



Explore **ma**

Getting Started

1 The Differences between **DRS**, **MarketAmerica.com** and **Shop.com**

DRS

Distributor Recruiting Site

ma[®]
market america

SHOP.COM[®]

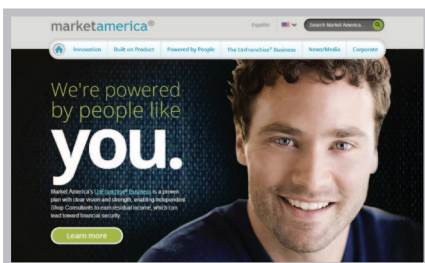
Hello and thank you for reading this message. The Distributor Recruiting Site, or DRS, is a powerful element of the MarketAmerica and Shop.com lines of business.

But recently there have been some questions about the different sites and their roles. We aim to clear up this confusion with these messages.

We'll let you know the differences between the sites, how to launch a DRS quickly and easily, build your DRS, engage prospects, and more.

Let's begin!!!

There are a number of key differences between the DRS, when compared to MarketAmerica.com, and Shop.com.

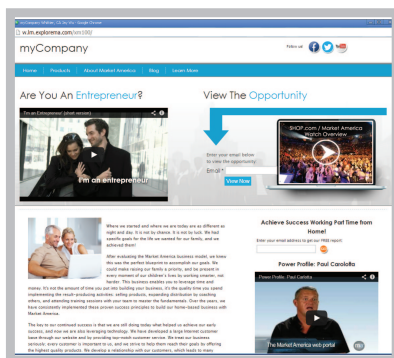


MarketAmerica.com

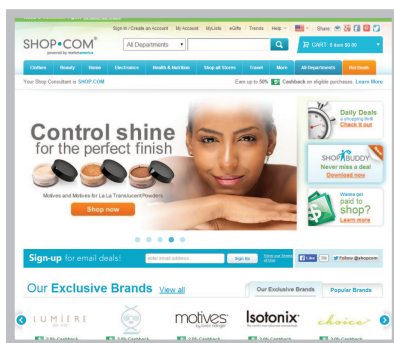
Let's take a look at MarketAmerica.com.

- MarketAmerica.com is our corporate Web site. It has the look and feel of a Fortune 500 Company.
- MarketAmerica.com provides an overview of our entire company inside and out, and gives the viewer a feeling of the credibility of the business.

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Distributor Recruiting Site



Shop.com

Here's where MarketAmerica.com is DIFFERENT from a DRS.

- MarketAmerica.com is NOT customizable like a DRS. It cannot be personalized to your specialties, or be adjusted to reflect your recruiting style.
- MarketAmerica.com is not a chance to acquire leads.

Now let's examine Shop.com.

- Shop.com is our shopping Web site where you send your customers. There they will find maBrands, partner stores, Cashback and Shop Buddy.
- Shop.com is the place to showcase the multimillion-dollar technology that is built into all UnFranchises.
- Shop.com can also lead to prospecting opportunities.

Bear in mind that Shop.com is NOT:

- An overview of MarketAmerica.
- A place to show customers and prospects the company's business plan.
- A Web site that is customizable to feature specialties.

Now that we've looked at MarketAmerica.com and Shop.com, let's take a closer look at your DRS site.

- Your DRS is your personal Web site. It features your favorite brands, videos and content.
- Your DRS is a soft-prospecting tool. Use it to generate leads, and follow up with interested prospects.
- Think of your DRS as a virtual "funnel" to attract business.

Here's what a DRS is NOT:

- A DRS is not a replacement for MarketAmerica.com or Shop.com.
- Establishing a DRS is not a reason to stop prospecting.

Here are a few more points:

- It's fast and easy to launch a DRS site. You can launch a DRS site TODAY that is viewable by prospects. A few basic modifications will make your DRS site even more effective.
- You're not required to commit lots of time, energy or money to customize your new DRS site. It's like a new car ... just turn the key.
- Your new DRS site features proven, effective content. But there are lots of opportunities to make your DRS dynamic so it matches your business philosophy and personality.
- Time is on your side with your new DRS. You can add more details, entire pages and customized content as you refine and shape your business.