

# Motor Club of America

A TRUSTED NAME SINCE 1926



A MEMBERSHIP GIVING *YOU* PEACE OF MIND  
WHETHER AT HOME OR ON THE ROAD

UNITED STATES

CANADA

**THIS IS NOT AN AUTOMOBILE LIABILITY INSURANCE CONTRACT AND  
DOES NOT COMPLY WITH ANY FINANCIAL RESPONSIBILITY LAW**



# TOTAL SECURITY



## PLATINUM INCLUDES



VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



BOAT TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



RV  
EMERGENCY  
ROADSIDE  
ASSISTANCE



MOTORCYCLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



DUALY  
OVER 1 TON  
EMERGENCY  
ROADSIDE  
ASSISTANCE



LIVESTOCK  
TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



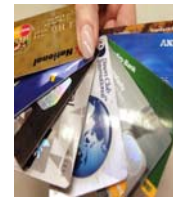
UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU



UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU



A \$5,000  
STOLEN  
VEHICLE  
REWARD



\$1,000  
CREDIT CARD  
PROTECTION



\$500 FARM  
EQUIPMENT  
REWARD



FREE VISION,  
PRESCRIPTION  
& DENTAL  
DISCOUNT  
CARD



DISCOUNTED LEGAL SERVICES  
NAME CHANGE (\$155)  
SIMPLE WILL / TRUST (\$170)  
WAIVER DIVORCE (\$210)  
REG. INCORPORATION (\$295)



\$75 PER HOUR  
PROVIDER ATTORNEY  
ON PERSONAL  
MATTERS



**MATRIX  
REWARD  
INCOME!!!**



LEGAL SERVICES  
PHONE CONSULT &  
LETTERS WRITTEN ON  
PERSONAL MATTERS



AUTO RELATED  
DISCOUNTS WITH  
NATIONAL CHAINS\*



FREE DISCOUNT  
HEALTH CARD  
WITH  
24/7 DOCTOR



UP TO \$500  
EMERGENCY  
BENEFITS



UP TO \$54,750  
DAILY  
HOSPITAL  
BENEFITS



\$10,000  
ACCIDENTAL  
DEATH  
BENEFIT



\$50,000  
ACCIDENTAL  
DEATH  
COVERAGE



TRAVEL  
ASSISTANCE  
PROGRAM

All Accident—At Work—At Home—At Play

... ONLY \$39.99 PER MONTH



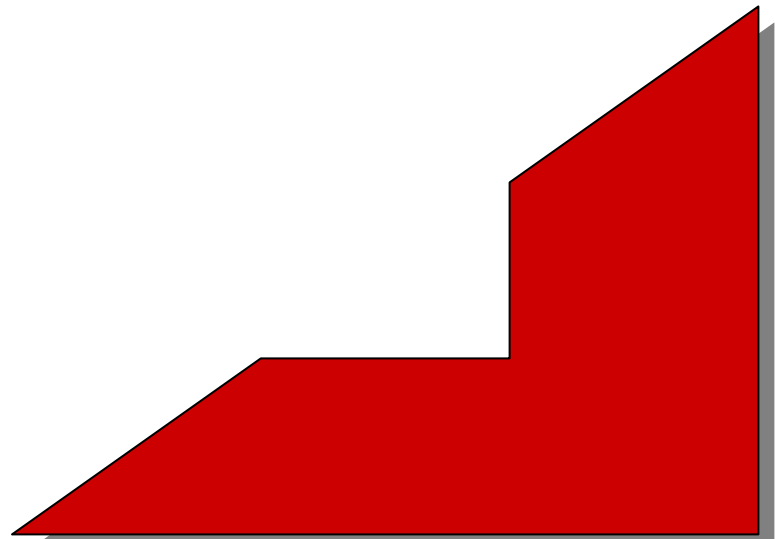
# THE TOTAL SECURITY PLATINUM MATRIX REWARD BENEFIT

## A Hypothetical Example

These are projections and not guarantees of income.

Based on you referring just 3 to a Total Security Platinum Plan that do the same and so on over the next 12 months.

