

UFO

UNFRANCHISE™ OWNER MAGAZINE



2024 LEADERSHIP SCHOOL
GET THERE AND GET ELEVATED

FEBRUARY 2024

MESSAGE FROM JR

“Dream big because you’ll never be bigger than your dreams. Think big because you’ll never be bigger than your thoughts.”

JR Ridinger

marketamerica
SHOP.COM



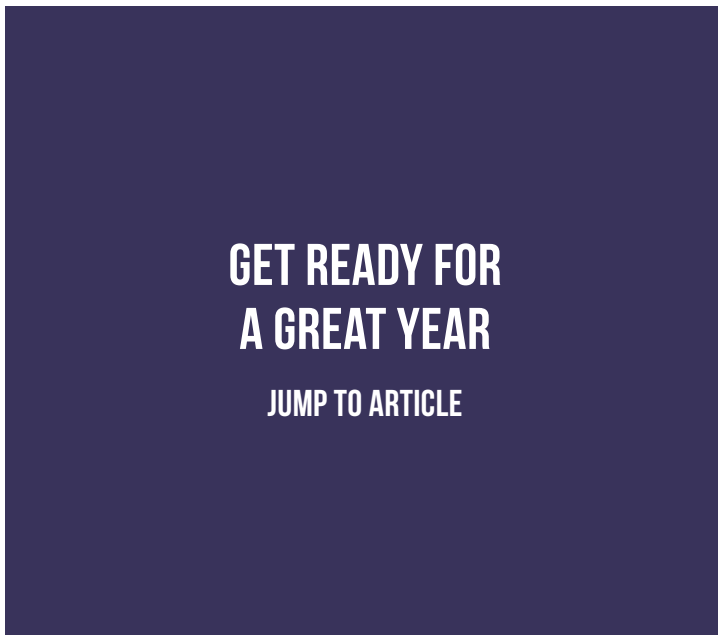
A NEW YEAR, A BETTER YOU

JUMP TO ARTICLE



BUILDING A BETTER BUSINESS IN 2024

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GET READY FOR A GREAT YEAR

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POWER PEOPLE

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SEE WHO'S IN THE UFO SPOTLIGHT

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FIND WHAT YOU WANT IN THE PRODUCT SHOPPING INDEX

JUMP TO INDEX

ARE YOU READY to unlock a world of exclusive offers, behind-the-scenes glimpses and a direct line to all things awesome? Follow us on social media now and join our vibrant community of enthusiasts! Stay in the know about our latest product launches, promotions and events before anyone else. Engage with us, share your thoughts and be part of the Market Malaysia journey.



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JOIN OUR JOURNEY

A NEW YEAR, A BETTER YOU

**EMBRACE 2024 WITH A
DETERMINATION TO ELEVATE
YOURSELF AND YOUR BUSINESS,
THEN SEE IT THROUGH!**



PHOTO CREDIT: ELLE TAVAN 2023

2024 is underway, and I hope the new year has already welcomed you and your family with joy, good health and hope for a prosperous year ahead. Many of us cherish this time of year as one for new beginnings, endless possibilities and the chance for personal transformation. We reflect on our goals, aspirations and the journey ahead, often deciding to reinvent ourselves, better define our purpose or refocus our minds to improve our path to greatness.

LIFE IS FILLED WITH UNEXPECTED TWISTS AND TURNS, AND IT'S DURING THESE TIMES THAT WE CAN GET DERAILED AND LOSE SIGHT OF OUR "WHY."

Even though we can hit reset at any moment to do something different and more powerful with our lives, the real test of our commitment is staying motivated beyond the first week, month or quarter of the year. Maintaining momentum can be one of the hardest things to do. Life is filled with unexpected twists and turns, and it's during these times that we can get derailed and lose sight of our "why."

Market America strategically guides you by keeping you engaged and learning with events like the Leadership Academy, International Convention and regional conferences, as well as invaluable training opportunities throughout the year. The support of our tremendous network of UnFranchise Owners and leaders provides countless solutions, valuable tools and expert advice to help you succeed based on a proven system. But remember, you are the driving force of your destiny. You must commit to staying fully engaged and being consistent no matter what.

Setbacks are inevitable, but how you respond, hold on and push forward defines your journey. Losing JR after more than 30 amazing years of running this business and positively impacting tens of thousands of lives was an incredible shock for me, our family and our company. But we're still right here with you, moving forward and growing.

Never forget that each day is an opportunity to put in the work to reach your personal and professional goals. The most essential ingredient is belief — belief in yourself and belief that your dreams are worth pursuing. Market America and the UnFranchise Business offer you everything else you need to change your narrative, including our unwavering belief in your potential. We're with you every step of the way, dedicated to fueling your success.

