



HOUSEKEEPING

TURN CELL PHONES OFF

NO VIDEO OR AUDIO TAPING

QUESTIONS?

- Please write them down
- Hold them till we finish a section
- If terminology is being used that you don't understand, raise your hand and we'll rephrase what's being said

Download documents
www.mawc411.com

- WCT 201 Handout
- Goal Statement
- Nameslist
- Phone / Tablet

FILL OUT AT THE END OF THE CLASS

A "3" indicates that the graded item met your expectations

- Please make comments
- Please make comments about any "1" or "5" that are given
- Please only use 1 through 5
- "0", "6" or anything outside this range will be ignored
- Please make sure to fill out both top and bottom areas on the form.

Class President will collect the evaluations and give the sealed envelope to the trainer to be sent in

Comments are confidential, but any comments you wish to pass on, should be written in the "Trainer Evaluation" area

Constructive criticism is encouraged, it helps us all improve



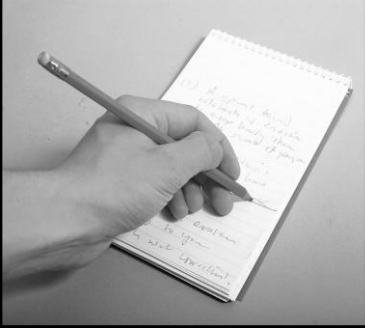




| RETAILING | WORKSHOP |
|---|--|
| <ul style="list-style-type: none"> ○ LEAD GENERATION / EXPANDING NAMESLIST ○ NETWORKING APPROACH ○ HANDLING OBJECTIONS ○ NETWORKING IN COLD MARKETS ○ NETWORKING THROUGH CENTRES OF INFLUENCE ○ CONFIRMATIONS & FOLLOW UP ○ GLOBAL WEBSITE SALES | <ul style="list-style-type: none"> ○ DEMONSTRATE NETWORKING APPROACH ○ DEFINING YOUR NAMESLIST WITH RESEARCH ○ CALL WORKSHOP/ SET APPOINTMENTS ○ SHARE SOME RESULTS ○ Q & A |

| USING YOUR WebCenter | Web Solutions |
|--|--|
| <p>REPORTS</p> <p>PUBLIC VS. SELLER CONTACT INFO</p> <p>CONTACT BUILD VS. NORMAL BUILD</p> <p>DOMAINS AND EMAIL</p> <p>MARKETING MATERIALS AND SALES AIDS</p> <p>CONDUCTING AN APPOINTMENT ON YOUR OWN</p> |  |

| BUSINESS BUILDING | |
|---|--|
|  | <ul style="list-style-type: none"> ○ BUILDING SHARE OF CUSTOMER /GENERATING INTEREST VIA OTHER MAPRODUCTS ○ RECRUITING WITH AU.SHOP.COM ○ INTERNSHIP PROGRAMME ○ MENTORING AN INTERN ○ CONDUCTING A 90 DAY FAST TRACK |



ACTION PLAN & QUESTIONS

WRAP UP OF THE DAY

ACTION PLAN FOR GETTING TO WORK

QUESTIONS & ANSWERS



GOAL SETTING

- GOAL ASSESSMENT AND REVISION
- CALCULATING ACTION PLAN TO ACHIEVE REVISED GOALS
- ORGANISATIONAL SYSTEM TO STAY ON TRACK
- WORKSHOP

YOU PROBABLY SET SOME GOALS IN THE PAST

DID YOU HIT THEM?

WHY OR WHY NOT?

WHAT CAN YOU DO TO HAVE A BETTER SHOT AT SUCCESS?

IT'S TIME FOR GOAL REVISION!

WHY?

- What gets planned, Gets Done!
- To make the most of your time "on"
- To enjoy your "time off"
- We all have busy lives. The only way to build a business part time is to schedule it in. The work needs to get done.
- To achieve the goals you set



SMART GOALS ARE REALISED.



YOU MUST DECIDE...

S M A R T

SPECIFIC

MEASURABLE

ATTAINABLE

REALISTIC

TIMELY

What You Want

When You Want It

What You Will Give
Up Or Overcome

Detailed Plan to
Get There

Write It Out (1
through 4) and
Read It Twice A Day

Begin by Identifying what is important to you:

- Personal Goals
- Family Goals

OBJECTIVE

By Setting "Business and Retail Goals" you pay for your "Personal and Family Goals"

II GOAL SETTING

DEVELOPING YOUR ANSWER TO "WHAT IS IT?"

1. GOAL SETTING

A. SET GOALS: The primary reason why I am looking for an investment opportunity is to _____
 Define your reasons for your 4th funding plan to clients. This will provide you motivation to sustain your support through the highs and lows of business building.

B. SHORT TERM GOALS: What are your top "need cost goals"? Ex: Family vacation, credit card debt, tuition.
 1. _____
 2. _____
 3. _____

SMART GOALS can be used to MEET FINANCIAL:
 The average customer will pay you \$1000.00 - \$1000.00 in retail profit.
 Calculate your Short Term Goals to \$1000.00 to determine how many sales it would take to reach your goal.
 For example: \$1000.00 in debt / \$1,000.00 = 1. Just 1 new sale would allow me to reach my goal!

Your Short Term Goal Amount: _____
 Amount of Sales needed to reach Goal: _____

C. LONG TERM GOALS: What are your "long term goals"? Ex: Retire from job, more time with family.
 1. How much money do you need to earn in the WPCP to achieve your long term goals?
 2. How much \$/yr will I need to earn that amount of money?
 3. How many people paying lease 15.7 I doing ok to lose?

Remember:
 On each sale you generate 200 \$/yr initially
 to achieve your goal \$/yr you require per client, every single month that client takes a client of yours.

4

YOU NEED TO FOCUS ON THE NEXT UNFRANCHISE LEVEL SO THAT YOU CAN ULTIMATELY HIT FIELD VICE PRESIDENT!



Step 4: Write It All Out (Timely)

“I am building my business because... (My Why)
 I will achieve my short term goals of (List Here) by selling (#) websites by (Date)
 I will achieve my long term goals of (List Here) by first hitting my next goal of (Pin level) by (Date).”

| | |
|---|--|
| <p>Personal</p> <ul style="list-style-type: none"> • Writing Projects • New Wardrobe • iPad • Contribution to charity | <p>Family</p> <ul style="list-style-type: none"> • Vacation • Romantic Weekend Trip • New home • Monthly Bills |
| <p>Business</p> <ul style="list-style-type: none"> • Next Big Goal • 001 is earning AU\$1500 per week • Solid Organization of 50 on each side • Active WebCenter Clients • Show the Plan Every Week | <p>Retail / WebCenter</p> <ul style="list-style-type: none"> • Sell 8 Websites to cover goals • Sell 2 Websites per month • Set a Website Appointment Every Week |

ma WebCenter

THE PRODUCT SPECIALIST CLOSES ABOUT 1 OUT OF EVERY 3 COMPLETED APPOINTMENTS

TO MAKE 2 SALES, YOU WOULD NEED AN AVERAGE OF 6 COMPLETED APPOINTMENTS.

TAKE A LOOK AT THE GOAL WE INITIALLY SET FOR WEBSITE APPOINTMENTS.

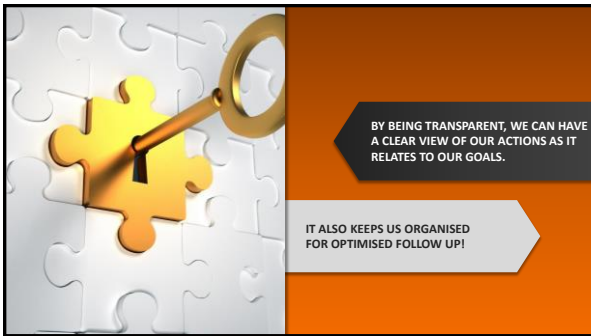
Retail / WebCenter

- Sell 8 Websites to cover goals in 4 months
- Sell 2 Websites per month
- Set 1-2 Website Appointments Every Week

If we want to sell 2 websites per month, we need to strive for more than 1 apt. per week.
Adjust!

TO SELL 2 WEBSITES PER MONTH, YOU HAVE TO CONSISTENTLY BE PROSPECTING FOR NEW CLIENTS AND FOLLOWING UP WITH WARM LEADS.







WEBSITE PROSPECT NAMESLIST
(We will cover the mechanics of using this tool later today)

| OWNS A BUSINESS? | WORKS FOR A BUSINESS? | YOU DO BUSINESS WITH? | IS WELL CONNECTED? | FOLLOW UP |
|------------------|-----------------------|-----------------------|--------------------|-----------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

WEBSITE PROSPECT LIST TO BUILD SHARE OF CUSTOMER
Website Clients are great centres of influence.
(We will cover the mechanics of using this tool later today)

| NAME | PREFERRED CUSTOMER | EVALUATE BUSINESS | REFERRAL FOR BUSINESS |
|------|--------------------|-------------------|-----------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

UnFRANCHISE PROSPECT NAMESLIST
(We will cover the mechanics of using this tool later today)

| NAME | PHONE NO. | EMAIL |
|------|-----------|-------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

TRACKING. ACCOUNTABILITY. FOLLOW UP
(We will cover the mechanics of using this tool later today)

