

1. INTRO: "Hello Everyone.. I see everyone is loading into the webinar and we will begin Shortly"

Pro-Tip: note: Please do NOT Mention How many people are actually on the presentation at any point!

"We have people logging onto this presentation from, NC, FL, GA, AL, MS, TN, SC... NY etc.."
this can be said while the numbers are climbing and the UBPC is waiting to officially start..

"Good Evening... "Thank you for Trusting the person who invited you into this presentation and therefore Thank You for Trusting us tonight!" SMILE 😊

"I'm _____ the UnFranchise Business Presentation Coordinator for the _____ area and I want to welcome you to tonight's Southeast Weekly Business Presentation! Thank you all for joining us this evening!"

"We are in for a treat tonight with our guest speaker _____ **include a couple bullet points of their background and make sure to include 'they've earned _____ in a 4 week pay cycle'*

Without further adieu, here's _____ !!! "

2. During Speaker Presenting:

*Any Comments in the Chat will be addressed by the person who invited them on the zoom after the zoom concludes.

**Have the Next Seminar Link ready to paste into the chat when the speaker is promoting the Next Seminar.

Make sure Testimonials are ready to go and **confirm** with the speaker PRIOR That the Speaker will be introducing the testimonials, Showing the Next Step Slide, Promoting the Next Seminars!! Most Speakers will do all of the above!

3. Testimonials:

Please remember you have 1 JOB here!!

This should be a maximum of 90 seconds long!

Please remember this is ALL ABOUT THE GUESTS and You Sharing your STORY.

Please Do NOT Train..

1. Share your Background/Occupation prior to and/or currently.
2. What attracted you to the UnFranchise?
3. What has the UnFranchise done for you? (Accomplishments, like: Full time parents, grandparents, time freedom, financially free, vacations, ETC..)

Please take the time to practice and have your top items bullet pointed to keep you on track!! Its very easy to go off on a tangent or a direction that is Not hitting the mark. Make it powerful

and impactful! Ask yourself this question: If a guest is asked after the presentation to tell the person who invited them about you, how would they respond? Will they feel like they know Who YOU are or will they feel like you trained them and gave them tips.. The goal is for them to relate with your story and establish a common ground based on 1, 2, 3 steps above..

4. Close out after Testimonials

This should be the featured speaker or UBPC/Designee of the UBPC.. Make sure to decide prior to the UBP Starting on who is doing what. In Most cases it will be the featured speaker closing us out!

Thank you [*Final Testimonial name*] for sharing!

(show the last slide of presentation with Next steps)

You all are probably wondering if this is right for me.... *(read slide)*

Promote upcoming seminar(s). First focus on the local area (Local seminar) or biggest event (District, Regional, MAIC/MAWC). Then you can promote one more regional event and encourage people to attend the one closest to where they live so they can connect with local area people.

Just a Reminder, you will want to see this at least 3 times to learn more. Each time you will see more that didn't necessarily show up for you the time prior. We Recommend you Invite some of the most successful/sharpest people you know to see it with you next week on Tuesday, [month, day] at 7:30pm EST

Your next step is to follow up with the person who invited you on this webinar.

5. If the speaker takes us through all of the above, then the UBPC will keep it super short close out by stating:

Thank you all for taking the time out of your day to hear about our incredible opportunity, have a fantastic evening!

Reminders for Everyone:

Please do NOT Mention Any of the Following References!

1. Pandemic
2. Covid 19 in any way, shape or form.. Even with regards to our Disinfectant!!
3. CoronaVirus
4. Virus
5. Plan B or bringing extra Income “during this time”
6. Passive Income
7. Cure
8. Immune Support

We don't need to Overhype Anything!! If in Doubt, stick to the slides!!

The warning letters focus on social media posts by Distributors about earning residual income during this “uncertain time” and claims about products that provide “immune support with references to “coronavirus” or “COVID-19.”” Honestly, most of the posts on the earnings claims are not even that egregious but it is clear the FTC/FDA is not giving any leeway right now and are no longer just focused on health claims related to COVID-19. In the press release, the FTC explained that these are the first letters to “include warnings related to claims about potential earnings related to the economic fallout from the pandemic.”

Regarding health claims, the warning letters cited the promotion of “immune support” and references to “coronavirus” or “COVID-19.” Most of the cited posts included #coronavirus or something similar. Therefore, we can continue to promote our products as we have with respect to immune support but need to not make any references to COVID-19, the virus, coronavirus, etc.

The warning letter to Rodan & Fields cites a post from a Distributor that says: “We all need something to fall back on when our Plan A crumbles. For many, many people right now, the Plan A is no longer providing. Given that we are all at home trying to manage this new normal ... Let's chat and get all your questions answered and start getting that Plan B up and running ... bringing in that EXTRA INCOME!”

At this time, we are still evaluating what the FTC considers improper earning claims. The warning letters cite claims by Distributors that we would have not had any issues with prior to these warning letters. The claims are not making outrageous income claims, but are simply promoting the business as a “Plan B” or “extra income.” Until we have a better understanding of what the FTC is focusing on with respect to earnings, we should avoid the promotion of the business in context of “uncertain times” or as a “Plan B.” Best practice would be to continue marketing the UnFranchise Business as you would before the pandemic.