

Be Thankful for the Journey and Never Give Up

Build upon what you've learned to embolden the pursuit of your dreams in the coming year.

The past year has been an uphill battle without my incredible husband and our forever leader, JR Ridinger. But we've continued to work hard and show up every day to honor his legacy and pursue our destinies. This perseverance brings hope for brighter horizons ahead as we keep growing and innovating the company and expanding the reach of the UnFranchise Business to new markets like Market Indonesia, which will be fully launched in early 2024.

The holiday season is a reminder of how important it is to cherish not only your loved ones but also yourself. What have you done to grow yourself and achieve your dreams? Life is short. If your reality today is not what you envisioned for your life, pivot and do something new to get you closer to your dreams.

You've made it through another year in an ever-changing world. Take that as a sign that you are meant to be here, where you are right now, and destined to do more with the opportunity and resources the UnFranchise Business offers to you. Never settle for "I survived." Sometimes, that is all we can do at a moment in time, but the goal should always be to thrive.

If you are not thriving, work to get there. Make sure you network consistently, implement the result-producing activities, practice the Basic 5, use all the tools and technologies provided by the UnFranchise Business, and attend all the events. Always buy at least three tickets — one for yourself and extras for your new and potential business partners. You must push yourself out of your comfort zone and remember JR's No. 1 rule of having fun on this UnFranchise Business journey.

If you are thriving, keep going. Don't let yourself get comfortable and lose that drive that brought you to where you are now. Stay ambitious and reach even higher to surpass your own expectations because success is limitless if you view it that way.

With 2024 around the corner, be thankful for all the steps you've taken this year to bring you to where you are today. I have struggled tremendously without JR by my side, but I never stop moving forward. I keep taking the necessary steps, just like many of you. Regardless of what life throws your way, always fight to lean in, embrace the challenge and don't give up on your dreams.

I am so profoundly grateful for all of you, the Corporate Team, my family and friends, and all the possibilities that lie ahead because of JR's vision, belief and love for all of us. He made this life we are living right now possible. How can we not be grateful for that? And we must show our gratitude for this gift and our many blessings by continuing to grow and become our best selves. Anything less is a waste of opportunity and time.

The UnFranchise Business and our supportive community of entrepreneurs and leaders are everything we need to make 2024 a phenomenal year. Let's start getting ourselves ready now by reassessing 2023, building upon everything we did right and learning from the choices we made that didn't work out well. Don't wait to make New Year's resolutions; make new life resolutions right now! Tomorrow isn't promised, so focus on the impact you can make at this moment.

Put everything you've got into making this the best holiday season for your business. It will give you the boost and confidence you need to start next year at the top of your game. You just have to believe in yourself, use all the resources we provide to you and make it happen. The Corporate Team and I know you have it in you to be a hopeless success, and we are incredibly thankful for the chance to be a part of your journey. So, let's get it! Let's end this year stronger than any other and set the pace for our best year yet.

I wish every one of you a happy holiday season and look forward to seeing you at the Market America Worldwide | SHOP.COM 2024 Leadership Academy.

Keep growing. We believe in you!