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|
| 1 | TALKED TO | TALKED TO | TALKED TO | TALKED TO | TALKED TO | TALKED TO |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED | APPLS BOOKED |
| 12 | | | | | | |
| 13 | | | | | | |
| 14 | | | | | | |
| 15 | | | | | | |
| 16 | | | | | | |
| 17 | | | | | | |
| 18 | | | | | | |
| 19 | | | | | | |
| 20 | | | | | | |
| 21 | | | | | | |
| 22 | | | | | | |
| 23 | | | | | | |
| 24 | | | | | | |
| 25 | | | | | | |
| 26 | | | | | | |
| 27 | | | | | | |
| 28 | | | | | | |
| 29 | | | | | | |
| 30 | | | | | | |
| 31 | | | | | | |
| 32 | | | | | | |
| 33 | | | | | | |
| 34 | | | | | | |
| 35 | | | | | | |
| 36 | | | | | | |
| 37 | | | | | | |
| 38 | | | | | | |
| 39 | | | | | | |
| 40 | | | | | | |
| 41 | | | | | | |
| 42 | | | | | | |
| 43 | | | | | | |
| 44 | | | | | | |
| 45 | | | | | | |
| 46 | | | | | | |
| 47 | | | | | | |
| 48 | | | | | | |
| 49 | | | | | | |
| 50 | | | | | | |
| 51 | | | | | | |
| 52 | | | | | | |
| 53 | | | | | | |
| 54 | | | | | | |
| 55 | | | | | | |
| 56 | | | | | | |
| 57 | | | | | | |
| 58 | | | | | | |
| 59 | | | | | | |
| 60 | | | | | | |
| 61 | | | | | | |
| 62 | | | | | | |
| 63 | | | | | | |
| 64 | | | | | | |
| 65 | | | | | | |
| 66 | | | | | | |
| 67 | | | | | | |
| 68 | | | | | | |
| 69 | | | | | | |
| 70 | | | | | | |
| 71 | | | | | | |
| 72 | | | | | | |
| 73 | | | | | | |
| 74 | | | | | | |
| 75 | | | | | | |
| 76 | | | | | | |
| 77 | | | | | | |
| 78 | | | | | | |
| 79 | | | | | | |
| 80 | | | | | | |
| 81 | | | | | | |
| 82 | | | | | | |
| 83 | | | | | | |
| 84 | | | | | | |
| 85 | | | | | | |
| 86 | | | | | | |
| 87 | | | | | | |
| 88 | | | | | | |
| 89 | | | | | | |
| 90 | | | | | | |
| 91 | | | | | | |
| 92 | | | | | | |
| 93 | | | | | | |
| 94 | | | | | | |
| 95 | | | | | | |
| 96 | | | | | | |
| 97 | | | | | | |
| 98 | | | | | | |
| 99 | | | | | | |
| 100 | | | | | | |
| 101 | | | | | | |
| 102 | | | | | | |
| 103 | | | | | | |
| 104 | | | | | | |
| 105 | | | | | | |
| 106 | | | | | | |
| 107 | | | | | | |
| 108 | | | | | | |
| 109 | | | | | | |
| 110 | | | | | | |
| 111 | | | | | | |
| 112 | | | | | | |
| 113 | | | | | | |
| 114 | | | | | | |
| 115 | | | | | | |
| 116 | | | | | | |
| 117 | | | | | | |
| 118 | | | | | | |
| 119 | | | | | | |
| 120 | | | | | | |
| 121 | | | | | | |
| 122 | | | | | | |
| 123 | | | | | | |
| 124 | | | | | | |
| 125 | | | | | | |
| 126 | | | | | | |
| 127 | | | | | | |
| 128 | | | | | | |
| 129 | | | | | | |
| 130 | | | | | | |
| 131 | | | | | | |
| 132 | | | | | | |
| 133 | | | | | | |
| 134 | | | | | | |
| 135 | | | | | | |
| 136 | | | | | | |
| 137 | | | | | | |
| 138 | | | | | | |
| 139 | | | | | | |
| 140 | | | | | | |
| 141 | | | | | | |
| 142 | | | | | | |
| 143 | | | | | | |
| 144 | | | | | | |
| 145 | | | | | | |
| 146 | | | | | | |
| 147 | | | | | | |
| 148 | | | | | | |
| 149 | | | | | | |
| 150 | | | | | | |
| 151 | | | | | | |
| 152 | | | | | | |
| 153 | | | | | | |
| 154 | | | | | | |
| 155 | | | | | | |
| 156 | | | | | | |
| 157 | | | | | | |
| 158 | | | | | | |
| 159 | | | | | | |
| 160 | | | | | | |
| 161 | | | | | | |
| 162 | | | | | | |
| 163 | | | | | | |
| 164 | | | | | | |
| 165 | | | | | | |
| 166 | | | | | | |
| 167 | | | | | | |
| 168 | | | | | | |
| 169 | | | | | | |
| 170 | | | | | | |
| 171 | | | | | | |
| 172 | | | | | | |
| 173 | | | | | | |
| 174 | | | | | | |
| 175 | | | | | | |
| 176 | | | | | | |
| 177 | | | | | | |
| 178 | | | | | | |
| 179 | | | | | | |
| 180 | | | | | | |
| 181 | | | | | | |
| 182 | | | | | | |
| 183 | | | | | | |
| 184 | | | | | | |
| 185 | | | | | | |
| 186 | | | | | | |
| 187 | | | | | | |
| 188 | | | | | | |
| 189 | | | | | | |
| 190 | | | | | | |
| 191 | | | | | | |
| 192 | | | | | | |
| 193 | | | | | | |
| 194 | | | | | | |
| 195 | | | | | | |
| 196 | | | | | | |
| 197 | | | | | | |
| 198 | | | | | | |
| 199 | | | | | | |
| 200 | | | | | | |
| 201 | | | | | | |
| 202 | | | | | | |
| 203 | | | | | | |
| 204 | | | | | | |
| 205 | | | | | | |
| 206 | | | | | | |
| 207 | | | | | | |
| 208 | | | | | | |
| 209 | | | | | | |
| 210 | | | | | | |
| 211 | | | | | | |
| 212 | | | | | | |
| 213 | | | | | | |
| 214 | | | | | | |
| 215 | | | | | | |
| 216 | | | | | | |
| 217 | | | | | | |
| 218 | | | | | | |
| 219 | | | | | | |
| 220 | | | | | | |
| 221 | | | | | | |
| 222 | | | | | | |
| 223 | | | | | | |
| 224 | | | | | | |
| 225 | | | | | | |
| 226 | | | | | | |
| 227 | | | | | | |
| 228 | | | | | | |
| 229 | | | | | | |
| 230 | | | | | | |
| 231 | | | | | | |
| 232 | | | | | | |
| 233 | | | | | | |
| 234 | | | | | | |
| 235 | | | | | | |
| 236 | | | | | | |
| 237 | | | | | | |
| 238 | | | | | | |
| 239 | | | | | | |
| 240 | | | | | | |
| 241 | | | | | | |
| 242 | | | | | | |
| 243 | | | | | | |
| 244 | | | | | | |
| 245 | | | | | | |
| 246 | | | | | | |
| 247 | | | | | | |
| 248 | | | | | | |
| 249 | | | | | | |
| 250 | | | | | | |
| 251 | | | | | | |
| 252 | | | | | | |
| 253 | | | | | | |
| 254 | | | | | | |
| 255 | | | | | | |
| 256 | | | | | | |
| 257 | | | | | | |
| 258 | | | | | | |
| 259 | | | | | | |
| 260 | | | | | | |
| 261 | | | | | | |
| 262 | | | | | | |
| 263 | | | | | | |
| 264 | | | | | | |
| 265 | | | | | | |
| 266 | | | | | | |
| 267 | | | | | | |

GOAL REVISION WORKSHOP



**REVIEW YOUR OLD
GOAL STATEMENT**

**RE-WRITE YOUR FAMILY &
PERSONAL GOALS**

**CALCULATE WEBCENTER &
BUSINESS GOALS NECESSARY TO
REACH YOUR FAMILY/PERSONAL
GOALS**

LEI2019VF GOVT2

DETERMINE & ASSESS ACTION PLAN
USE THE GETTING STARTED GUIDE GOAL SECTION AS A MODEL

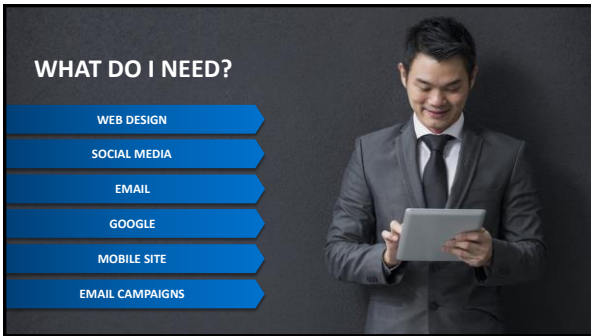
* Remember, about 1 out of every 3 completed website appointments end in a sale.

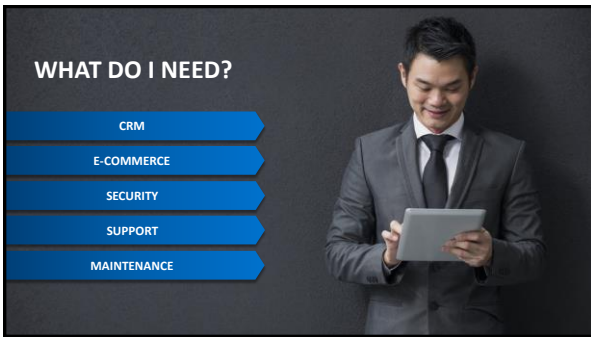


**ATTITUDE AND
KNOWLEDGE**

- Overcoming Consumer Confusion
- Building Value with Clients:
- Client Research / Interest / 15 Minute Consultation / Edification







HOW CAN I GET IT

- TRADITIONAL
- DO IT MYSELF
- DISCOUNT PROVIDER
- PRINT COMPANY
- FRIEND
- FAMILY MEMBER
- WAIT

We can be extremely Helpful and Build Rapport by offering

SIMPLICITY

OUR SOLUTION IS

| | |
|------------------|---------------|
| Professional | Affordable |
| Easy to Maintain | All-Inclusive |
| Secure | Supported |

A Partnership

WE ALREADY KNOW THAT WE HAVE THE BEST SOLUTION OUT THERE

When we are comparing the other choices that consumers have, it's important to compare apples to apples. Do the other solutions have:

| | | | | | |
|---------------------------|---------------------------------|--------------|-----------------|--------|------------------------|
| EMAIL | WEB DESIGN / DEVELOPMENT | SOCIAL MEDIA | CRM | SEO | STATISTICS / ANALYTICS |
| HOSTING UPGRADES SECURITY | CMS - CONTENT MANAGEMENT SYSTEM | ECOMMERCE | EMAIL MARKETING | MOBILE | SUPPORT |

Traditional Development Company

| Pros | Cons |
|--|--|
| Professional layout and design | Cost prohibitive – design costs are anywhere between AU\$3000 to AU\$25,000 for a SMB Web site |
| Nothing to learn (software, HTML programming, etc) | Hosting is an additional cost and in many cases needs to be secured separately by the SMB |
| Web site is maintained by the development company | Changes and additional features cost extra: AU\$50 - \$200/hr for changes e-commerce, CMS, etc., all extra costs |
| | Web site is "under construction" while being developed and when changes need to be made |
| | Web site changes are dependent on the development company's time schedule & queue |



Typical Cost of Traditional Web Company

| Need | Cost |
|----------------------------------|--|
| Web design Static 5 page site | ~ AU\$3,000.00 |
| Hosting & Email | ~ AU\$120.00 per Year |
| Email Marketing | ~ AU\$15.00 - \$75.00 per Month (Most choose AU\$30/mo.) |
| Social Media | Register & Promote Facebook, Twitter, Linked In, etc. Paid Support Only! |
| Mobile Sites | ~ AU\$800.00 set up fee |
| eCommerce | ~ AU\$1,000.00 set up fee for first 50 products. |
| Statistics | ~ Install Google Analytics on your own |
| Updates to Site | ~ AU\$50 - \$200 per Hour (1 change/month at AU\$50 = \$600.00/year) |
| SEO | ~ Submit to all major search engines on your own ~ Paid Adword campaigns: ~AU\$200.00 per month |
| CRM | ~ AU\$44.00 per User / per Month (Microsoft Dynamic) |
| Security | ~ Questionable on local hosts / subject to downloads |
| Support | ~ Not included! |

Typical Cost of Traditional Web Company

| Traditional Web Companies | ACTUAL COST |
|-------------------------------|----------------------|
| INITIAL COST: | INITIAL COST: |
| Development basic 5 page site | AU\$3,000.00 |
| e-commerce | \$1,000.00 |
| Mobile | \$800.00 |
| YEARLY: | YEARLY: |
| Hosting and Email | AU\$120.00 |
| Email Marketing | \$360.00 |
| Changes to Site | \$600.00 |
| CRM | \$528.00 |
| SEO | \$1200.00 |

Do it Yourself: Dreamweaver, HTML etc.

| Pros | Cons |
|--------------------------------------|--|
| Business Owner controls the Web site | Need to have knowledge, or learn HTML, or the software package being used on their own |
| Possibly some initial cost savings | Professional look and feel is questionable |
| | Must locate, evaluate, and pay for a hosting company on their own |
| | No support for anything they don't understand how to accomplish |
| | Extremely time consuming |



MOST BUSINESS OWNERS DON'T HAVE TIME TO TAKE A FULL SEMESTER CLASS.