Month	What Happens	Reward Dollars	1st Gen. Match	2nd Gen. Match	Monthly Commission	Annual Commission	Members Per Level	Commission % By Level	
1	You refer 3	-----	-----	-----	\$0.00	\$0.00	1		
2	Your 1st Gen. refer 3	\$0.60	-----	-----	\$0.60	\$7.21	3	1	Level 1
3	Your 2nd Gen. refer 3	\$2.40	\$1.80	-----	\$4.21	\$50.50	9	1	Level 2
4	Your 3rd Gen. refer 3	\$7.82	\$7.21	\$5.41	\$20.44	\$245.29	27	1	Level 3
5	Your 4th Gen. refer 3	\$24.05	\$23.45	\$21.64	\$69.14	\$829.66	81	1	Level 4
6	Your 5th Gen. refer 3	\$413.63	\$72.14	\$70.34	\$556.11	\$6,673.32	243	8	Level 5
7	Your 6th Gen. refer 3	\$559.72	\$1,240.88	\$216.43	\$2,017.03	\$24,204.31	729	1	Level 6
8	Your 7th Gen. refer 3	\$997.99	\$1,679.15	\$3,722.63	\$6,399.77	\$76,797.29	2187	1	Level 7
9	Your 8th Gen. refer 3	\$7,572.11	\$2,993.98	\$5,037.45	\$15,603.54	\$187,242.54	6561	5	Level 8
10	-----	\$7,572.11	\$22,716.34	\$8,981.93	\$39,270.38	\$471,244.61	-----	---	-----
11	-----	\$7,572.11	\$22,716.34	\$68,149.03	\$98,437.48	\$1,181,249.78	-----	---	-----



# TOTAL SECURITY PLATINUM ... ONLY \$39.99 A MONTH

*Simple to Join:*  
First and Last Months Dues

Number of Members	Monthly Dues	Total Today
1	\$39.99	\$79.98
2	\$79.98	\$159.96
3	\$119.97	\$239.94
4	\$159.96	\$319.92
5	\$199.95	\$399.90

BEGINNING 1 MONTH FROM THE EFFECTIVE DATE,  
YOUR DUES ARE AUTOMATICALLY PAID THROUGH  
YOUR BANK ACCOUNT OR CREDIT CARD

AS A MEMBER, YOU ARE ALWAYS IN CONTROL OF YOUR  
MEMBERSHIP THROUGH MCA'S 1-800 NUMBER





# TOTAL SECURITY



# GOLD INCLUDES



VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



BOAT TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



RV  
EMERGENCY  
ROADSIDE  
ASSISTANCE



MOTORCYCLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



DUALLY  
OVER 1 TON  
EMERGENCY  
ROADSIDE  
ASSISTANCE



LIVESTOCK  
TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



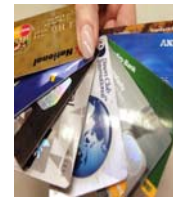
UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU



UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU



A \$5,000  
STOLEN  
VEHICLE  
REWARD



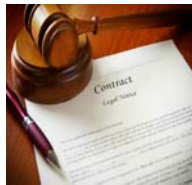
\$1,000  
CREDIT CARD  
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\$500 FARM  
EQUIPMENT  
REWARD



FREE VISION,  
PRESCRIPTION  
& DENTAL  
DISCOUNT  
CARD



DISCOUNTED LEGAL SERVICES  
NAME CHANGE (\$155)  
SIMPLE WILL / TRUST (\$170)  
WAIVER DIVORCE (\$210)  
REG. INCORPORATION (\$295)



**MATRIX  
REWARD  
INCOME!!!**



LEGAL SERVICES  
PHONE CONSULT &  
LETTERS WRITTEN ON  
PERSONAL MATTERS

<p>UP TO \$500 EMERGENCY BENEFITS</p>	<p>UP TO \$54,750 DAILY HOSPITAL BENEFITS</p>	<p>\$10,000 ACCIDENTAL DEATH BENEFIT</p>	<p>\$50,000 ACCIDENTAL DEATH COVERAGE</p>	<p>TRAVEL ASSISTANCE PROGRAM</p>

