

## ***Answer to “What Is It ?”***

Learn to talk in themes about your answer to “What Is It”

CD Code: 1787 or Audio Download

The “Unfranchise” VS “Franchise”

(Explanation)

- Product Brokerage / Internet Marketing Company
- The Ultimate Online Shopping Destination
  - A way to diversify your income (showing people how to create multiple streams of income)
  - Time leveraging / residual income – potential 6-figure income
  - Plan B ( building a back-up Plan) (Benefit)
  - Time freedom – Quality of life

**(Combine your explanation and desired benefit/result in ONE statement)**

**(Example)** As an Unfranchise owner...partnered with Market America, I am a Product Broker / Internet Marketer...and represent 2500 exclusive products/services in addition to partnerships with 3000 major retailers...and I teach others, interested in diversifying their income...how to create an ongoing income using the Unfranchise Business System.

Write your answer here:

## ***Two-Minute Commercial***

Your 2-Minute Commercial is a testimony of the real reason WHY you’re doing this business it doesn’t have to be 2 full minutes...just heartfelt.