

marketamerica

Built on Product. Powered by People.

The President's Challenge

**Market America 2011 World Conference
July 3, 2010 - December 31, 2010**

The President's Challenge is issued by President and CEO, JR Ridinger. The purpose of the President's Challenge is to keep people on track to accomplish the tasks and activities necessary to build a successful UnFranchise® business. It's important to remember that the difference between success and failure is very simple. The individual who succeeds simply *does* what the individual who failed *did not* do or *was not willing* to do. Distributors who satisfy the entire criteria for the Challenge will be recognized on stage at the 2011 World Conference. The best reward you will experience is that you will be closer to reaching your goals and achieving what you desire. The only way to fail is to quit or simply not try. You have everything it takes. *The time is now to make it happen!*

1. Personally sponsor six new qualified Distributors. All six personally sponsored Distributors must register 10 Preferred Customers online. In addition, each new Distributor must conduct one product preview and one home business briefing.
2. Two of the six personally sponsored Distributors must have personally sponsored two Distributors.
3. Become an official UnFranchise Owner (UFO) or re-qualify as a UFO.
4. Purchase seven tickets to the 2011 World Conference directly from the Company. **Note:** Ticket numbers must be documented. Proof of purchase will be required.
5. Create 2,400 BV worth of ma® branded products for personal use and/or sales. Create 300 IBV for personal use and/or sales.
6. Listen to at least two audios per week from your ma mp3 player. Use the Audio Curriculum Measuring and Monitoring Worksheet to document the audios that you listened and the key points learned.
7. Create a Twitter account and a Facebook profile.
8. Invite a minimum of 100 people to get paid to shop with ma Cashback using the Invite Friends tool on your Web Portal.
9. Satisfy the criteria to exercise the IBV month-to-month accrual option (this criteria needs to be satisfied for the months of August through December):
 - A. *Must order 10, 20, and 30 IBV of ma-branded products placed in BDC-001 monthly by your Q-Date in accordance with IBV Level 1, IBV Level 2, and IBV Level 3.*
 - B. *Must PERSONALLY purchase \$50 per month by your Q-Date from Partner Stores on your Web Portal and/or ma MyWorld using your Distributorship's Personal PC ID #.*
 - C. *Must generate a minimum of 50 BV of ma-branded product sales to PCs through your Web Portal and/or AutoShip monthly by your Q-Date.*
 - D. **Completion of Getting Started Wizard (one time only – will appear upon logging into your UnFranchise Business Account).**
 - Set up ma Chatterbox™ account.
 - Sign up for ma Blog, MyFashionCents, and ma MyWorld to receive the latest e-mail updates.
 - Set your Web Portal as your home page.

To be eligible as a President's Challenge winner, you must completely fulfill all of the criteria and submit a color photo. All entries must be received at the Corporate Office (Attn: President's Challenge Coordinator & the 2011 Market America World Conference President's Challenge) by January 5, 2011 in order to be recognized at the 2011 World Conference. Please mail or fax your submission. Do not email. **You must include the documentation form with your challenge criteria.**