Take a look at the "Small Business" Master Class Options offered by the same community college:

| DO IT YOURSELF ACTUAL COST | DO IT YOURSELF | | ACTUAL COST |
|----------------------------|----------------|---------------------------|---------------|
| | INITIAL COST | | |
| | INITIAL COST | Programme to develop site | AU\$ 1,299.95 |
| | | Course to learn software | AU\$ 518.00 |
| | | Mobile | AU\$ 800.00 |
| | YEARLY | Hosting and Email | AU\$120.00 |
| | | Email Marketing | AU\$360.00 |
| | | CRM | AU\$528.00 |
| | | SEO | AU\$1200.00 |

Discount Hosting Providers: GoDaddy, 1&1, WordPress etc.

| Pros | Cons |
|---|--|
| Inexpensive, minimal start up costs for a one or two page non-e-commerce site | Either, need to know or learn HTML/Dreamweaver, or use their built in system and your site looks like everyone else's |
| Business can get a Web site up and running very quickly | Additional functionality costs substantially more, e-commerce alone can increase the per month cost to AU\$80 or more per month |
| | The amount of traffic the SMB's Website can receive is capped and the site can be "turned off" once that cap is reached or the SMB gets charged "overages" |
| | Extremely limited support and support options outside of their pay-for-service options |
| | Extremely time consuming and confusing |



Discount Hosting Providers: "GoDaddy, 1&1, WordPress etc.

Are we really to believe that Go Daddy gives you everything you need for just a few bucks per a month? Think about where you heard of these companies – TV, Radio, Paid Ads online, Nascar, Billboards etc. Those things cost \$\$\$\$

Business & Marketing

- Search Engine Optimization
- Email & Social Media Marketing
- Pay-Per-Click (PPC) Advertising
- Build an Online Store

Productivity

- Web-based Email
- Fast Thru Email
- Online Storage
- Online Calendar

Website Management & Security

- SSL Certificates
- Website Protection Site Scanner
- Code Signing Certificates
- Premium DNS Manager



GoDaddy: Everything Costs EXTRA!

Business & Marketing

- Search engine Optimization: AU\$5.99 / Month
- Email & Social Media Marketing: AU\$19.99 / Month
- Pay-Per-Click (PPC) Advertising: AU\$5.99 / Month
- Build an Online Store: AU\$49.99 / Month

Productivity

- Email: AU\$3.19 / Month
- Email: AU\$14.99 / Month
- Storage: AU\$2.49 / Month
- Calendar: AU\$24.99 / Month

Website Management & Security

- SSL Certificates: AU\$99.99 / Year
- Website Protection Site Scanner: AU\$6.99 / Month
- Code Signing Certificates: AU\$199.99 / Year
- Premium DNS Manager: AU\$2.99 / Month

ECOMMERCE WEBSITE – OPEN YOUR OWN ONLINE STORE

Save money, save time, sell more: with an eCommerce solution from 1&1



| 1&1 Starter eShop | 1&1 Professional eShop | 1&1 Advanced eShop |
|---|---|---|
| <p>SAVE \$84!</p> <p>\$4.99 <small>per month</small></p> <p>for the first 12 months</p> <p>Sign up</p> | <p>SAVE \$120!</p> <p>\$19.99 <small>per month</small></p> <p>for the first 12 months</p> <p>Sign up</p> | <p>SAVE \$240!</p> <p>\$29.99 <small>per month</small></p> <p>for the first 12 months</p> <p>Sign up</p> |
| Regular Price / Month: \$11.99 | Regular Price / Month: \$29.99 | Regular Price / Month: \$49.99 |

ECOMMERCE IS AN ADDITIONAL COST AND IT GOES UP AFTER THE 1ST YEAR!

WHICH WOULD YOU RATHER? 1 & 1 "CUSTOMER DESIGNS"

GET INSPIRED BY OUR CUSTOMER EXAMPLES



OR maWebCenters DESIGN CENTRE?



Discount Providers Actual Cost

| Discount Hosting Providers | ACTUAL COST |
|----------------------------|----------------------|
| INITIAL COST: | INITIAL COST: |
| Basic Design | AUS500.00 |
| Mobile | \$800.00 |
| YEARLY: | YEARLY: |
| Email Marketing | AUS360.00 |
| Business & Marketing | \$983.52 |
| Productivity | \$547.92 |
| Management/ Security | \$419.74 |
| ** GoDaddy Estimates | |

ma WebCenters

Print / Publishing Companies: Yellow pages, Newspaper etc.

| Pros | Cons |
|---|--|
| Industry specific templates available. | Little, if any, control to update your website. |
| Business can get a Web site up and running very quickly | "Free websites" are tied in to obligated SEO packages and advertising. These packages are usually a minimum of at least AU\$300/month. |
| | if you stop your advertising, you lose your website. |
| | Language barriers with "Designers of the website" due to outsourcing in foreign countries. |
| | Everything you need is a la carte and increases your monthly billing. Some companies even increase monthly bill when you add pages to your site! |



Print / Publishing Companies Actual Cost

| Do It Yourself | ACTUAL COST |
|----------------------|----------------------|
| INITIAL COST: | INITIAL COST: |
| Free Template | AU\$0 |
| Mobile | \$800.00 |
| YEARLY: | YEARLY: |
| Hosting & Email | AU\$120.00 |
| Email Marketing | \$260.00 |
| Per Page / Per Year | \$300.00 |
| CRM | \$360.00 |
| SEO Minimum Annual | \$3,600.00 |



| | | |
|--|---|--|
| <p>TRADITIONAL WEB COMPANY</p> <ul style="list-style-type: none"> o AU\$7,608.00 to get started o Time o AU\$2,808.00 / Year | <p>AU\$1,499.00 AU\$720.00/YEAR</p> <p>UNLIMITED & UNPARALLELED CUSTOMER SUPPORT!</p> <p>BETTER PRODUCT! BETTER PRICE!</p> | <p>DO IT YOURSELF</p> <ul style="list-style-type: none"> o AU\$4,825.95 to get started o Time o AU\$2,208.00 / Year |
| <p>PRINT COMPANIES</p> <ul style="list-style-type: none"> o AU\$5,300.00 to get started o Time o AU\$4,908.00 / Year | | <p>DISCOUNT HOSTING PROVIDER</p> <ul style="list-style-type: none"> o AU\$2,611.00 to get started o Time o AU\$2,310.00 / Year |

INFO GRAPHICS ON MAWC411.COM & SOCIAL MEDIA TO BUILD VALUE!

Five Reasons Why

1. Increase your website's conversion rate
2. Increase your website's search engine ranking
3. Increase your website's mobile device compatibility
4. Increase your website's loading speed
5. Increase your website's security

WHY YOU NEED A RESPONSIVE, MOBILE-OPTIMIZED WEB SITE

60% of mobile device users visit websites on mobile devices

87% of mobile device users visit websites on mobile devices

74% of mobile device users visit websites on mobile devices

52% of mobile device users visit websites on mobile devices

IMPROVED CUSTOMER SERVICE VIA BLOGS

85% of mobile device users visit websites on mobile devices

74% of mobile device users visit websites on mobile devices

52% of mobile device users visit websites on mobile devices


ma WebCenters

BY BUILDING VALUE INTO THE APPOINTMENT

- THE MORE LIKELY YOU WILL AVOID CANCELLATIONS
- THE MORE RAPPORT AND LOYALTY YOU WILL BUILD
- THE HIGHER PRICE YOU CAN SELL WEBSITES
- THE MORE PREPARED YOUR PROSPECTS WILL BE ON THEIR APPOINTMENTS.
- THE MORE REFERRALS YOU WILL GET.

Client Research
Be Interested
15 Minute Consultation
Edify the Team

BUILDING VALUE IS EASY




CLIENT RESEARCH

WHEN POSSIBLE, DO A LITTLE RESEARCH FIRST!
Even a tiny bit of information can help you:

- Be more prepared with good questions to ask
- Be more prepared for possible objections
- Be more prepared about competition that is being used/ considered
- Be more motivated to contact your prospect!

Client Research Checklist

| | |
|---|---|
| <p>Things to Check during Client Research:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do they have a website? <input type="checkbox"/> Is it any good? <input type="checkbox"/> Is the content up-to-date? <input type="checkbox"/> Who did their website? <input type="checkbox"/> Can you find them on Google? <input type="checkbox"/> Is their website mobile friendly? <input type="checkbox"/> Are they on social media? <input type="checkbox"/> Do they do traditional advertising? | <p>Where can you find this information?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Google, Ask, Bing etc. <input type="checkbox"/> Yellow Page Companies <input type="checkbox"/> Local newspapers <input type="checkbox"/> TV Commercials <input type="checkbox"/> Vehicle ads <input type="checkbox"/> Social Media |
|---|---|

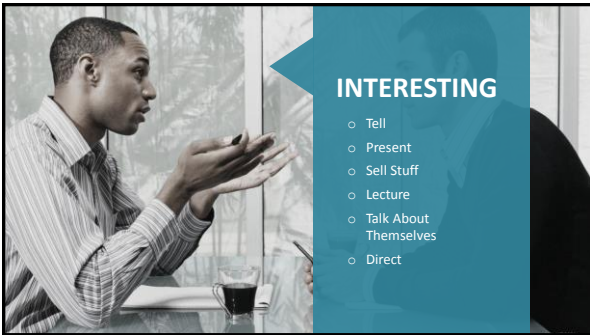


BE INTERESTED

- o By listening instead of selling, you gain trust.
- o The more you get them talking, the more opportunities you give yourself to set an appointment.



WHICH ONE DO YOU THINK YOU ARE?



