The Unicity Opportunity

**Unicity International**, a leader in nutritional health and science, is committed to sharing our natural, effective, and clinically-proven nutritive products with people everywhere. Unicity is dedicated to the concept that by helping people feel better, look better, and live better, we help Make Life Better.

Do you enjoy working with people? Are you open to training, coaching, and self-improvement? Do you have a strong desire to make money with your own business? Are you willing to create a plan for success (with our help), and stick to it? If so, this opportunity might be the one you need to create the future you desire.

Unicity International has pioneered the blending of your spirit, individual drive, and creativity with the ease, strength, and reliability of franchising to create a system of wealth and financial independence that anybody can achieve. It offers you the opportunity to take control of your financial future and run your own business.

Network marketing, direct marketing, multi-level marketing, franchise marketing … whatever you want to call it, it is a terrific opportunity for anyone who is ready to have their own business and be their own boss. No matter what people might say: It is a business, and you are a business owner… an entrepreneur who works from a home-based business. Even if you have never before owned a business, been in sales, or networked, don’t worry! You can do it; and you can learn how to do it from the experts in the field.

“Unicity is committed to excellence in everything we do—from the development and manufacturing of our world-class products to the support we provide to thousands of Franchise Partners and Distributors around the world. Our vision is to become the dominate business enterprise in the nutritional industry.”

— Stewart Hughes, Chairman and CEO, Unicity International
Unicity is excited to offer you a world-class business opportunity and unique selection of natural products. A Unicity Franchise is revolutionary in the global home-based business industry. It offers people from all backgrounds the opportunity to take control of their financial future and run their own business—working full-time or part-time—and still have time to devote to themselves and their family.

Unlike most similar business opportunities that require large start-up costs, and ongoing overhead and fixed costs, a Unicity Franchise is affordable and profitable.

Successful Unicity Franchise Partners are people interested in 1) earning extra money each month working part-time, 2) budding professionals building a business full-time, and 3) medical professionals who share our patented Bios Life products with their patients every day.
The Financial Model

With the Unicity business model, Franchise Partners buy the products at wholesale cost, sell them at retail, and keep the profit – without ever having to deal with inventories or shipping hassles.

We recognize there is no one better qualified to help find and train new Franchise Partners than our existing, successful Franchise Partners. For that reason, we have built a profit-sharing bonus program that rewards Unicity Franchise Partners who help build a distribution network of their own.

This unique financial model has created a win-win relationship, benefiting both the company and the Franchise Partners, who are able to decide just how involved they want to be: focus solely on marketing the products to earn a little extra money each month, or attract and train others and build an organization where the potential exists to earn a significant full-time income.

The financial model allows you to earn residual income from the sale of product to customers in your distribution network. In fact, there are a total of 10 potential profit centers, including the lucrative Franchise Partner Royalties program.
The Business Development Systems

Over the past 21 years, we have learned that the most effective way for part-time Franchise Partners to introduce the products and the business to others is by using professionally-produced tools, including DVDs, brochures, online videos, and presentation booklets, all of which are available to Unicity Franchise Partners. Because we do not expect all of our people to be skilled in creating and giving presentations, we teach you how to become experts at delivering our powerful message using a variety of tools. These tools make it easy and time-efficient for new Franchise Partners to introduce the products and the business to others. An even greater advantage is that these tools produce a higher success rate than most people achieve on their own.

Through the use of tools and technology, we are able to help Unicity Franchise Partners maximize productivity, allowing them to build successful businesses without a substantial time commitment or large financial investment.
Busting the Myths and the Stigma

The basic definition is that it is a distribution method whereby products or services are delivered to an end-user by an independent business person who is compensated by the company for his or her sale of those products and also on the volume of units distributed by others in his group. The group will consist of the independent business owner, other people sponsored into the business by that person, and those that they sponsor, and so on, creating a network (organization, downline, etc).

But let’s be honest, a lot of people have a bad taste in their mouths when it comes to this industry. They immediately label the business as a ‘scam,’ or a ‘pyramid scheme’ or worse. The truth is that it was the pioneers in the MLM industry that insisted the government take steps to stop pyramid and Ponzi schemes. But too many people go into it thinking they’ll wake up the next morning with a million dollars in their bank account … which is not really very likely, is it? Like any business, being a Unicity Franchise Partner takes time, work, planning, persistence, and smarts. No one can build a business just by hanging out an ‘open’ sign. Many people have heard horror stories about friends who tried it and failed. Typically this happens when the new marketing fails to plan, work, and be persistent. Granted, it’s not for everyone, but it is for almost anyone, and it could be the answer you’ve been searching for.