All Accident—At Work—At Home—At Play

... ONLY \$29.99 PER MONTH





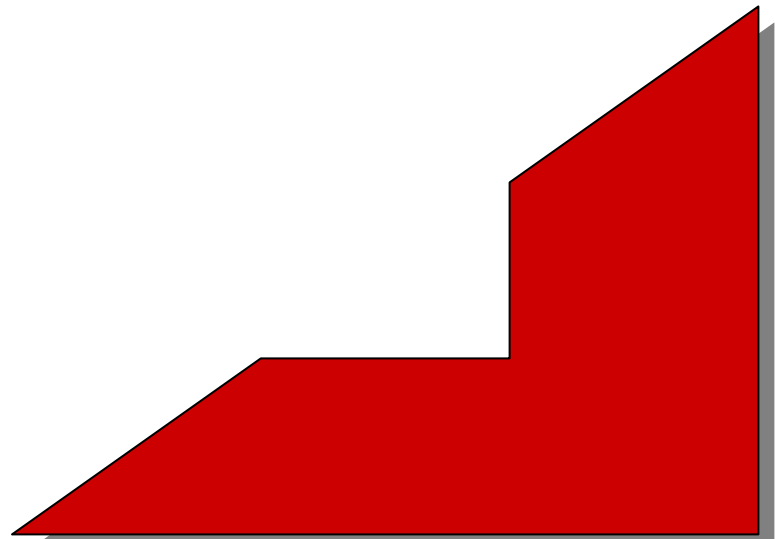
# THE TOTAL SECURITY GOLD MATRIX REWARD BENEFIT

## A Hypothetical Example

These are projections and not guarantees of income.

Based on you referring just 3 to a Total Security Gold Plan that do the same and so on over the next 12 months.

Month	What Happens	Reward Dollars	1st Gen. Match	2nd Gen. Match	Monthly Commission	Annual Commission	Members Per Level	Commission % By Level	
1	You refer 3	-----	-----	-----	\$0.00	\$0.00	1		
2	Your 1st Gen. refer 3	\$0.30	-----	-----	\$0.30	\$3.61	3	1	Level 1
3	Your 2nd Gen. refer 3	\$1.20	\$0.90	-----	\$2.11	\$25.30	9	1	Level 2
4	Your 3rd Gen. refer 3	\$3.92	\$3.61	\$2.71	\$10.24	\$122.89	27	1	Level 3
5	Your 4th Gen. refer 3	\$12.05	\$11.75	\$10.84	\$34.64	\$415.66	81	1	Level 4
6	Your 5th Gen. refer 3	\$207.23	\$36.14	\$35.24	\$278.61	\$3,343.32	243	8	Level 5
7	Your 6th Gen. refer 3	\$280.42	\$621.68	\$108.43	\$1,010.53	\$12,126.31	729	1	Level 6
8	Your 7th Gen. refer 3	\$499.99	\$841.25	\$1,865.03	\$3,206.27	\$38,475.29	2187	1	Level 7
9	Your 8th Gen. refer 3	\$3,793.61	\$1,499.98	\$2,523.75	\$7,817.34	\$93,808.14	6561	5	Level 8
10	-----	\$3,793.61	\$11,380.84	\$4,499.93	\$19,674.38	\$236,092.61	-----	---	-----
11	-----	\$3,793.61	\$11,380.84	\$34,142.53	\$49,316.98	\$591,803.78	-----	---	-----