INTERESTING

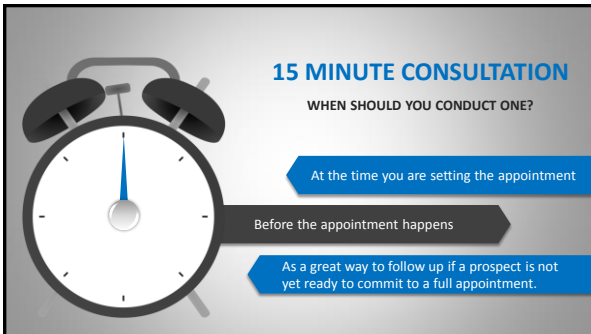
- Tell
- Present
- Sell Stuff
- Lecture
- Talk About Themselves
- Direct




INTERESTED

- Listen
- Ask Question
- Sell Information/ APTS.
- Listen
- Talk About Prospect
- Share Information Based on What They Heard







15 Minute Consultation 

This consult is designed to intake information from website prospects and build a more valuable appointment.

Business Information:
 Contact Name / Title:
 Business Name:
 Phone:
 Email:
 Address:
 Industry:

About Your Business:
 Primary focus of your business?
 Secondary focus of your business?
 Where do you do most of your business?
 Do you do any advertising?
 If yes, what kinds?

Online Marketing Strategy:
 Do you have a website?
 If yes, how often?
 Who did your website?
 Do you do any search engine marketing?
 Do you use social media?
 Do you do email campaigns?
 Do you have a mobile website?
 Who updates your website?
 Do you want to get referred?




Anything else you are hoping to cover during your appointment?

- You need all of this info to schedule the appointment.
- Great opportunity to confirm all the decision makers.
- You can collect as much information as possible.
- You don't need to answer each question!



EDIFY THE TEAM

- THINK OF YOUR WEBCENTER THE SAME WAY YOU THINK OF YOUR AU.SHOP.COM WEBSITE
- YOU ARE THE PERSONAL TOUCH TO THE OPPORTUNITY!
- YOU ARE BACKED BY A TEAM OF EXPERTS!
- BUILD VALUE IN THE PARTNERSHIP AND SERVICE!
- WILL HELP YOU TO SET MORE APPOINTMENTS, TO RETAIN CLIENTS & TO GAIN REFERRALS!

| | |
|---|--|
|  | PRODUCT SPECIALIST "Will answer all of your questions" WHEN TO EDIFY: WHEN SETTING THE APPOINTMENT |
|  | CUSTOMER CARE "Will be there to support you 24/7, Home Country Support. Unlimited." (excluding holidays) WHEN TO EDIFY: WHEN SETTING THE APPOINTMENT, AS A FOLLOW UP WHEN A SALE IS MADE. |
|  | DESIGN CENTRE "Custom Designs to represent your business!" WHEN TO EDIFY: WHEN SETTING THE APPOINTMENT, AS A FOLLOW UP WHEN A SALE IS MADE. |

| | |
|--|--|
|  <p>CLIENT RESEARCH</p> <ul style="list-style-type: none"> ○ BE PREPARED WITH BETTER QUESTIONS ○ BE PREPARED FOR POSSIBLE OBJECTIONS |  <p>15 MINUTE CONSULTATION</p> <ul style="list-style-type: none"> ○ BUILDS VALUE BY ADDING PERSONAL TOUCH ○ INCREASES THE QUALITY OF THE APPOINTMENT |
|  <p>BE INTERESTED</p> <ul style="list-style-type: none"> ○ LISTEN! ○ OFFER SOLUTIONS TO STATED CHALLENGES |  <p>EDIFY THE TEAM</p> <ul style="list-style-type: none"> ○ TEACH CLIENTS TO USE SUPPORT ○ EDIFY PRODUCT SPECIALISTS & EXPERTS |



RETAIL

- Lead Generation to Expand Possibilities
- Networking Approach
- Handling Objections
- Networking in Cold Markets
- Networking through Centres of Influence
- Effective Confirmation & Follow Up
- Global Sales

| WE ALL START WITH A POSSIBILITIES LIST! | OWNS A BUSINESS? | WORKS FOR A BUSINESS? | YOU DO BUSINESS WITH? | IS WELL CONNECTED? | YOU WANT TO GET TO KNOW? |
|---|------------------|-----------------------|-----------------------|--------------------|--------------------------|
| • Restaurants | | | | | |
| • Contractors | | | | | |
| • Lawyers | | | | | |
| • Gyms | | | | | |
| • Salons | | | | | |
| • Car Detailers | | | | | |
| • Dentists | | | | | |
| • Doctors | | | | | |
| • Landscapers | | | | | |
| • Retail Shops | | | | | |
| • Organisations | | | | | |
| • Churches | | | | | |
| • More! | | | | | |
| | | | | | |
| | | | | | |

What is equally as important as starting with a nameslist?

ADDING TO IT!

Names in our business = Fuel in a car

You start with a tank of gas and can drive the car. Once you run out of gas, the car stops until you refuel. The car isn't broken. It just needs fuel.

Your business is the same way! You start with a nameslist and work it. You eventually have to "refuel" or be continuously "refueling" to keep it going!



METHODS FOR EXPANDING YOUR NAMESLIST





#1: SOCIAL MEDIA

PROSPECTS ARE EVERYWHERE!

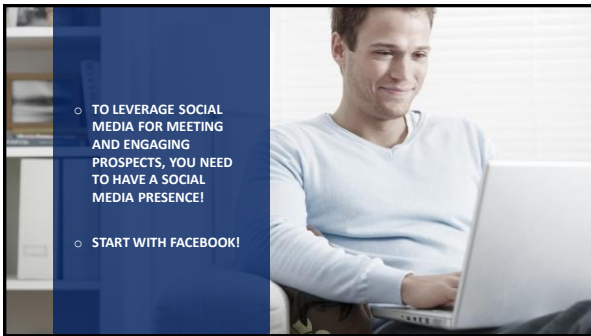
Social Media is like a Coffee Shop that people sit at all day long!

WE WILL REVIEW-

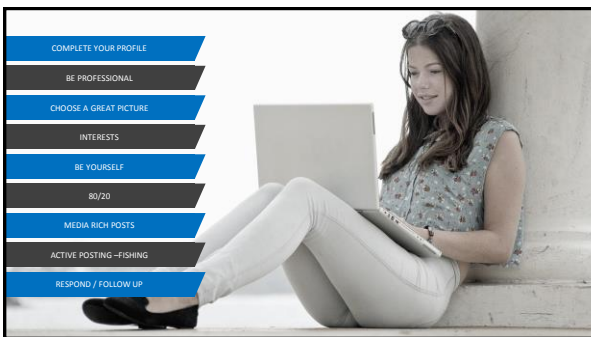
- Etiquette
- Social Searching
- Share-able Content
- Prospecting



**PERSONAL
BRANDING /
ONLINE
SOCIALISING**



- TO LEVERAGE SOCIAL MEDIA FOR MEETING AND ENGAGING PROSPECTS, YOU NEED TO HAVE A SOCIAL MEDIA PRESENCE!
- START WITH FACEBOOK!



- COMPLETE YOUR PROFILE
- BE PROFESSIONAL
- CHOOSE A GREAT PICTURE
- INTERESTS
- BE YOURSELF
- 80/20
- MEDIA RICH POSTS
- ACTIVE POSTING—FISHING
- RESPOND / FOLLOW UP

WORK YOUR WARM MARKET

| | |
|--|---|
| <p>SEARCH</p> <ul style="list-style-type: none"> ○ Become a fan of places you do business ○ Find local businesses on social media ○ Private message prospects ○ Comment on other people's posts | <p>ASK</p> <ul style="list-style-type: none"> ○ Interact! ○ Ask open-ended questions to do more data mining ○ Get to know if the need is warranted |
| <p>LISTEN</p> <p>Listen for friends, family, colleagues etc. who may have a need. <i>i.e.: Complaints about poor online shopping experience, starting a new business, a new job etc.</i></p> | <p>SHARE/RECOMMEND</p> <ul style="list-style-type: none"> ○ A design from MAWC Facebook, testimonial ○ The appointment / Solution to the stated problem ○ Information |

WHAT?

- Your Competition (GoDaddy, Wordpress, etc.)
- Specific product complaints
- Specific challenges that you can offer a solution for
- Types of people (web designers, sales pros, industry sites)



WHERE?


- Facebook: Include the # when searching terms in the search bar at the top of your newsfeed
- Twitter: Click on the magnifying glass to search. (Search Hashtags)
- Instagram: Click on the Compass icon to search. (Search hashtags)

BE PROACTIVE – SEARCH FOR NEW PROSPECTS!

- People need our solution
- Solve a problem for someone
- Expand your network



See what happens when you search #GoDaddy
.....Prospects!



#2: SPREAD OUT SPENDING

Of course we want to be loyal patrons, but there's no harm in trying out new places!

Get to know more business owners in your area by trying out new products and services!

Fill Out the 5th Column and Get To Know More People!

- Restaurants
- Contractors
- Lawyers
- Gyms
- Salons
- Car Detailers
- Dentists
- Doctors
- Landscapers
- Retail Shops
- Organisations
- Churches
- More!

| OWNS A BUSINESS? | WORKS FOR A BUSINESS? | YOU DO BUSINESS WITH? | IS WELL CONNECTED? | YOU WANT TO GET TO KNOW? |
|------------------|-----------------------|-----------------------|--------------------|--------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |



#3: NETWORKING GROUPS

NETWORKING GROUPS ARE A GREAT OPPORTUNITY TO MEET NEW BUSINESS OWNERS!

- CHAMBER OF COMMERCE
- BNI
- CHURCH GROUPS
- COMMUNITY / TOWN GROUPS
- ONLINE GROUPS

**IN ORDER TO MAKE THE MOST OF NETWORKING EVENTS,
TRY TO FOLLOW THESE SIMPLE RULES.**

1. IT GOES BOTH WAYS

Be open to learning about other people. Don't be one-sided – you never know where things could lead!

3. ASK QUESTIONS

Use the time to identify qualified prospects!

5. FOCUS ON APPOINTMENTS

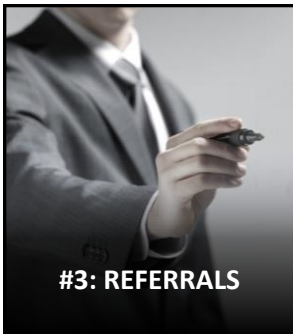
There's not enough time to "sell a website". Focus on selling the appointment!

2. EXCHANGE INFORMATION

Make sure to get business cards as well as give them!

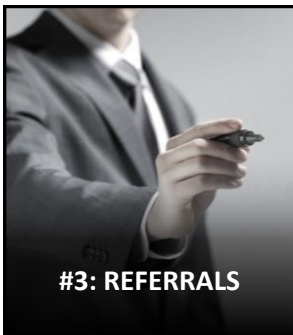
4. DESCRIBE YOUR CLIENT

Focus on asking for referrals for specific industries. Sometimes by describing your ideal client rather than what you do, people find it easier to give referrals



**DO ANY OF YOUR FRIENDS, FAMILY,
COLLEAGUES, CLIENTS OR NEIGHBORS**

- Go out to eat?
- Get their hair or nails done?
- Have a doctor?
- Have a dentist?
- Have a lawyer?
- Have work done on their homes?
- Ever need a plumber?
- Belong to a gym?
- Have kids in dance, sports, karate etc.?
- Shop at stores?
- Shop Online?



