

Phone Script – Response from Ad

"Hi _____. You responded to my ad in _____."

"Let me tell you a little bit about what we're looking for:

Market America is a product brokerage and one-to-one marketing company. We set people up in business with an "UnFranchise". I'm sure you are familiar with the franchises of McDonalds, Dunkin Donuts, etc, right?"

"We are like a franchise in that we provide all the systemization of franchising but we've eliminated all the franchise royalty fees and the territorial restrictions, so this is a business that the average person can do working from home."

"Each UnFranchise owner manages an organization of customer managers who collect data on what their customers want. Our company enters that data into our database. We then locate manufacturers who make the products desired and deliver them to the customer."

"This type of marketing is called One-to-One marketing. Where we are headed toward is Mass Customization and this is where we make products exactly for our clients. Such as _____."

"What we are looking for are Managers and Leaders who can set up an UnFranchise, working from their home, and train others to also do this. We teach people how to make money by doing this."

"Does this sound like something that may be of interest to you?"

(If Yes) "Do you mind if we go through a short interview over the phone?"

Tie into the Interview Script