
- ❑ Motives®瞬間無瑕定妝噴霧10 Years Younger Makeup Setting Spray (HK301FS)
- ❑ Motives®卸妝潔面紙Makeup Remover Towelettes (HK01MEMT)
- ❑ Motives®高清睫毛液（多色選擇）Lustrafy High-Definition Mascara (varies)
- ❑ Motives®持久絕色甲油（多色選擇）Nail Lacquer (varies)
- ❑ Motives®無瑕美肌兩用粉餅（多色選擇）Mineral Dual Foundation (varies)
- ❑ Motives®無瑕美肌透亮碎粉（多色選擇）Luminous Translucent Loose Powder (varies)

護膚/特別修護Facial/Specialty Skincare

- ❑ Lumière de Vie極緻妍亮淡斑液Illuminating Fading Fluid (HK12203)
- ❑ Skintelligence® Alpha 24水漾抗皺乳液Triple Revitalizing Complex (HK1275)
- ❑ Timeless Perscription™暗瘡護理3部曲3 Step Acne Care System (HK11137)
- ❑ Lumière de Vie極緻妍亮潔面乳Facial Cleanser (HK12207)
- ❑ Cellular Laboratories™煥膚再生日霜SPF 20 De-Aging Day Crème SPF 20 (HK11195)
- ❑ Lumière de Vie極緻妍亮火山泥去角質面膜Volcanic Exfoliating Mask (HK12202)
- ❑ Lumière de Vie極緻妍亮眼霜Eye Balm (HK12200)
- ❑ Pentaxyl®抗皺修護乳霜 (HK11150)
- ❑ Lumière de Vie瞬間緊緻精華液Needle-Free Serum (HK12212)
- ❑ Lumière de Vie極緻妍亮逆齡面霜Intense Rejuvenation Crème (HK12201)
- ❑ Lumière de Vie極緻妍亮爽膚水Toner (HK12208)

頭髮護理Hair Care

- ❑ Royal Spa™甘菊洗髮乳Chamomile Shampoo (HK12003)
- ❑ Fixx™豐盈洗髮乳及護髮素（二合一）Thick Hair Shampoo & Conditioner (HK12508)
- ❑ Royal Spa™洗髮乳Ultra III Shampoo (HK12006)
- ❑ Fixx™摩洛哥堅果油護髮素Argan Oil Conditioner (HK12500)
- ❑ Fixx™摩洛哥堅果順髮油Argan Oil No Frizz (HK12504)
- ❑ Fixx™豐盈噴霧Volumizing Boost Spray (HK12516)
- ❑ Royal Spa™夏威夷白姜造型泡沫Awapuhi Mousse (HK12021)

減重/ 體重管理Weight Loss/Weight Management

- ❑ TLS® 21日修身挑戰組合 (HK21DAY)
- ❑ TLS®健康指南[包TLS®日誌（3本裝）及TLS®成功個案分享DVD] Health Guide [Includes TLS Journals (Pack of 3) and TLS Testimonial DVD] (HK6478)
- ❑ TLS®高效修身配方控醣 • 控脂二合一 CORE Fat & Carb Inhibitor (HK6462)
- ❑ TLS®消脂配方—青咖啡豆精華 Thermochrome with Green Coffee Bean Extract (HK6406)
- ❑ TLS®塑身去脂配方—紅花籽油精華 Tonalin™ CLA (HK6428)
- ❑ TLS®高纖蛋白營養飲品 Nutrition Shakes (HK6390雲呢拿味Creamy Vanilla/HK6391朱古力味Chocolate Delight)

健康與營養Health and Nutrition

- ❑ Isotonix OPC-3®沖飲Powder Drink (HK13000)/OPC-3® 軟糖Chews (HK6903)/Isotonix® Maximum ORAC沖飲Powder Drink (HK13039)/Isotonix®白藜蘆醇沖飲Resveratrol Powder Drink (HK13061)
- ❑ Isotonix®維他命C沖飲Vitamin C Powder Drink (HK13033)/Isotonix®免疫提升沖飲 Immune Powder Drink (HK13984)/Isotonix®菠蘿酵素沖飲 Bromelain Plus Powder Drink (HK13986)
- ❑ Isotonix®綜合維他命沖飲Multivitamin Powder Drink (HK13004)/Isotonix®基本營養組合Daily Essentials Kit (HK6459)
- ❑ Isotonix美肌OPC-3®沖飲OPC-3® Beauty Blend Powder Drink (HK13997)
- ❑ 薑黃精華—補肝排毒配方 Curcumin Extreme™ (HK13147)
- ❑ Isotonix®消化酵素沖飲Digestive Enzyme Powder Drink (HK13006)/ NutriClean全方位蔬果精華Complete Greens (HK13143)/Nutriclean®腸道營養纖維粉Advanced Fiber Powder (HK13279)/NutriClean®益生菌配方Probiotics (HK13282)/Ultimate Aloe™蘆薈汁Juice (HK1280原味Natural, HK1282野莓蘋果Cranberry Apple, HK1285士多啤梨奇異果Strawberry Kiwi)
- ❑ Prime™前列健 MPC™ (Maximum Prostate Care) (HK13158)
- ❑ Heart Health™魚油 Essential Fish Oil (HK13850)
- ❑ Isotonix®鈣高效吸收沖飲Calcium Plus Powder Drink (HK13020) / Prime™健絡關節沖飲Joint Powder Drink by Isotonix® (HK13081)
- ❑ Isotonix®葉黃素沖飲Vision Formula with Lutein Powder Drink (HK13042)/Prime™ 蝦紅素—健心明目配方Astaxanthin Cardio and Visual Vitality Formula (HK14500)
- ❑ Isotonix®全效維他命B群沖飲Advanced B-Complex Powder Drink (HK13001)/Isotonix®左旋色胺酸沖飲—寧神安睡配方L-Tryptophan Powder Drink (HK13063)
- ❑ Isotonix®巴西莓提升能量沖飲Acai Advanced Energy Powder Drink (HK13059)