**DO YOU KNOW ANY WELL-
CONNECTED PEOPLE?**

- Real Estate Agents?
- Insurance Agents?
- Waitresses?
- Bartenders?
- Fitness Instructors?
- Hair Stylists?
- Coaches?
- Community Leaders?
- Church Leaders?
- Organisation Leaders?
- UnFranchise Owners who specialise in other areas?

NETWORK THROUGH CENTRES OF INFLUENCE!

IT REALLY BOILS DOWN TO "RELATIONSHIP NETWORKING"

BUILD A RELATIONSHIP

TAKE THEM OUT FOR COFFEE, LUNCH OR DINNER

1. NETWORK!

BUILD A RELATIONSHIP – NETWORK!

- Just spend some time chatting the next time you see them
- Talk to them about the opportunity of sharing business
- "You know Frank, I know you know a lot of people that would be great for me to meet and I'm sure I know a good number of folks you might be interested in meeting as well, would you be up for exploring how we could help each other out?"

YOU CAN DO THIS IN PERSON OR ON THE PHONE.

IT GOES BOTH WAYS! Similar to successful networking events! Make sure to learn about how you can share business with them as well!

DON'T BE TOO "TECHIE"! Have a quick way to describe our solution. "We provide a better and more affordable way for small businesses to market their business online."

DESCRIBE YOUR IDEAL CLIENT! This helps to focus the thought process! Rather than saying "I work with small-medium sized businesses", try: "We work with all kinds of small- medium sized businesses. Right now, we are looking to set up appointments with roofers and landscapers. Do you know any who could benefit from a better website strategy?"

2. MEET AND LEARN ABOUT EACH OTHER!


WHEN YOU GET THE REFERRALS FROM THESE FOLKS, MAKE A POINT TO INTRODUCE YOURSELF TO THE REFERRAL.

Explain – "Hi Lisa, I'm not sure if Frank might've mentioned I'd be getting in touch with you, but Frank and I were talking the other day and he mentioned that I might be able to help your business."

Lisa will ask you "Ok, What do you do?"

NOW COMES YOUR ANSWER TO – "WHAT DO YOU DO ?"

- What's the answer here?
- What's your answer or some possibilities?



3. APPROACH YOUR REFERRALS

3. WHAT DO YOU DO?



"I help businesses leverage the internet effectively to increase revenues"

"My firm works with businesses to market themselves effectively through the Internet"

"I help businesses cut their advertising costs and save money by effectively leveraging the Internet"

"My company helps businesses expand and grow by effectively leveraging the internet to increase sales and tap new markets"

The answers are endless, what's some more answers?

FOLLOWING ON WITH LISA



"Lisa, what my company does is help businesses effectively leverage the Internet to increase revenues. Frank mentioned that you might be looking to accomplish something along those lines? What are some specific ideas you have in mind?"

The key here is to end with an open ended question.

Try asking some of the questions from the 15- minute consultation

Once you have enough information, you can go ahead and set a qualified appointment get

REFERRAL CAMPAIGNS

Sometimes it can help to incentivise your friends, family, neighbors, colleagues and even clients for referrals!
Go ahead and offer an incentive for referrals that end in a sale!

SOME IDEAS



- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A \$100 AU.SHOP.COM GIFT CARD
- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A \$100.
- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A \$100 TO YOUR FAVOURITE PARTNER STORE!
- FOR EVERY REFERRAL THAT ENDS IN A SALE, I WILL GIVE YOU A \$100 EGIFT CARD
- YOU CAN CHOOSE YOUR OWN "REFERRAL PROGRAMME"!

- EXPERIENCE SEEMS TO SHOW THAT BUILDING A RELATIONSHIP WITH PEOPLE IN PERSON CREATES A STRONGER BOND THAT MAKES IT EASIER TO BUILD ON, WHETHER FOR THE UNFRANCHISE BUSINESS OR WEBSITE SALES
- TALK WITH PEOPLE, BUILD A RELATIONSHIP
- TREAT EVERY CHALLENGE AS A LEARNING EXPERIENCE
- BE NORMAL / BE YOURSELF
- CARE ABOUT PROSPECTS



Networking Approach: Warm Markets

Your Nameslist will break down into 3 Categories:

1. **Strongest Relationship**
People you know the best such as your sister, neighbor etc.
2. **Re-Acquaint**
People you know but need to work up to talking to again.
3. **You are a Patron**
You have a business relationship.

| Owens a Business? | Works for a Business? | You Do Business with? | Is Well Connected? | You want to get to know? |
|-------------------|-----------------------|-----------------------|--------------------|--------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

GET STARTED

1. Put the people you have the best/strongest relationship with at the top
 - Do your "Prospect Research"
2. Put the people that maybe you haven't talked to in a while or connected with recently at the bottom
 - Try reaching out to 2 of these prospects per day to start reacquainting with them



IF THEY ARE A BUSINESS IN YOUR TOP TEN, MAKE A POINT TO GO TO THEIR BUSINESS, MEET THEM IN A SOCIAL SETTING, CONNECT!



- FOR INSTANCE, IF THEY OWN A RESTAURANT BUT YOU SEE THEM AT YOUR CHILD'S SOCCER GAMES, IT MIGHT BE BETTER TO TALK TO THEM AT A GAME, WHERE THEY ARE LESS BUSY, THAN AT THE RESTAURANT DURING PEAK TIMES
- BE AWARE OF WHEN YOU ARE GOING TO BE AROUND THEM
- WHEN YOU SEE THEM, ENGAGE THEM IN A CONVERSATION!



Engaging Your Prospects

Social Stuff

Normal conversations / Ask how things have been

↓

How's business (or work)?

Get them talking about their business

↓

Advertising?

Ask if they're doing anything to get their name out there

↓

Do you have a website?

Bingo! Now keep them talking about their website!

- The social stuff is the major difference here!
- You will need to adjust this formula based on the existing relationship you have with your prospect.
- The person asking the questions controls the conversation.
- Your conversation with your sister will go differently than the owner of your favourite restaurant.

YOU MUST BE PREPARED WITH QUESTIONS!

MAYBE YOU JUST HAVE A FEW YOU LIKE TO ASK.

MAYBE YOU HAVE SOME GOOD ONES AFTER DOING YOUR RESEARCH.





SOME GREAT QUESTIONS TO ASK

"SO WHAT PREVENTED YOU FROM GETTING A WEBSITE?"

"WHY IS THE SITE UNDERPERFORMING FOR YOUR BUSINESS?"

"WHAT DO YOU LIKE ABOUT YOUR WEBSITE?"

"WHAT DON'T YOU LIKE ABOUT YOUR WEBSITE?"

BASICALLY, YOU CAN STEAL SOME OF THE "CLIENT RESEARCH" QUESTIONS AND ASK THEM HERE

WHEN THE TIMING IS RIGHT, MAKE THE STATEMENT:

"I don't know if you realised this or not John, but, I specialise in helping businesses like yours leverage the internet effectively to increase revenues, or to offer a higher level of customer service (whatever their main problem seemed to be). I'd be happy to sit down with you and get one of our product specialists to walk you through our technology to see if it's something that would have value to you and your business. What's the best time over the next week or two to set up an appointment?"





SO...

What if they ask some questions or objections?

It's a good sign that they are interested! Keep Going!

ANSWERING QUESTIONS

- **Objection:** My friend or family is creating a site for me ...
- **Answer:** Perfect, they will love this! Our technology helps Web Designers in several ways, which also saves business owners a lot of time, money and frustration.
- Here's what I will do, I'll have my corporate office put together an entire web package for your company to review at no cost or obligation; and then I will have a Web Specialist show you what we are doing to help companies just like yours. When are you least busy — in the mornings or afternoons?

- **Objection:** I don't see the need ...
- **Answer:** If we could show you a way to improve your business in some way, shape or form, when could you give us 30-45 minutes of your time? Many of our clients initially felt the same way until we were able to show them the difference.

ANSWERING QUESTIONS

- **Objection:** How much is it?
- **Answer:** It wouldn't be fair of me to give you a price until we know your specific needs. We've worked with tens of thousands of business owners all over the world to make it affordable for them. I guarantee we can make it affordable for you or it's not the solution for you.

- **Objection:** Can you give me an approximate cost?
- **Answer:** It will depend on your particular needs. Let me do this, I will have my corporate office put together an entire Web Package for your company to review at no cost or obligation; and then have a Web Specialist show you what we are doing to help companies just like yours. When are you least busy in the mornings or afternoons?

ANSWERING QUESTIONS

- **Objection:** Could you send me something?
- **Answer:** I can do one better than that! I will have my corporate office put together an entire Web Package for your company to review at no cost or obligation; and then have a Web Specialist show you what we are doing to help companies just like yours.

- **Objection:** But I am using XYZ Discount Hosting company
- **Answer:** That's awesome that you've already gotten started! If I could show you a way to save money and have a better entire online marketing strategy, would you be interested? Our system doesn't nickel and dime you – would you like to learn more about that? What works best for you, mornings or afternoons?

- **Objection:** I like my website.
- **Answer:** Cool! What do you like about it? Is there anything it's not doing that you wish it was doing?

- REMEMBER, YOU AREN'T TRYING TO "SELL" THEM ANYTHING.
- YOU SIMPLY WANT TO SHARE SOME INFORMATION WITH THEM ON WHAT YOUR COMPANY CAN DO FOR BUSINESSES LIKE THEIRS TO HELP THEM BE MORE SUCCESSFUL ONLINE
- THE GOAL IS STILL TO SET AN APPOINTMENT!



SOMETIMES IT'S HELPFUL TO EDIFY WHAT THEY MIGHT'VE TRIED TO DO IN THE PAST AS WELL

"Sounds like you have considered a site, but you are not sure how it would benefit your company. So here's what I would be willing to do for you. I'll have my corporate office put together an entire Web Package for your company to review at no cost or obligation; and then I will have a Web Specialist show you what we are doing to help companies just like yours. When are you least busy — in the mornings or afternoons?"