# MCA TOTAL SECURITY

## MEMBERSHIP

### INCLUDES



VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



BOAT TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



RV  
EMERGENCY  
ROADSIDE  
ASSISTANCE



MOTORCYCLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE



DUALY  
OVER 1 TON  
EMERGENCY  
ROADSIDE  
ASSISTANCE



LIVESTOCK  
TRAILER  
EMERGENCY  
ROADSIDE  
ASSISTANCE



UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



UP TO \$25,000  
BAIL BOND TO  
RELEASE YOU



UP TO \$2,000  
FEES TO DEFEND  
& \$1,000 TO  
PROTECT YOU



A \$5,000  
STOLEN  
VEHICLE  
REWARD



\$1,000  
CREDIT CARD  
PROTECTION



\$500 FARM  
EQUIPMENT  
REWARD



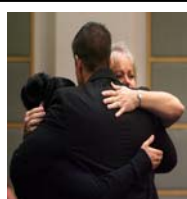
FREE VISION,  
PRESCRIPTION  
& DENTAL  
DISCOUNT  
CARD



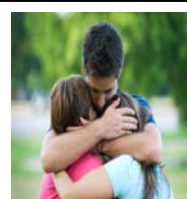
UP TO \$500  
EMERGENCY  
BENEFITS



UP TO \$54,750  
DAILY  
HOSPITAL  
BENEFITS



\$10,000  
ACCIDENTAL  
DEATH  
BENEFIT



\$50,000  
ACCIDENTAL  
DEATH  
COVERAGE



TRAVEL  
ASSISTANCE  
PROGRAM

All Accident—At Work—At Home—At Play



...ONLY \$19.95 PER MONTH



# MCA SECURITY PLUS

## MEMBERSHIP

### INCLUDES



4-WHEELED  
VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE  
WITH LOCAL TOW



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



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BAIL BOND TO  
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A \$5,000  
STOLEN  
VEHICLE  
REWARD



UP TO \$500  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



COMMON  
LEGAL SERVICES  
AT LOW FIXED  
DISCOUNTED  
PRICING



LEGAL SERVICES  
PHONE CONSULT.  
LETTERS WRITTEN  
ON PERSONAL  
MATTERS



\$1,000  
CREDIT CARD  
PROTECTION



\$500 FARM  
EQUIPMENT  
REWARD



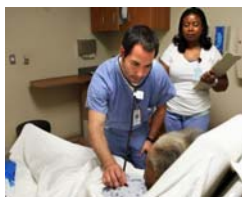
FREE VISION,  
PRESCRIPTION  
& DENTAL  
DISCOUNT CARD



TRAVEL  
ASSISTANCE  
PROGRAM



UP TO \$500  
EMERGENCY  
BENEFITS



UP TO \$54,750  
DAILY  
HOSPITAL  
BENEFITS



\$10,000  
ACCIDENTAL  
DEATH  
BENEFIT

All Accident—At Work—At Home—At Play

...ONLY \$14.95 PER MONTH





# MCA SECURITY

## MEMBERSHIP

### INCLUDES



4-WHEELED  
VEHICLE  
EMERGENCY  
ROADSIDE  
ASSISTANCE  
WITH LOCAL TOW



TRIP  
PLANNING &  
TRAVEL  
DISCOUNTS



UP TO **\$25,000**  
BAIL BOND TO  
RELEASE YOU



UP TO **\$2,000**  
FEES TO DEFEND  
& **\$1,000** TO  
PROTECT YOU



A **\$5,000**  
STOLEN  
VEHICLE  
REWARD



UP TO **\$500**  
TRAVEL  
ASSISTANCE  
REIMBURSEMENT



**\$1,000**  
CREDIT CARD  
PROTECTION



**\$500** FARM  
EQUIPMENT  
REWARD



FREE VISION,  
PRESCRIPTION  
& DENTAL  
DISCOUNT CARD



TRAVEL  
ASSISTANCE  
PROGRAM

<p>UP TO <b>\$500</b> EMERGENCY BENEFITS</p>	<p>UP TO <b>\$54,750</b> DAILY HOSPITAL BENEFITS</p>	<p><b>\$10,000</b> ACCIDENTAL DEATH BENEFIT</p>
<p><b>Auto Accident Only</b></p>		

