

Change Your Terminology

*Stop sounding like you're in an MLM
And they won't think it's one of those things!*

| <u>Market America-ese</u> | <u>Prospecting Lingo</u> |
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| Sponsor | Business Associate, Partner, Friend |
| Upline | Business Partners, Senior Partner, Associate |
| Distributor | Partner, Unfranchise Owner (UFO), Associate |
| Organization | Unfranchise Owners, Business Partners |
| Get In | Get Started |
| 45 Year Plan | Your J.O.B. |
| Residual Income | Ongoing Income |
| Kickoff / 2 nd Look | Business Briefing, Business Presentation |
| Prospect | Guest, Friend |