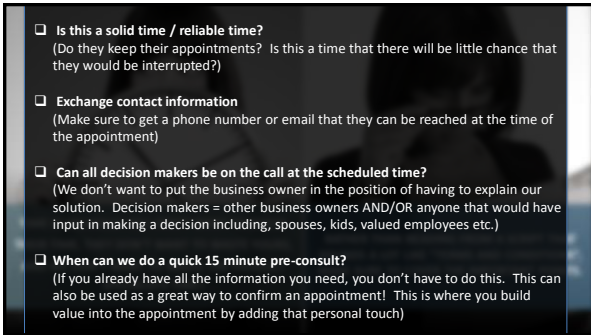


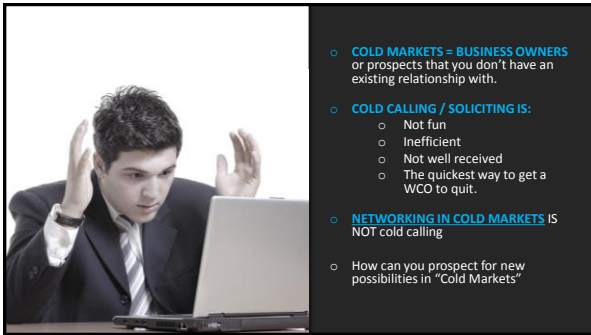
**IF THEY KEEP ASKING QUESTIONS DON'T BE AFRAID TO MOVE TO SETTING THE APPOINTMENT
QUESTIONS = BUYING SIGNS!
SET THAT APPOINTMENT!**

"You know, that's a great question, but, it's hard to go through the details right here and now. With my product specialist on the phone, we'll get all your questions answered and we'll have the technology there to show exactly how it all works. When are you least busy — in the mornings or afternoons?"





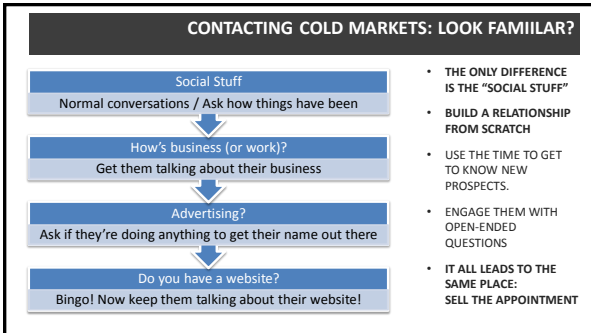




SCENARIOS WHERE YOU MIGHT PROSPECT IN COLD MARKETS:



CONTACTING COLD MARKETS: LOOK FAMILIAR?



WHY DO PEOPLE "FORGET" TO CONFIRM APPOINTMENTS?

THEY ARE AFRAID THAT THEIR PROSPECT WILL CANCEL.

WHY DO PEOPLE "FORGET" TO CONFIRM APPOINTMENTS?

THEY ARE AFRAID THAT THEIR PROSPECT WILL CANCEL.

WHY DOES YOUR DENTIST OFFICE, CAR REPAIR SHOP ETC. CALL TO CONFIRM YOUR APPOINTMENTS A DAY IN ADVANCE?

STATISTICS SHOW THAT THE MAJORITY OF "NO SHOW" APPOINTMENTS WERE "UNCONFIRMED APPOINTMENTS".



TIMING

Try to book an appointment within a week, no more than 2 weeks out. The longer the time in between the time you set the apt. and the actual apt. = The higher chance your prospect might forget.



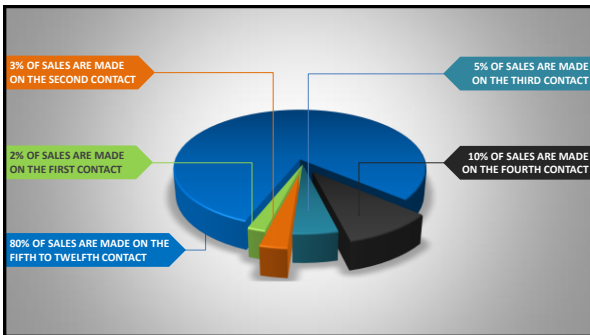
PHONE

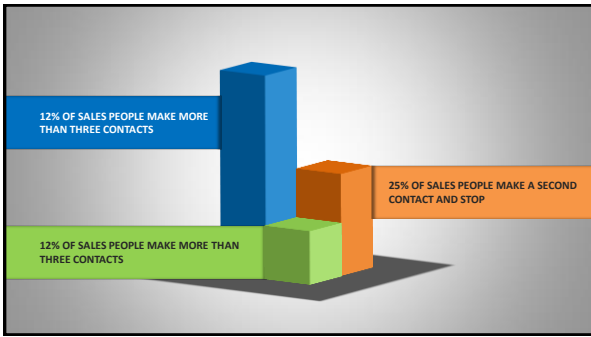
Don't ask if they are still coming. Tell them the time what you have! "Hey Joe, just calling to confirm our appointment. I'm looking forward to talking with you on Tuesday, June 2nd at 3:00 p.m. We are ready and looking forward to addressing your concerns about your website and social media..."



EMAIL

You can treat email with the same formula that you would a phone confirmation. Keep it positive. Add a little personal touch







IF THE PRODUCTS SPECIALIST IS DOING FOLLOW UP ON YOUR BEHALF:

- COMMUNICATE WITH THE PRODUCT SPECIALIST**
- MAKE SURE YOU ARE ON THE SAME PAGE SO YOU DON'T CONFUSE YOUR PROSPECT**
- USE THE NEW WCO NOTIFICATION SYSTEM!**

IF YOU ARE DOING YOUR OWN FOLLOW UP:

- Stay organised!
- Pick logical times to follow up with your prospects. (Don't call a restaurant owner on a Friday night at 7 pm!)
- Be persistent, but not pushy!
- Ask for your prospect's preferred time to follow up
- Remember to follow up!
- Schedule your follow ups into your calendar.



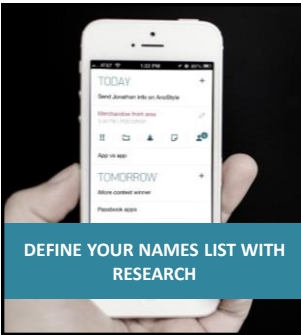
Workshop: Retailing Demo

- Let's take some time to practice the networking approach!
- I will be the business owner
- You will be the WCO
- For the purpose of this demonstration, we will practice contacts that require conversations



Contacts can happen via:

- Face to face conversation
- Social Media
- Text
- Phone
- In a social setting
- At place of business where you are a consumer



DEFINE YOUR NAMES LIST WITH RESEARCH

THINGS TO CHECK DURING CLIENT RESEARCH

- Do they have a website?
- Is it any good?
- Is the content up-to-date?
- Who did their website?
- Can you find them on Google?
- Is their website mobile friendly?
- Are they on social media?
- Do they do traditional advertising?

Use your smartphone, tablet, laptop or directory

CALL WORKSHOP

- Take 20 minutes to contact some of your prospects
- Try to get them talking!
- Set up a best time to reach
- We will talk about the results / experiences after the workshop!
- Have your "15 Minute Consultation" out and in front of you. You can use these to prompt a few questions if you get stuck!







HASHTAG

SEARCH

DISCUSS RESULTS / Q & A

LET'S DISCUSS!

HOW DID IT GO?

WHAT RESULTS DID YOU GET?

DID YOU CALL OR FACEBOOK MESSAGE?

WHAT CHALLENGES CAME UP?

WHAT WORKED WELL?

TECH

- Reports
- Domains and Email
- Marketing Materials and Sales Aids
- Conducting an Appointment on your Own

DOMAINS & EMAIL

YOU MAY WANT TO CONSIDER GETTING A DOMAIN NAME FOR YOUR WEBCENTER AND HAVING A PROFESSIONAL EMAIL ADDRESS.

SEND PEOPLE TO YOUR WEBCENTER – THEY CAN WATCH THE VIDEO, READ ABOUT FEATURES AND BENEFITS AND REQUEST AN APPOINTMENT!

HAVING AN EMAIL ADDRESS ASSOCIATED WITH YOUR WEBCENTER IS MORE PROFESSIONAL AND KEEPS YOUR WEBCENTER EMAIL SEPARATE FROM PERSONAL EMAIL

○ CLICK ON "MY ACCOUNT"
○ SCROLL DOWN TO "DOMAINS AND EMAIL"



CONTENT IDEAS

- NEWS ABOUT UPGRADES. I.E.: MOBILE SITES
- WEBSITE CLIMATE
- SPECIALS THAT YOU ARE RUNNING (GREAT WAY TO CREATE URGENCY)
- LET YOUR CLIENTS/ PROSPECTS KNOW ABOUT A REFERRAL CAMPAIGN
- SHARE SOME RECENT DESIGN CENTRE WORK
- EDIFY TEAMS OF PROFESSIONALS
- TESTIMONIALS

THERE ARE TONS OF GREAT PLACES TO GET

SHAREABLE CONTENT!


YOU CAN SHARE THIS CONTENT IN EMAIL, IN CONVERSATION ON SOCIAL MEDIA, ON A BLOG ETC.





CUSTOMER CENTRIC CONTENT / SHARABLE CONTENT

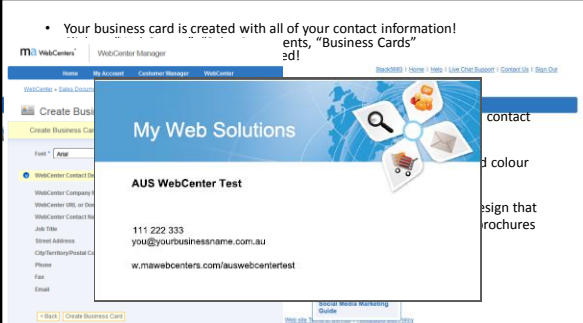
| | |
|--------------------------------|--|
| maWebCenters newsletter | maWebCenters blog |
| maWebCenters Facebook Account | maWebCenters Twitter Account |
| maWebCenters Instagram Account | Other blogs and sources that you trust |



EXCHANGE BUSINESS CARDS

- BRANDS YOURSELF
- GREAT FOR MAKING PROFESSIONAL CONTACTS
- GREAT FOR EXCHANGING ONCE AN APPOINTMENT IS SET TO SHARE YOUR CONTACT INFORMATION.
- GREAT TO SHARE WITH FOLKS WHO ARE WELL CONNECTED THAT WOULD BE WILLING TO SHARE WITH THEIR CONTACTS!

Your business card is created with all of your contact information!



• Your business card is created with all of your contact information! Includes phone numbers, email addresses, "Business Cards" and more!

contact
colour
design that
brochures

| | | |
|---|--|---|
| Sharing videos can work the same way that we share designs on Facebook. | You can share the video on your Facebook wall | You can share a video with a single prospect |
| You can use your WebCenter to share the video OR the mobile site | You can share a video from our "Customer-Targeted" YouTube Account: https://www.youtube.com/user/maWebCentersOfficial | Remember – Use the video as a first look to peak interest and follow up with offering an appointment! |

FIRST LOOK!

- Have someone that wants to do a little homework before committing to an appointment?
- Drop off the flash drive and schedule a time to pick it up!
- When you pick up the flash drive, schedule an appointment.

FOLLOW UP!