THE MOST ESSENTIAL INGREDIENT IS BELIEF — BELIEF IN YOURSELF AND BELIEF THAT YOUR DREAMS ARE WORTH PURSUING.

I am excited about what 2024 holds for each of us. I have no doubt that we will all reach new levels of greatness and inspiration as long as we keep our “why” at the forefront of our hearts and minds and stay dedicated to making progress. Let's embrace this year with enthusiasm and determination to add remarkable new chapters to our dashes.

Remember, your next step is always the most important one. Make it pivotal by getting your tickets to the **Market America Worldwide | SHOP.COM 2024 Leadership Academy** now! Join me in Miami, Florida, from March 21 to 23 so we can continue this transformational journey together.

Keep growing. We believe in you!

A handwritten signature in a light gray color, appearing to read "John King". The signature is stylized and cursive, with a large initial "J" and "K".

A man in a grey suit and tie stands on a stage, holding a handgun. He is looking directly at the camera. Several hundred-dollar bills are flying through the air around him, as if being shot from the gun. The background is dark with some vertical light streaks.

BUILDING A BETTER BUSINESS

PUT IN THE WORK TO CREATE A PHENOMENAL
YEAR FOR YOUR UNFRANCHISE BUSINESS IN 2024

As we embark on a new year, it's a great time to reinforce our commitment to excellence and growth in our UnFranchise Businesses. 2024 is ripe with opportunities for each of us to make it our most impactful year yet. At Market America, we've always believed in the power of a well-structured plan and consistent effort. This year, let's harness these principles to achieve unprecedented success.

The fruitfulness of your journey is a direct result of having a clear vision and a strong action plan. I'm not just talking about long-term strategies; what you do every single day influences your daily, weekly, monthly and yearly outcomes. You've got to wake up thinking about result-producing activities and the best methods for you to implement them. Market America has provided the blueprint, but you must envision where you see your business a year from now and beyond. Let that vision guide your daily actions throughout the year to reap the greatest rewards.

Consistent learning and development are crucial. Immerse yourself in the wealth of knowledge available through our audios and trainings. Knowledge is power, and staying informed is vital to staying ahead. The Basic 5 isn't just a guideline but a proven pathway to success. It encompasses everything from retailing to prospecting — skills essential for building a robust and resilient business.

Engaging with prospects is also critical. This year, make it a goal to reach out to potential clients and partners even more than usual. Every call you make is a step toward expanding your network and influence. It's worth a little extra time because the return will be a well-practiced, more confident you and possibly accelerated growth for your business and team.

Work smarter. Market America has always been at the forefront of the e-commerce evolution. Today, we provide all the tools necessary to keep your business thriving in this dynamic landscape. From cutting-edge technology to innovative products, we ensure you have the best at your disposal, so be sure to use these tools to work more efficiently and improve your customers' experiences.

THE FRUITFULNESS OF YOUR JOURNEY IS A DIRECT RESULT OF HAVING A CLEAR VISION AND A STRONG ACTION PLAN.

Above all else, stay connected with your “why” and attend the events that fuel your passion by giving you the how. Corporate and regional events are more than learning opportunities; they connect you with the heart and soul of Market America. We come together as a community to share, learn and inspire one another. These unique settings fuse everyone from the novice to our network of experts and seasoned professionals, some with over 30 years of experience, offering unparalleled support.

Are you ready to put in the work and build a better business this year? All it takes is your commitment and perseverance. Get started by getting your tickets to the **Market America Worldwide | SHOP.COM 2024 Leadership Academy** in Miami, Florida, 21-23 March. It will give you the momentum you need to keep growing your UnFranchise Business. I can't wait to see you there!

Mark Ashley



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settle for
subtle

Elegance doesn't mean understated.



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GET READY FOR A GREAT YEAR

ARE YOU READY TO TAKE ACTION THIS YEAR?

By Cherie Foong,
General Manager, Market Malaysia

Happy New Year! We're well into 2024 now, and with our newfound energy we can start this year off great. Our year at Market Malaysia started off with the New Year Kickstart Meeting. This meeting helped plan and create direction to help support your UnFranchise Business growth. It was a pivotal meeting that set the tone for UnFranchise Owners and the corporate team. We focused on five key areas with realistic target goals. We saw beneficial engagement from the Malaysia Leadership Council (MLC) members who provided feedback and shared how these strategies work from the field leaders' and UFOs' perspectives. One of the best parts was the detailed calendar given to everyone that shared important events, product of the month initiatives, product parties and more. So make sure you stay up to date on all of these important dates! The meeting ended with Andrew Chee, Director of Sales & Field Development, who shared his enthusiasm about kicking off a new year with us!