...ONLY \$9.95 PER MONTH

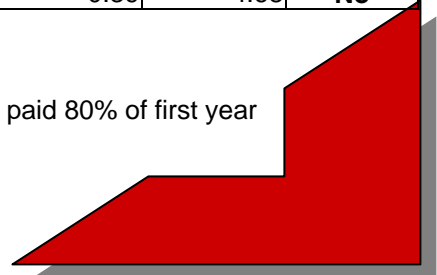




## Income Projections for MCA Marketing Plan

Sales Per Week	Commission Advance Per Sale	Commission Advance Per Week	Commission Advance Per Year	1st Level Override Adv. Per Sale	1st Level Override Adv. Per Week	Earned Override Per Month	Annual Override Per Sale	Matrix Reward Dollars
<b>MCA Total Security Platinum Plan (Monthly Retail Value \$39.99)</b>								
1	80.00	\$80.00	\$4,160.00	6.00	6.00	0.66	7.92	<b>Yes</b>
5	82.00	\$410.00	\$21,320.00	6.00	30.00	0.66	7.92	<b>Yes</b>
10	84.00	\$840.00	\$43,680.00	6.00	60.00	0.66	7.92	<b>Yes</b>
15	86.00	\$1,290.00	\$67,080.00	6.00	90.00	0.66	7.92	<b>Yes</b>
20	88.00	\$1,760.00	\$91,520.00	6.00	120.00	0.66	7.92	<b>Yes</b>
30	90.00	\$2,700.00	\$140,400.00	6.00	180.00	0.66	7.92	<b>Yes</b>
<b>MCA Total Security Gold Plan (Monthly Retail Value \$29.99)</b>								
1	80.00	\$80.00	\$4,160.00	6.00	6.00	0.66	7.92	<b>Yes</b>
5	82.00	\$410.00	\$21,320.00	6.00	30.00	0.66	7.92	<b>Yes</b>
10	84.00	\$840.00	\$43,680.00	6.00	60.00	0.66	7.92	<b>Yes</b>
15	86.00	\$1,290.00	\$67,080.00	6.00	90.00	0.66	7.92	<b>Yes</b>
20	88.00	\$1,760.00	\$91,520.00	6.00	120.00	0.66	7.92	<b>Yes</b>
30	90.00	\$2,700.00	\$140,400.00	6.00	180.00	0.66	7.92	<b>Yes</b>
<b>MCA Total Security Plan (Monthly Retail Value \$19.95)</b>								
1	80.00	\$80.00	\$4,160.00	6.00	6.00	0.66	7.92	<b>No</b>
5	82.00	\$410.00	\$21,320.00	6.00	30.00	0.66	7.92	<b>No</b>
10	84.00	\$840.00	\$43,680.00	6.00	60.00	0.66	7.92	<b>No</b>
15	86.00	\$1,290.00	\$67,080.00	6.00	90.00	0.66	7.92	<b>No</b>
20	88.00	\$1,760.00	\$91,520.00	6.00	120.00	0.66	7.92	<b>No</b>
30	90.00	\$2,700.00	\$140,400.00	6.00	180.00	0.66	7.92	<b>No</b>
<b>Security Plus (Monthly Retail Value \$14.95)</b>								
1	\$60.00	\$60.00	\$3,120.00	5.00	5.00	0.52	6.24	<b>No</b>
5	\$61.50	\$307.50	\$15,990.00	5.00	25.00	0.52	6.24	<b>No</b>
10	\$63.00	\$630.00	\$32,760.00	5.00	50.00	0.52	6.24	<b>No</b>
15	\$64.50	\$967.50	\$50,310.00	5.00	75.00	0.52	6.24	<b>No</b>
20	\$66.00	\$1,320.00	\$68,640.00	5.00	100.00	0.52	6.24	<b>No</b>
30	\$67.50	\$2,025.00	\$105,300.00	5.00	150.00	0.52	6.24	<b>No</b>
<b>Security (Monthly Retail Value \$9.95)</b>								
1	\$40.00	\$40.00	\$2,080.00	4.00	4.00	0.39	4.68	<b>No</b>
5	\$41.00	\$205.00	\$10,660.00	4.00	20.00	0.39	4.68	<b>No</b>
10	\$42.00	\$420.00	\$21,840.00	4.00	40.00	0.39	4.68	<b>No</b>
15	\$43.00	\$645.00	\$33,540.00	4.00	60.00	0.39	4.68	<b>No</b>
20	\$44.00	\$880.00	\$45,760.00	4.00	80.00	0.39	4.68	<b>No</b>
30	\$45.00	\$1,350.00	\$70,200.00	4.00	120.00	0.39	4.68	<b>No</b>

Any PERSONAL MEMBERSHIP which has been in the system for more than 12 months is paid 80% of first year earned commission as earned.