- Have someone that had an appointment and just wants to think it over?
- Flash drive provides easy to navigated via chapters recaps of all the important features they learned about during their appointment.
- Drop it off / Pick it up!

- Just like the old-school "sharing audios/tapes" approach with Market America. The magic is in the scheduled "pick up date". So much more effective than simply sending an email.
- You can purchase a flash drive by logging into your WebCenter, choosing sales aids and then the flash drive.

ALL OF THESE TOOLS ARE USELESS WITHOUT YOU!

THESE TOOLS ARE MEANT TO GIVE YOU AN OPPORTUNITY TO GET THE CONVERSATION STARTED!

THEY ARE THERE TO SUPPORT YOU WITH EFFECTIVE FOLLOW UP!

THEY ARE THERE TO BE AN EXTENSION OF YOU!

YOU STILL NEED TO ASK QUESTIONS, QUALIFY YOUR PROSPECTS AND SET QUALIFIED APPOINTMENTS ☺



SOMETIMES, WE RUN ACROSS SITUATIONS WHERE WE WANT TO OR NEED TO CONDUCT A WEBSITE APPOINTMENT ON OUR OWN.

You may consider conducting an appointment on your own if

1. YOU'VE LISTENED IN ON AT LEAST 10 PRODUCT SPECIALIST-RUN APPOINTMENTS

2. YOU ARE ABLE TO ANSWER QUESTIONS ABOUT OUR SOLUTION

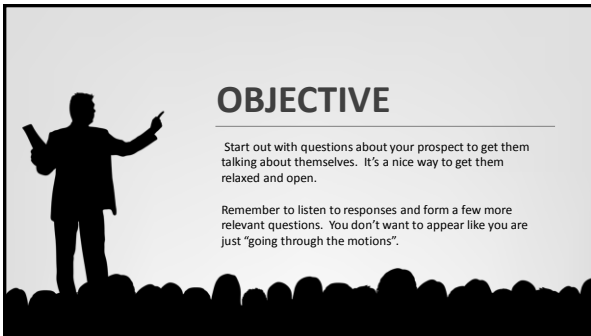
3. CAN DO SO WHILE REMEMBERING TO STILL EDIFY THE TEAMS OF PROFESSIONALS AND SUPPORT YOUR CLIENT WILL GET!

*It's very important to leverage customer care with your clients. It builds value in the product



STEP 1: WARM UP PROSPECT

This is very similar to the "15 minute consultation"



OBJECTIVE

Start out with questions about your prospect to get them talking about themselves. It's a nice way to get them relaxed and open.

Remember to listen to responses and form a few more relevant questions. You don't want to appear like you are just "going through the motions".



SOME QUESTIONS TO TRY:

" TELL ME A LITTLE BIT ABOUT YOUR BUSINESS."

" WHAT SETS YOU APART FROM THE COMPETITION?"

" WHERE DO YOU CONDUCT MOST OF YOUR BUSINESS?"

" WHAT ARE SOME THINGS/MESSAGES ABOUT YOUR BUSINESS THAT YOU WOULD REALLY WANT FOR PEOPLE TO KNOW ABOUT."

TALK IN THEMES

| THEME | INCLUDES: |
|---------------------------|--|
| Website Design / Redesign | Design Centre Options & Process Custom designs within our editable platform |
| Content Management | Easy to update content! |
| Marketing Tools | Social Media, SEO, Blogs, Email Marketing, Statistics |
| Mobile Websites | Free Mobile Websites |
| Ecommerce | Show them the powerful ecommerce solution |
| Support & Upgrades | Unlimited 24/7, home country support! Free upgrades! |
| Simplicity | We keep it simple by providing everything you need in one admin office and provide you with support in using all of our tools! |

DEMONSTRATE THE TECHNOLOGY

If you are doing the appointment in person, you can demonstrate some simple tasks by doing them together.

OBJECTIVE

Test drive the car! Gets them touching and feeling the product.

OBJECTIVE

Demonstrate how easy it is to use!

DEMONSTRATIONS TO TRY (Where applicable)

- Make a simple text edit
- Add an image
- Show them the statistics page
- Show the ecommerce shopping cart
- Show the other tools that come with the website.
- Show sample designs by our design centre

CLOSE THE SALE

DON'T BE AFRAID TO ASK FOR THE SALE!

1. Determine what the prospect needs to get started:
 - Basic Cost
 - Design Cost
 - Any additional add-ons (logo, SEO, etc.)
2. Have your client click "Activate Site" and check out!
3. Have your client sign and fax in the receipt that gets generated. (Chargeback form)
4. Congratulations you made a website sale!
* We encourage you to process all payments via your WebCenter for the sake of simplicity!





BUSINESS BUILDING

- Building Share of Customer / Generating Interest with other Products
- Recruiting with AU.Shop.com
- Internship Programme / Mentoring an Intern
- Conducting a 90 Day Fast Track

Remember, in addition to helping SMB to leverage the web, you are also an INTERNET ENTREPRENEUR.

All business owners have expenses. Why not invite them to earn cashback on all of their purchases for their business?

Your clients may present other opportunities to do business. Learn to recognise them, and leverage them to expand your business relationship.

OPPORTUNITIES TO BUILD SHARE OF CUSTOMER & EXPOSE THE BUSINESS

1. Ma Branded Products
2. Preferred Customer Programme
3. Partner Stores on your au.shop.com website
4. Generate interest to Evaluate the Business

WAYS TO BUILD SHARE OF CUSTOMER

RECOMMEND OTHER "RELEVANT" PRODUCTS

- Relevant ma- Branded products

AU.SHOP.COM

- Preferred Customer Programme
- Partner Store Programme

OTHER MA BRANDS

SOMETIMES, YOU WILL HAVE AN OPPORTUNITY TO RECOMMEND OTHER PRODUCTS.

AS A WEBCENTER MAJOR, IT'S IMPORTANT TO DO THIS IN A WAY THAT DOESN'T BRAND YOU "THE JACK OF ALL TRADES, MASTER OF NONE."

THEREFORE, WE ARE LEFT WITH 2 SOLID OPTIONS FOR RECOMMENDING PRODUCTS TO OUR CLIENTS:

1. The traditional way we sell products. Share a story. One: One marketing.
2. Edify a business partner

1. TRADITIONAL: ONE:ONE MARKETING

You would use this technique for one: one opportunities

EXAMPLE: YOUR CLIENT COMPLIMENTS YOUR MAKEUP.

"Thanks! It's Motives by Loren Ridinger /LaLa. It's my favourite brand because it's mineral based, high quality makeup but without the price tag to match. Have you heard of it?"

You have the same one: one conversation you would have with any of your friends/family/colleagues about Motives.

This kind of conversation can come up about all kinds of products: weight loss, health and nutrition etc. The key is not to be an "expert" in these areas during the conversation. Simply share a story!



2. EDIFYING A BUSINESS PARTNER

You would use this technique for larger scale opportunities


EXAMPLE: YOUR CLIENT OWNS A SALON.

- Don't tell them about "your" exclusive cosmetics brands. You've already positioned yourself as WebCenter Professional.
- Instead, edify one of your business partners and "Sell an appointment" when the time is right.

"Hey Lisa, how's the website? I think it looks beautiful! Listen, I was showing your site to an affiliate of mine and she loved it! Actually, she has an entire line cosmetics and skin care that I thought might be interesting to you. Do you keep your options open? Great! I can have Emily give you a call!"



THINK OF ALL THE OPPORTUNITIES YOU HAVE TO:



**BUILD SHARE OF CUSTOMER BY EDIFYING A BUSINESS PARTNER WHO SPECIALISES IN ANOTHER AREA!
GET WEBSITE REFERRALS FROM BUSINESS PARTNERS WHO SPECIALISE IN OTHER AREAS!**

THINK ABOUT ALL OF THE CLIENTS THAT YOU ALREADY HAVE:

- Have you introduced AU.Shop.com to them yet?
- This is a great way to build rapport and value added service.

THINK ABOUT ALL OF THE POTENTIAL CLIENTS THAT THE TIMING WASN'T RIGHT FOR THEM TO BUY A WEBSITE

- This is a great way to reconnect / Get back in the door!

DON'T FORGET TO USE YOUR TOOLS TO HELP TRACK YOUR PROGRESS!

| NAME | PREFERRED CUSTOMER | EVALUATE BUSINESS | REFERRAL FOR BUSINESS |
|------|--------------------|-------------------|-----------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

BUSINESS OWNERS GENERALLY HAVE LOTS OF OVERHEAD, AND LITTLE TIME.

WHEN THE TIME IS RIGHT, INVITE YOUR CLIENT TO EARN CASHBACK!

Ask them where they purchase materials for their business.

Fill them in about your website: "You know, George, in addition to helping businesses leverage the internet, I'm also an internet entrepreneur. If you're buying materials at Home Depot anyway, I can give you a free preferred customer account to earn cashback on all your purchases."

Show them their favourite store on your website!

If they're interested, help them sign up as a PC




IDENTIFY SPECIFIC NEEDS

QUESTIONS THAT CAN LEAD TO GOOD RECOMMENDATIONS:

- "Where do you buy your office supplies?"
- "Where do you buy your materials?"
- "Do you take clients out to eat?"
- "Do you ever travel for work?"
- "Do you run contests in your office for sales?"
- "Do you shop online at all?"

Get paid to shop with our Cashback program!

- Look for the stores with the **SHOPCOM**  Cashback symbol and find great deals on the products you want.
- Compare products by the best price, store, brand, or cashback amount.
- Redeeming your Cashback is easy -- apply the amount at checkout or request a payout check.
- When your friends sign up as customers and list you as the referral, we'll pay you 1/2% cash back on their qualified purchases!

Earn Cashback now:

Just provide us with your email address and start earning today!

Your email address:

By clicking you will automatically be enrolled in the paid to shop program & agree to 2022.05.03.2022.05.03.02

ONCE YOU'VE GENERATED ADDITIONAL INTEREST, YOU MAY WANT TO HAVE YOUR CLIENTS EVALUATE THE BUSINESS. WHY?

YOUR CLIENTS ARE:

- BUSINESS OWNERS
- ENTREPRENEURIAL MINDSET
- SELF MOTIVATED
- INTERESTED IN MAKING THEIR OWN MONEY
- EXCELLENT UNFRANCHISE PROSPECTS

WHEN THE TIME IS RIGHT, ASK THEM TO EVALUATE THE BUSINESS!

YOU ARE NOT A WEB DESIGNER, YOU ARE AN INTERNET ENTREPRENEUR. GO AHEAD AND OPEN UP THE CONVERSATION!



YOU MIGHT SAY

"George, you're obviously very business savvy. You're running a great business, you're saving money online and you're partnered with us on our site. Would you be interested in learning more ways you can earn money with this website? Do you keep your options open?"

OR

"George, we're looking to expand with 2 great people. Do you know anyone who might want to earn extra money part time? I'm looking for people who are well connected, friendly, organised and professional."