I know that this is a promising beginning to this year, and it will also be a memorable chapter on your UnFranchise Owner journey.

What makes the UnFranchise Business so amazing is the Plan, the system set in place for your success. We only need to stick to it and focus on performing result-producing activities. It's been proven time and time again that it works. The 90-Day Master UFO Action Plan and various event challenges aid you in creating consistency for your business, and they definitely help you grow so that you can achieve your goals.

The only thing you have to do is take action. Take action today by getting your tickets to the Market Malaysia 2024 Annual Convention on 26-28 April!

This year, we're going to continue supporting your business-building efforts so that you can achieve success. So, what are you waiting for?

Let's take action and start 2024 off great!



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7-piece: "I am obsessed with this brush kit. It seriously has all of the brushes you need for any eye look. The bristles are soft and the product doesn't stick to them. They blend effortlessly and I love that they come in a container which is great for traveling!" – Leigh R

★★★★★

4-piece: "I have a lot of brushes but none like these! So soft and the perfect size. Makeup goes on so smooth! The container it comes in also works well to hold them on my counter!" – Bridget B

Congratulations to the following UnFranchise™ Owners who have advanced to a higher UnFranchise Level from 13 Oct. – 1 Dec. 2023.



Nana Goh
Senior Master Coordinator

Joining MY.SHOP.COM empowered me with a sense of stability and accomplishment and has helped me define the direction for my goals and career. In the days ahead, I'll express my intent to follow the steps the company has laid out for us, so I can gain more insight into the UnFranchise Business and showcase my team spirit and willingness to learn. Stay passionate and dedicated and believe in yourself so that you can reach even greater heights!

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you deserve.**

Submit your photos and stories for Power People recognition to profiles@marketamerica.com.

Master Coordinator



Madelyn Goh Poh Suan

Executive Coordinator

- Angela Ong Chin Yin
- Chan May Jeng
- Low Yong Ling
- Cheong Sze Sian
- Soon Wei Heng
- Yeoh Hui Fern
- Soon Kok Yam
- Low Ming Sean
- Ling Hie
- Poh Boon Yen

Coordinator

- Phan Sook Kuan
- Tay Swee Khim
- Wan Nooratul Ramza Wan Abdullah
- Tan Yinn Syuan
- Lim Hooi Nee
- Anns Chong Xiao Xian
- Chen Sook Reng
- Choong Gaik Suan
- Wong Jing Xiao
- Ong Jiunn Jye
- Tan Mei Ling
- Chen Shi Ruey
- Yu Mei Gee
- Ang Sook Cheng
- Cheong Tze Qi
- Wong Yuan Yieng
- Chan Kah Huih

Earnings depicted are atypical, and the success of any UnFranchise Owner will depend upon the amount of hard work, talent and dedication they devote to building their Market America business. For typical earnings, see www.market-america.info/mais.



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"Fixx makes my hair feel great and it smells so rich. I could not be happier with this product." – Tracy D

UFO SPOTLIGHT



Meng-Chi Wang

Executive Supervising Coordinator, Taiwan

I used to be a mechanical design engineer, where most of my work involved the computer. I didn't have many opportunities to interact with people, nor did I have any relevant experience in retail or marketing. After delving deeper into this business, I realized there are many Partner Stores. By simply purchasing everyday items that you would usually buy and redirect the spending of yourself, your friends and family, and your customers, you can gradually build this business. When I first joined the business, I was being a know-it-all, and the lack of support from my family made me spend a lot of time dealing with my negative emotions. Later, with the help of my leader and continuous adjustments, I finally remembered what I was striving for. If I could give advice to a new UFO, it would be to try and find your "why." Your short-term goal should be to achieve Master UFO every quarter. Leading by example allows you to duplicate a correct team. You need to attend the conventions that are held every six months to fully understand the UnFranchise™ Business.



Ai Ping Ng

Supervising Coordinator, Singapore

In July 2014, I started with just wanting to get Isotonix™ at cost price for my own consumption. As I attended the trainings and events, I came to realize that this business is a workable model. However, it took me a year to understand the business model and convince myself that I stood a good chance to succeed so long as I follow the system. During my first U.S. convention in 2015, that was the year JR walked the tightrope. I was actually there to find my reason to start or to leave the business. My self-defense mechanism was up, as I didn't want any "rah-rah" motivational presentation to influence me. The more I saw everyone around me being touched by JR's act, the more I rejected it. But months later, as I watched the video again, and every time it has been played since, it touched my heart and I am truly inspired by JR as the great leader who has done so much to change the lives of thousands of people. He has inspired many of the starfishes that he has saved to come back and be the little boy that saves more starfishes! I'm inspired to keep developing my business by seeing my partners grow and progressively achieving their dreams.