# INCOME PROJECTION

Based on sales of MCA Total Security  
Membership with 2 Months On-going Pay  
with Advances and Insurance Bonus

APPROX. HRLY COMM. RATE	# OF SALES	COMM. ADV. PER YEAR	COMM. ADV. PER MONTH	COMM. ADV. PER WEEK
\$6.00	3	\$12,480.00	\$1,040.00	\$240.00
\$10.25	5	\$21,320.00	\$1,776.00	\$410.00
\$21.00	10	\$43,600.00	\$3,640.00	\$840.00
\$33.58	15	\$69,849.00	\$5,821.00	\$1,343.00
\$46.25	20	\$96,200.00	\$8,016.00	\$1,850.00
\$70.50	30	\$146,160.00	\$12,180.00	\$2,820.00

## Insurance Bonus

\$100 - 45 Memberships per Month - Average 11.25 Memberships per Week  
\$213 - 65 Memberships per Month - Average 16.25 Memberships per Week  
\$380 - 85 Memberships per Month - Average 21.25 Memberships per Week  
\$480 - 105 Memberships per Month - Average 26.25 Memberships per Week  
\$525 - 190 Memberships per Month - Average 47.50 Memberships per Week  
\$600 - 250 Memberships per Month - Average 62.50 Memberships per Week

*MCA*  
Getting Started Right: The System!  
4 STEP PLAN

Following this system has proven time and time again to be the BEST way to Launch your MCA Business. Follow the system exactly, and you will be amazed at the results.

1. Learn your **SALES PRESENTATION**  
A) Know What To Say B) Know How To Say It C) Know How To Close
  2. Make a **LIST** of everyone you know. (First 25 on back) Don't Judge anyone . . . you don't know who they know!
  3. **CONTACT** everyone on your list. Set up at least 3 or 4 appointments a day for you and your Manager to work as a part of your Training.
  4. **RECOMMENDATIONS . . .** The Key to **GROWING** Your **MCA Business** Is Learning **The Art Of Recommendations**.
- 

**Four Principals You Need to Look At Everyday**

- 1) **Goals:** Set yourself goals for how many presentations you will make each day you work.  
Set yourself a goal for how many sales you will make each day you work.  
Set yourself a goal for the income you desire . . . daily, weekly, monthly and yearly.
- 2) **Your System:** If you are going to have consistent success at anything you have to establish a system for working your business. When- Where- How long.
- 3) **Focus:** Life comes at you fast and it is easy to get distracted. Have your goals and system clearly defined and written down so you know why you are working and have a "track to follow".
- 4) **Make it Fun:** Do not make this just another job. Keep your mind *on* the things you want and *off* the things you don't want and "above all else" have fun!



# MCA Fast Start Prospecting List

## Make a Copy for your Manager

Congratulations, you've started a new business and to help you launch your business you need to let your friends and family know about your business. If you opened a new restaurant you might invite them to the "Grand Opening." This business is no different, and they can refer people to you. Trust this process . . . it works. Do it and you will see the results?

### 10 "WARMEST" Prospects – Friends and Family

	Name	Phone #	Relationship	Contact	Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

### 15 "WARM" Prospects – Somebody from Church, Work, Community Clubs (Lions, Civitan, Rotary, etc.)

11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

## MCA Approach

After you normal greeting . . . . .

I've started a new Business. As a part of my training, I've got to show our program to 20 people. It will only take about 15 minutes. You may or may not be interested.

## The Art of getting Recommendations

When you've made the sale, you close your kit, and when the prospect sees you close the kit, the process is over in their mind and they kind of relax. Then the first thing I say is,

**“I want to ask you a question. As a matter of fact, I need your help. We've found as a company that we get our best members from people just like you, hard-working, responsible people. Who do you know here in this area that would make me a good member?”**

When somebody says “I want to ask you a question” an antenna goes up. They kind of perk up a little bit. And then you say “As a matter of fact, I need your help.” They immediately move to ‘how can I help this guy?’ Then you say “we've found as a company” – not that I've found, but “we've found as a company that our very best members come from people just like you, hard-working, responsible people. Who do you know here in the area that would make a good member?” You don't say, “Who do you know that would buy this?” or “Who'd be interested in it?” because you don't want your prospect trying to figure out, ‘who would buy it or who would be interested.’ You just say, “who'd make a good member?” The average person will give you five names of people to go see. With those people you call on as a result of recommendations, the closing ratio is a lot higher than cold calls, because a friend or relative, someone they respect or love, sent you over there. If you want a long career in the motor club business, learn the art of getting recommendations.

After many years in the Direct Sales Industry, I have found that the people that are successful and have long careers with any company, have learned the art of getting recommendations.