兒童健康Children's Support

- ❑ DNA Miracles奇妙系列益生菌（兒童配方）Probiotics (HK6940)
- ❑ DNA Miracles奇妙系列OPC-3®軟糖Chews (HK6902)/DNA Miracles奇妙系列 Isotonix OPC-3®沖飲Powder Drink (HK6939)
- ❑ DNA Miracles Natural奇妙天然洗髮沐浴泡泡Foaming Wash and Shampoo (HK6932)
- ❑ DNA Miracles Natural奇妙天然抗敏護膚膏Diaper Cream (HK6931)/DNA Miracles Natural奇妙天然潤膚乳液Hydrating Baby Lotion (HK6930)/DNA Miracles Natural奇妙天然舒緩膏Soothing Ointment (HK6933)/DNA Miracles Natural奇妙天然系列套裝Value Kit(HK6934)

寵物營養及護理Pet Care

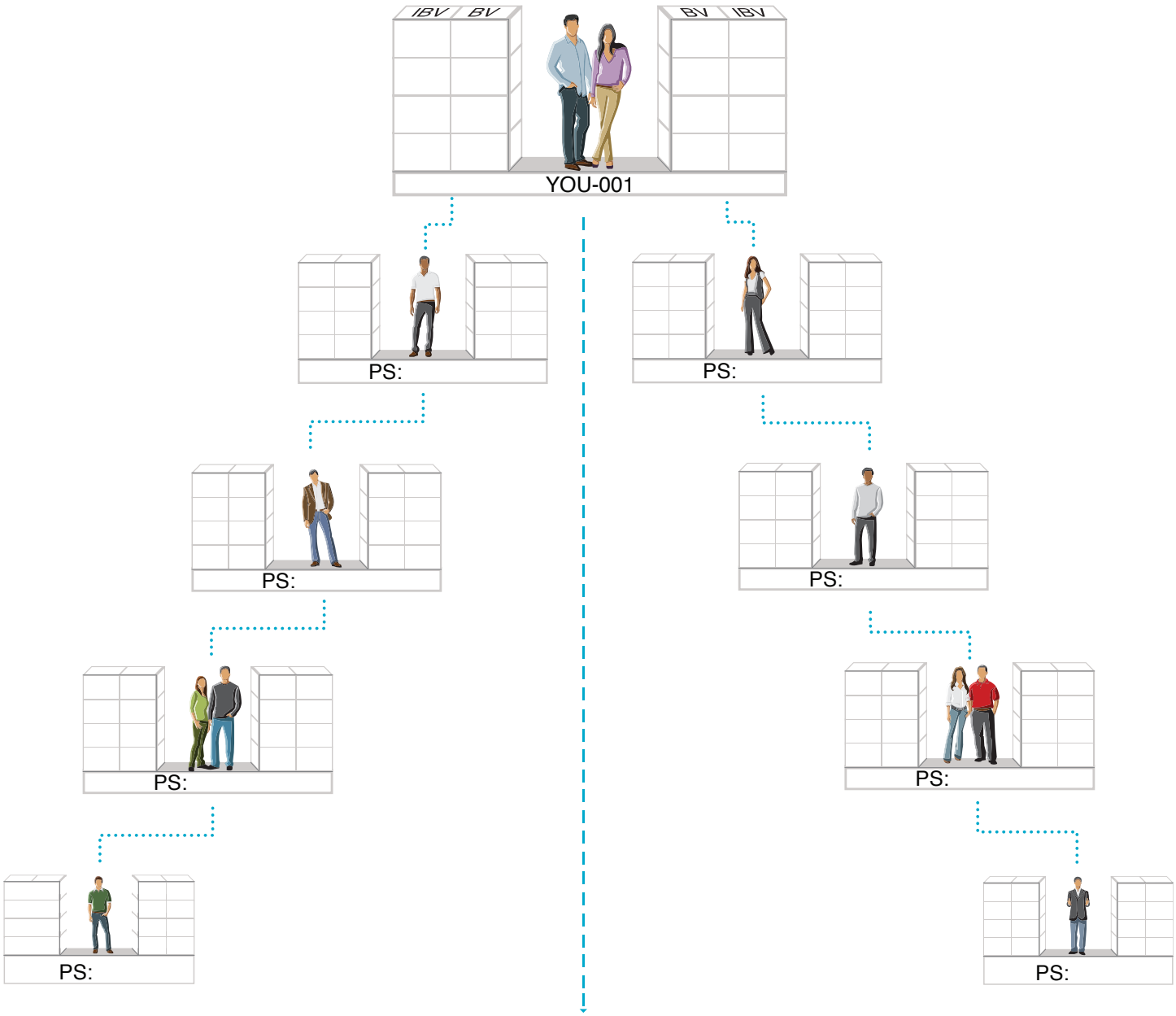
- ❑ PetHealth™貓犬專用OPC配方（添加葡萄糖胺 OPC Formula with Glucosamine for Dogs & Cats (HK5602)
- ❑ PetHealth™寵物腳掌軟膏Pad & Paw Balm (HK5618)
- ❑ PetHealth™防敏寵物沐浴露Hypoallergenic Shampoo (HK5612)