Jason Shek

Professional Coordinator, Hong Kong

I became an UnFranchise™ Owner after I felt the power of the products and was inspired by a team of great people. After evaluation, I found this is a great business model for leverage in people power, investing in oneself for good health, flexible time and supplemental income. The belief of the company and people inspired me a lot. Our team started a mission of helping 100 families change their lives. We led by example, copying the attitude and knowledge of leaders, and we shared videos of JR and leaders. We work closely together above the line, no excuses, no blame, no denial. We take ownership, accountability and responsibility and are committed to bonding like a big family, having our lives influence others. If I could offer advice to new UFOs, it would be to stay focused and stay the course. Leaders grow leaders. Also, it's important to go to events because you learn from successful people. Bring your teammates and potential partners to be inspired together.

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Zac Lim
Senior Master Coordinator, Malaysia

When my senior partner introduced this business to me, I knew it was exactly what I wanted! JR's vision, the Plan, the MPCP and the system all influenced me to start my entrepreneurial journey with Market Malaysia. My initial goal was, and still is, to achieve success so that I can help other people achieve their dreams as well. No journey comes without its challenges though, and an obstacle I've encountered is keeping junior partners motivated. So, I've focused on bringing them to GMTSS events with me because these events always provide great solutions and encourage effective duplication. Attending major events is also so important. I attended the most recent Leadership School, and I was very impressed and felt extremely motivated after hearing from all of the speakers. They gave me clear guidance on how to best lead my team to success. In the next five years, I can see myself becoming a Director! This business has a proven system, so all you have to do is check out the *Getting Started Guide* and follow the steps provided, and your life will be changed!

Grace Knodt
Master Coordinator, Apopka, Florida

I was about six months into the business when I caught myself looking at some beachfront condos online. Living on the beach has always been a dream of mine and I did not realize until that moment that, even though I have had a great life, I had come to a place where I had stopped dreaming. I am so thankful because shortly after I started this business I began to dream again. In regard to leadership, I have been so thankful from day one for Elizabeth Weber-Walliser. Working in such close proximity with Elizabeth, it is easy to know and believe that finding success "is only a matter of time." I started sponsoring right away, and so I knew when I sponsored two, I could sponsor as many as needed. What I love most of all is that belief is contagious in this business; once you get your two teams started, as you add additional people to the team through the ABC Pattern, it helps the entire team's belief. JR and Loren bravely launched Market America with an incredible genius idea to help change people's lives one at a time. This journey inspires me every day, and I am so thankful to be on it led and inspired by the best.

Zachary Wan
Executive Coordinator, Hong Kong

Before I joined Market America, I worked in different industries in Hong Kong. At first, my motivation for becoming a UFO was that I wanted to have fun, just like playing a new board game. However, once I participated in the 2019 World Conference, I began to treat it as a real business and began to develop. At the event, I experienced hope, leadership, belief and inspiration, especially during JR's brain model demonstration. The message was simply to program our brain to succeed, but the way JR presented made me feel like my blood was pumping. Since then, I've been inspired to continue developing my business because, as a former engineering and systems major, I cannot find any platform or job in which I can build supplemental income in such a systematic way. Also, I meet so many nice people who can enrich my life. I've also learned how important challenges are to show my progress and act as a role model to my team. Challenges represent progress, and I love to see some of my fellow partners getting involved and trying to imprint on others.

Jastina Koh
Senior Master Coordinator, Singapore

Achieving Master UFO paces my result-producing actions accordingly and allows me to focus on my goals. Everyone should aim to achieve Master UFO every quarter. My advice to new UFOs is that there is no need to reinvent the wheel. There is a proven system that we can actively work with. Be actively involved in the GMTSS and learn from as many leaders as possible. Knowledge is power! My "a-ha" moment was when I realized I can turn my customers', friends' and my own family's spending into earning by linking our purchases together via our SHOP.COM platform. Now, the opportunity for personal growth, the chance to positively impact many lives and the potential of income growth pushes me to work toward my goals. It is a business of leveraging a proven system. We don't have to depend on any single person to make a significant difference in our entrepreneurial journey. I like the collective power among my teammates. I also aim to provide hope, leadership, belief and inspiration. It starts with me, to have the entrepreneur mindset and positive attitude needed to create the right environment for the team to strive and work toward our common goals. Actions speak louder than words.

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**Got a great story about hope, inspiration, leadership or belief? Know somebody who does?
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