

MOTIVES® AND ME GETTING STARTED FAQs

What is the Motives and Me Program?

The Motives and Me program is perfect for teens that are looking to earn the cash they want, while having fun selling one of the hottest makeup lines in the country. It gives teenagers the opportunity to run their own business while being mentored and coached by a Motives Shop Consultant. Shop Consultants sign up a teen associate and assign the teen a Motives® mini-website ([motivesandme.com/teen name](http://motivesandme.com/teenname)). The young entrepreneur can then refer customers to this website to purchase Motives products. With each sale the Motives Shop Consultant will give the retail profit from that sale to the teenager (after all, they made the sale happen!), while the Motives Shop Consultant will receive the BV from that sale. Market America provides a platform, but is not involved in the underlying transaction between you and any teenager with whom you enter into a business relationship.

What are the major benefits for the teen?

- Flexible schedule so teens can earn money when they want
- Earn extra cash while having fun selling one of the hottest cosmetics lines in the country
- Teens get their own website from which they can offer Motives products
- Learning valuable business and sales skills for the future

What are the major benefits for the Motives Shop Consultant?

- Receives BV on all sales completed by their teen associate
- Reaches a consumer base of new rising trendsetters
- Drives more awareness to their Motives business

What do I need in order to be eligible to participate in the Motives and Me Program?

The requirements are that you are a Shop Consultant with an active Motives mini-website.

How do I sign up a teen for the Motives and Me Program?

It is easy. All you have to do is go to unfranchise.com and under the tab "other services" you will find the Motives Teen Associate program. There you can sign up a new teen or manage your current teen.

How many teen associates may I sign up?

The number of teen associates you can sign up is unlimited.

Can you have more than 1 teen associate per household? For example: siblings

Yes

What are the costs associated with signing up a teen as an associate?

There are no costs associated with signing up a teen. The mini-site that the teens receive is free and is active as long as your Motives Cosmetics mini-site is active.

An optional cost is the Motives and Me Teen Starter Kit.

What about the teen starter kit?

The starter kit includes a collection of products that we know teens love, like Nail Lacquer, Eye Shadows, Lip Shine and Eyeliner. There is a limit of one kit per teen signed up.

The kit includes: Prom Queen - Nail Lacquer; Tahiti Surf – Nail Lacquer; Debutant Pink Lip Shine; Fantasy and Bling Pressed Eye Shadow; Pressed Blush in Pretty in Pink; Luxe Crème Eye Shadow in Brown Sugar and Coffee Khol Eyeliner. The kit costs \$29.95 and includes 0 BV.

How does the teen receive their retail profit?

On the teen's website, they have the ability to manage their account, see the orders from their friends and see how much retail profit has been earned. The teen also has a request payout button within their management tool. Once the teen requests the payout, the Shop Consultant is alerted and the Shop Consultant then requests a payout from Market America and will send the teen their earned retail profit.

When the teen associate is placing orders through their site what form of payment do they use or can they use?

The Teen can use any form of payment that is normally accepted on the Motivescosmetics.com website. However, if the teen associate is looking to purchase at distributor cost, they cannot place any orders on their own web portal. In order to receive Distributor Cost of products, all orders will have to be placed by the Shop Consultant and delivered or shipped to the teen from UnFranchise.com.

How does my motives teen associate get to their account management area of their Motives and me website?

Your teen will need to sign in with their MTA ID and password they are sent in their preferred customer registration email. Please note you will be asked to change your temporary password the first time the teen logs in.

Is the teen allowed to go to trainings?

The teen can attend any training that a normal guest can attend. These trainings include Motives Product Knowledge and Application, Business Building, Custom Blend Liquid Foundation, Custom Mineral Powder and Skin Care 101.

When people order from the teen through the teen's Motives and Me site is there a sales receipt generated for the distributor who is managing the teen?

The tracking of the sales is available for both the teen and Shop Consultant. The Shop Consultant tracks the information on unfranchise.com, whereas the teen tracks it on their mini website. There is no specific receipt generated.

What are some ideas to get the teen started?

- Get the teen signed up and acquainted with the Motives brand and the Motivescosmetics.com website so they can start sending out their website to their friends.
- Show them how to manage their account and set sales goals with them so they have something to work towards.
- Give the teen a pack or two of catalogs that they can hand out to friends at school to help spread the word.
- Help them set up a make-up party with friends, by sharing your make-up for them to use and printing off invites from print center.
- Buy a collection of best-selling Motives products to get them to show off Motives cosmetics by wearing it to school.
- Give them ideas for events including Homecoming Get Ready Party or Perfect for Prom Night make-up party.
- Encourage the use of word of mouth marketing including using Twitter, Facebook, MySpace etc.
- Leverage the Motives® Application Manual for your teen associate to learn how to apply make-up or during a Home Party. The manual can be downloaded from UnFranchise.com under Motives downloads.

Do the teen's sales count towards the distributor's Form1000?

Yes they do as they sales look as if they were made for the distributor. The teen's sales flow thru the distributor.

How is the BV from the Motives and Me site allocated for the Distributor who is managing the teen?

The BV will be allocated just as it is on the Distributor's Motives Cosmetics mini website.

How are my iTransact handled on a Motives and Me mini website?

For all orders placed on a Motives and Me site iTransact is turned off and the order is handled directly by Market America as a pass through order.

What happens if my teen lives in a different state-how are taxes charged?

Taxes are charged based on the address to which we are shipping the goods.

What happens if a teen does not have a credit card? How can they purchase off of the Motives Site?

The best way to handle this is to get the parent involved and have the parent use their credit card to purchase the products.

Is the teen assigned a spot in the organization allowing that volume to flow through the distributors team or does the volume only go to the managing distributor and their upline? Can we put the teen at the bottom of our organization to maximize volume?

No, the Motives and Me site is just part of the same placeholder or BDC as the MotivesCosmetics site. The teen does not have a placeholder or BDC they are just a part of the distributor they are attached too. The customers of the teen are in effect, customers of the Shop Consultant as the teen has no placeholder or BDC.

When can a teen leave the Motives and Me teen program and what happens to their customers?

The teen can leave the program at any time. The customers of the teen will stay attached to the teen's Shop Consultant, unless the teen becomes a Shop Consultant. Please see below regarding the teen becoming a MA Shop Consultant.

What happens if the Motives and Me Teen wants to join Market America as a Shop Consultant?

The teen would no longer have access to the Motives and Me website. We are allowing for the customers of the Teen to be reassigned to their new distributorship. This is a manual process so please call the Preferred Customer Team in order to make this happen.

We suggest if a teen is considering becoming a Shop Consultant in the future to look at the Market America unfranchise apprentice program (UFO). Please see unfranchise.com for more details.

Also, please remind the teen to request payout of the remaining Retail Profit balance prior to deactivating your teen.