

## 2020 Northern Regional Challenge

Dates: Wednesday, January 1<sup>st</sup> through Saturday, April 25<sup>th</sup>, 2020

The purpose of the Regional Challenge is to keep UnFranchise® Owners 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. UnFranchise Owners who satisfy the criteria for the Regional Challenge will be recognized on stage at the 2020 Northern Regional Convention and will receive special VIP seating. The best reward you will experience is that you will be closer to reaching your goals and achieving your dreams.

### REQUIREMENTS:

1. Purchase three (3) tickets to the 2020 Northern Regional Convention. Tickets must be purchased from an GMTSS Coordinator or directly from manorthern.com. Ticket numbers must be documented. Proof of purchase required.
2. Create a possibilities list of a minimum of 100 people in order to schedule appointments to present the UnFranchise Business to at least two qualified prospects per week using the Evaluation Approach with the No Decision Close. At a minimum, call two prospects per week with the goal/objective to present the UnFranchise to two qualified prospects per week.
3. Personally sponsor two new qualified UnFranchise Owners. Working with your new personally sponsored UnFranchise Owners using the Evaluation Approach with their possibilities. Conduct at least one Home Presentation (business or product) for each of the personally sponsored UnFranchise Owners. For effective follow up purposes, take a photograph of the presentations conducted. Each new personally sponsored person must complete the Shopping Annuity® Assessment.
4. Use Trial-Sized Marketing with 14 potential customers  
Please see the attached Trial-Sized Marketing Tracking Sheet. Watch Phil Guido Trial Size video (UnFranchise – Support Materials – Trail Size Marketing)
5. Purchase two (2) tickets to the 2020 International Convention. Ticket numbers must be documented. Proof of purchase required
6. Create a Dream Board with an associated action plan to reach your desired UnFranchise Level – Bring it to the Regional (If flying – You don't need to bring them -take a picture and send to challenge coordinator

7. Create 1600 BV worth of exclusive Market America products (Personal Orders/Preferred Customer Orders). Includes UnFranchise Monthly Autoship. OR Sponsor a third qualified UnFranchise Owner and create 1200 BV worth of exclusive products. For an UnFranchise Owner starting their business Jan. 1st or after, their initial startup BV DOES count toward the 1600 BV/1200 BV.
8. Generate 300 IBV through your SHOP.COM site at Partner Stores, SHOP Local and One-Cart stores. Any combinations of purchases are acceptable as long as all purchases happen within the timeframe of this challenge. (Personal Orders/ Preferred Customer Orders)
9. Attend one (1) new New UnFranchise Owner Training (NUOT) and Basic 5 (B5) training during the challenge dates.
10. Listen to at least 18 audios from the Market America audio download series within UnFranchise.com or from the UnFranchise Media App. Identify lessons learned from each audio that you listened to. In order to create a culture of listening to audios regularly, post to the appropriate social media groups the lessons learned from the audios you listened to.
11. Host or conduct two (2) product previews (product shows/wellness events/Motives party) with two (2) or more guests at each. Post a picture on the Northern Regional Facebook page (MA Northern Regional FB Group).
12. Host or conduct two (2) Home Business Presentations (HBP) with two (2) or more guests. Post a picture on the Northern Regional Facebook page (MA Northern Regional FB Group).

To be eligible as a Regional Challenge winner, you must completely fulfill all of the criteria and complete the Northern Regional Challenge documentation form that you will find at [manorthern.com](http://manorthern.com). All tickets must be purchased from an GMTSS coordinator or directly from [manorthern.com](http://manorthern.com). The challenge winner's documentation form at [manorthern.com](http://manorthern.com) MUST be completed and delivered via email to [manorthernregional@gmail.com](mailto:manorthernregional@gmail.com) 10:00 p.m. on Saturday, April 25, 2020. You must include the Northern Regional Challenge documentation form and supporting documentation with your challenge criteria. You will receive confirmation of a received email