POSSIBILITIES LIST: It has been proven that the average person knows approximately 300 people. Create a possibilities list of at least 100 people to whom to expose the business using the evaluation, referral or direct apporach. Create the habit of contacting at least one to two people per day in order to present the business to a minimum of two qualified prospects per week. By creating this habit, it will result in presenting the business to 104 qualified prospects per year (2 x 52) in an effort to personally partner (sponsor) a minimum of eight UnFranchise™ Owners per year.

Name:_____
Phone:_____
Email:_____

ORGANIZATIONAL CHART

GOAL: PERSONALLY SPONSOR A MINIMUM OF FOUR INDEPENDENT UNFRANCHISE™ OWNERS PLACED IN YOUR LEFT ORGANIZATION AND FOUR INDEPENDENT UNFRANCHISE OWNERS IN YOUR RIGHT ORGANIZATION,



KEY: PS: Personally Sponsored Independent UnFranchise Owner

MASTER UNFRANCHISE™ OWNER (UFO) CRITERIA

CALENDAR QUARTERLY QUALIFICATION* VERIFICATION AND VALIDATION FORM INSTRUCTIONS
CALENDAR QUARTERS: JANUARY – MARCH, APRIL – JUNE, JULY – SEPTEMBER OR OCTOBER – DECEMBER

(Check one): ☐ Initial ☐ Requalification
Note: All qualification criteria must be satisfied within the Calendar Quarter in which you are applying. Paperwork is due by the 28th day past the quarter end date.

Name:_____

UnFranchise ID#:_____

Calendar Quarter Beginning Date:_____

Calendar Quarter Ending Date:_____

☐ Completed the Shopping Annuity™ Assessment

☐ Have a subscription for the UnFranchise Management System (UFMS)

☐ Purchased a total of 1,500 BV of product for the respective quarter. These product purchases must be from your paying UnFranchise ID or from a personally registered Preferred Customer's paying ID.

Order#:_____ Date:_____

Order#:_____ Date:_____

Order#:_____ Date:_____

Order#:_____ Date:_____

☐ Generated HK$11,500 worth of Partner Store purchases between you and your customers. These Partner Store purchases must be from your paying UnFranchise ID and/or from registered Preferred Customer's paying ID.

Sponsored a minimum of two qualified and active UnFranchise Owners

Name:_____

UnFranchise ID#:_____

Name:_____

UnFranchise ID#:_____

TRAINING REQUIREMENTS

☐ Attended or conducted one New UnFranchise Owner Training
Trainer Name:_____

Date:_____

Location:_____

☐ Attended or conducted one Basic 5 Training
Trainer Name:_____

Date:_____

Location:_____

☐ Attended or conduct one Executive Coordinator Certification Training per year
Trainer Name:_____

Date:_____

Location:_____

☐ Ticket Requirements:
Three Leadership School
Ticket No.:_____

Three Annual Convention
Ticket No.:_____

UNFRANCHISE® LEVEL/INCOME CONSISTENCY REQUIREMENTS

☐ Score greater than or equal to 50% on the Basic 5 Diagnostic Test
Documentation attached_____(initials)

AND/OR

☐ Earn a minimum of HK$6,900 in BV/IBV commissions from one BDC per quarter
Commission total HK$_____

** Download the complete Master UnFranchise™ Owner booklet on UnFranchise.com > Downloads > Support Materials*

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rev. date: 0916 HK391