Think of it as relationship building, not ‘imposing on everyone I know and making a fool of myself.’ You are here because you like the products and see an advantage or benefit in the opportunity; there is nothing really embarrassing about sharing that with others.

In today’s modern world, the network marketing industry has grown up. Many of the great leaders of the industry have developed some very sophisticated tools to support the back end infrastructure of managing large world-wide networks. All we ask is that you do your research, ask a lot of questions, and get the facts before you form an opinion about any multi-level marketing company and/or the MLM industry as a whole.
How to Make it Work for You

One of the biggest mistakes new home-based business owners make is trying to do everything from scratch, only without all the basic raw ingredients. You can rest assured that whatever you are attempting to do or build, it has already been done and we have it available for you.

Many new home-business owners are still of the ‘employee’ mindset—work at a desk from 8 to 5 every day and figure everything out alone. It’s important to develop an entrepreneurial mindset, one that understands you have to work smarter, not harder.

Remember:
1. Locate what’s already been created or invented, then implement, install, or adapt. Don’t reinvent the wheel.

2. Think like a business owner, not an employee. Delegate, hire, or trade.

3. Model your business on the processes of others who have already achieved the level of success you’re seeking. They’ve already made the mistakes, and can show you what works.

Network marketers who are serious about building a business should learn business fundamentals, the latest marketing techniques, and strategies for networking. Plan on adding additional methods of growing your business, such as lead generation and personal branding through attraction marketing, social media marketing, and article marketing; you will need to start branding yourself with social media marketing - people need to see your face and/or logo everywhere…on Facebook, Twitter, LinkedIn, YouTube, and many more.
Independent Unicity Franchisees worldwide are enjoying these benefits—and so can you:

- **Flexible home-based business**: Transform your spare room into an office or work from your kitchen table.
- **Minimum start-up cost**: Unlike most franchises that require large start-up costs, ongoing overhead, and fixed costs, a Bios Life Franchise is affordable to almost anyone who wants to own their own business.
- **Make your own hours**: Be there when the kids get home from school or launch a fulltime business, it’s up to you.
- **No required inventory**: Instead, concentrate on selling and sharing the Unicity Franchise opportunity with others for faster success.
- **Incredible earning and career potential**: Sell and share the opportunity with those you recruit and mentor for greater financial rewards.
- **Excellent opportunities exclusive to Unicity**: Enjoy product discounts, training, rewards, incentives, and more.

Once you get started, stay focused and work your network marketing business consistently. You will start generating sales leads and prospects into your sales funnel; you can introduce them into your business opportunity later. Don’t quit or jump around to different opportunities! Successful people in this industry pick a solid business, put a stake into the ground, make a plan and stick to it, and work hard to earn their success.

**Learn the Lingo.** There are many, many websites out there that can help you understand some of the basic terminology you’ll start to hear from your upline partners right away … compensation plan, downline legs, recruiting, retention. But your sponsor is always an excellent source of information.
Unicity International offers a large product line of items designed to make your life better. We also offer training on all products we carry. Each seller has access to a web-based back office that is stocked with business tools such as a volume checker, a website builder, mailing labels, business forms, and product information sheets. Information on starting an individual franchise is included on the site as a streaming video presentation that can be viewed immediately or downloaded for later viewing.

Again, Unicity can provide you with just about everything you need to succeed—excellent products, amazing tools, a well-executed intranet/back office resource, and the people to help you build your business.
Background

Unicity International was formed in 2001 when Enrich International and the popular drug company Rexall merged. Both companies were involved in preventative healthcare, anti-aging research, and wellness. The company was a global concern by 2006 and currently has more than 350,000 independent business associates around the world. The Unicity Make Life Better Foundation has helped raise money for charitable organizations such as the Make a Wish Foundation and Orphans Around the World. Here at Unicity we have our own team of medical advisors to help with the ongoing development of our products.

Unicity’s Medical Advisory Team is comprised of practicing health care professionals including cardiologists, family practitioners, gynecologists, ophthalmologists, nurse practitioners, dietitians, and sports medicine experts. The Medical Advisory Team, together with Unicity’s Research and Development Team, ensures all product formulas meet the highest standards and are based on the latest scientific research available. Members of this group help oversee the many Unicity product clinical trials being conducted around the world at any given time.