TIPS: Networking with Clients

WHETHER YOU ARE HOPING FOR THEM TO BECOME A PARTNER OR FOR THEM TO GIVE YOU A REFERRAL – SHOW THEM THE OPPORTUNITY! THIS WAY THEIR REFERRAL IS A GOOD ONE!¹

DON'T TRY TO SHOW THEM THE PLAN UNTIL THE TIMING IS RIGHT

START WITH THE PREFERRED CUSTOMER PROGRAMME – IT'S A SIMPLE AND NON-AGGRESSIVE WAY TO GET THE CONVERSATION STARTED!

GO FISHING, NOT HUNTING.



INTERNSHIP PROGRAMME

THE GOAL

To provide you with a way to start qualified individuals as WebCenter owners and help them offset their start-up expenses before becoming an Unfranchise® Owner

DUPLICATION

To duplicate the power of the WebCenter while building your UnFranchise.

BENEFITS OF THE INTERNSHIP

- THEY LEVERAGE THEIR SWEAT-EQUITY TO COVER THEIR START-UP EXPENSES
- THEY HAVE THE ABILITY TO START THEIR BUSINESS COMPLETELY IN THE BLACK (ALREADY PROFITABLE)
- NO OUT OF POCKET EXPENSE TO DO A "TRIAL RUN"

WHO MAKES THE BEST INTERNS?

- FRIENDLY PEOPLE
- PROFESSIONALS
- WELL CONNECTED PEOPLE
- GO NOWS!
- PEOPLE WHO WANT TO INCREASE CASH FLOW RAPIDLY
- YOUNG ENTREPRENEURS
- PEOPLE WHO WANT TO GET STARTED BUT DON'T HAVE THE CAPITAL



YOUR MINDSET

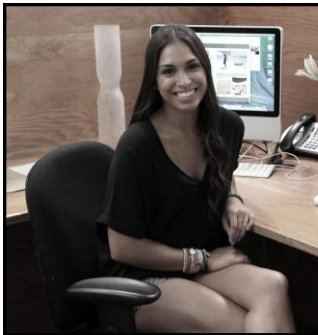
- It's critically important to have the correct mindset
- You are a mentor in this process
- The goal is duplication, working with individuals who want to be Unfranchise* owners, but, need assistance getting started
- That is NOT about hiring people to work with you, but partnering with individuals who want to work WITH you
- This is a competitive internship programme
- Pick the people you work with wisely
- Make sure that the time you spend is spent with people duplicating your efforts

Remember...

TIME IS THE ONE PRECIOUS, NON-RENEWABLE RESOURCE THAT YOU ARE PROVIDED A FINITE AMOUNT OF, EACH AND EVERY DAY. ONCE IT'S SPENT, YOU WILL NEVER GET IT BACK.

SPEND IT WISELY

| | |
|--|---|
| <p>You can have up to four prospects designated as WebCenter Prospects at any given time</p> | <p>Their account is active for 90 days</p> |
| <p>WHY FOUR?</p> | <p>WHY 90?</p> |
| <ul style="list-style-type: none"> • YOU ARE THE MENTOR, IT WOULD BE EXTREMELY HARD TO HANDLE MORE THAN FOUR AT ANY GIVEN TIME • YOU WILL BE MENTORING THEM IN GETTING STARTED AS AN UNFRANCHISE® OWNER AS WELL AS A WEBCENTER OWNER | <ul style="list-style-type: none"> • IT SHOULDN'T TAKE LONGER THAN 90 DAYS FOR THEM TO MAKE A FEW SALES AND EARN ENOUGH RETAIL PROFIT TO CAPITALISE THEIR BUSINESS • PEOPLE IN THIS BUSINESS PROVE THEMSELVES IN 90 DAYS GENERALLY • AT THE END OF 90 DAYS, THAT WEBCENTER PROSPECT'S ACCOUNT WILL BECOME DISABLED AND CANNOT BE REACTIVATED |

| | |
|---|---|
|  | <p>YOU CAN DISABLE ANY INTERN'S STATUS AT ANY POINT IN TIME</p> <ul style="list-style-type: none"> • If you find someone underperforming and you have a better prospect that you would like to replace them with, go ahead • Remember, this is a competitive Internship programme, you have four slots and they should go to the best candidates for becoming an UnFranchise® owner with you |
|---|---|

| | |
|--|--|
|  | <p>HOW DOES MY INTERN GET PAID?</p> <ul style="list-style-type: none"> ○ You, as the Mentor, get paid the retail profit for the sales being made ○ You MUST use the retail profit from these sales to capitalise the Intern's UnFranchise ○ It is completely acceptable to keep a small percentage for yourself as the mentor in the process |
|--|--|

| | |
|--|-----------|
| ONE WEBSITE SALE: | AU\$1299 |
| COST TO GET STARTED WITH WEBCENTER FAST START | AU\$439 |
| EXTRA PROFIT: | ~ AU\$800 |
| PROFIT TO THE NEW UFO: | AU\$600 |

* It's perfectly acceptable to keep a portion of the profit to put toward your own expenses (taxes, WCO fees etc.)



THE WEBCENTER PROSPECT (INTERN) CANNOT USE CUSTOMER CARE FOR QUESTIONS THAT THEY HAVE.

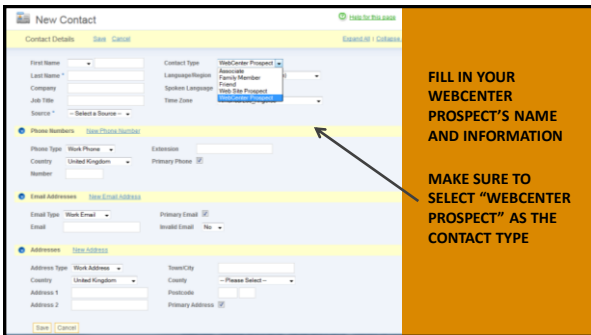
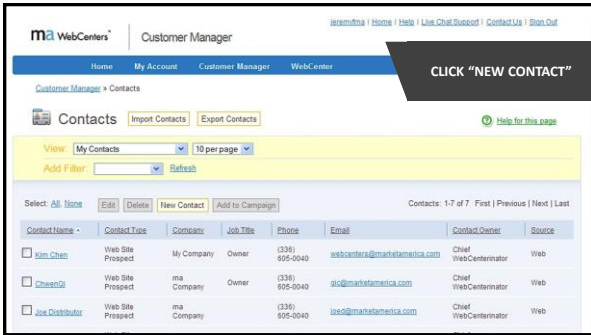
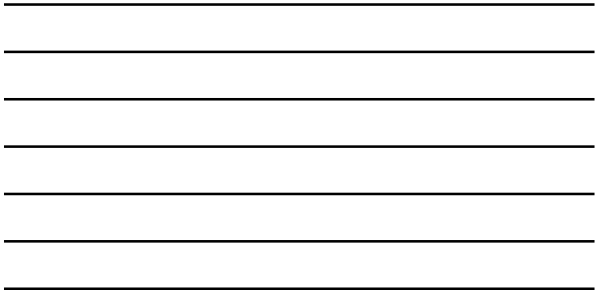
Why?

- o Because YOU are the mentor, it's your job to help answer questions that they have
- o They should be focused on booking appointments, not modifying or making technical changes to the websites being built

THE WebCenter PROSPECT CAN USE THE PRODUCT SPECIALISTS, AND IT IS HIGHLY ENCOURAGED

| | | |
|------------------------------------|---|---|
| IT WILL IMPROVE THEIR SUCCESS RATE | HELP THEM GRADUATE TO FULL UNFRANCHISE* OWNER STATUS MORE QUICKLY | AND REINFORCES OUR PROVEN DUPLICATABLE WEBCENTER SYSTEM |
|------------------------------------|---|---|

REMEMBER, PROSPECTS CANNOT BE EXISTING DISTRIBUTORS



Click "Save" at the bottom

And you'll be presented with this screen with all the pertinent information you need to get your prospect started

- Get them started right!
- What you put in motion carries in motion.
- What you do, will duplicate in depth in your organisation!
- This is an extremely powerful programme to help you grow your UnFranchise® business and bring on new WebCenter owners while helping them to liquidate their start up expenses before even getting started

ACTIVATE INTERN

- CAREFULLY SELECT AN INTERN TO WORK WITH
- ACTIVATE THEM AS A WEBCENTER PROSPECT

EDUCATION


- WCT 101, ONLINE WCT, SIMPLE SALES
- BASIC 5

SELL WEB APPTS. SHOW PLANS


- USING THE WEBCENTER GETTING STARTED GUIDE, HELP THEM SET APPOINTMENTS AND SELL THEIR FIRST WEBSITE.
- SHOW PLANS TO SEE IF THEY CAN LEAD TO PEOPLE.

BECOME A UFO

USE THE RETAIL PROFIT EARNED FROM THE WEBSITE SALE TO CAPITALISE THE INTERN'S BUSINESS!

| | | |
|---|---|--|
| 1 | ACCOUNTABILITY Power of the group |  <p>The maWebCenters 90 Day Fast Track is built on foundation of the proven system of the Market America 90 Day Fast Track. The goal is to do the Fast Track with WebCenters as your Fiscal Focus to generate sales and new prospects for the business.</p>  |
| 2 | TRANSPARENCY Assess your activity | |
| 3 | CONSISTENCY Daily & weekly activities | |
| 4 | CREATE GOOD BUSINESS HABITS Result producing activities | |
| 5 | TO SELL WEBSITES Set website appointments | |
| 6 | TO BUILD YOUR BUSINESS Expand distribution | |


| THIS GOAL IS NOT: | THIS GOAL IS TO: |
|--|---|
| <ul style="list-style-type: none"> ○ "Go Nuts" ○ Dabble in parts that you are comfortable with ○ Do this once in a while ○ Only sell websites ○ Only expand distribution ○ Do it your own way ○ Do it on your own ○ "Yo Yo" Diet | <ul style="list-style-type: none"> ○ Complete Website Sales ○ Expand your UnFranchise ○ Create Good / Consistent Habits ○ Create Momentum ○ Start Somewhere & Grow ○ Measure, Monitor, Adjust & Control ○ Spend Time with the right people, doing the right things ○ Duplicate the WC programme |

| | |
|--|---|
| <p>PARTICIPANTS WILL NEED:</p> <ul style="list-style-type: none"> ✓ You Must Own a WebCenter ✓ You Must Remain Committed and demonstrate that commitment by sending in your numbers every week during the period. ✓ WebCenter Getting Started Guide ✓ 90 Day Fast Track Guide |  |
|--|---|

AS THE LEADER, YOU NEED TO:

- ✓ Pick dates
- ✓ Determine group of participants
- ✓ Schedule an initial conference call to go over requirements, tools, process etc.
- ✓ Complete Getting Started Guide
- ✓ Download 90 Day Fast Track Momentum Sheets & Summary Reports
- ✓ Identify Accountability partners
- ✓ Be aware of your resources





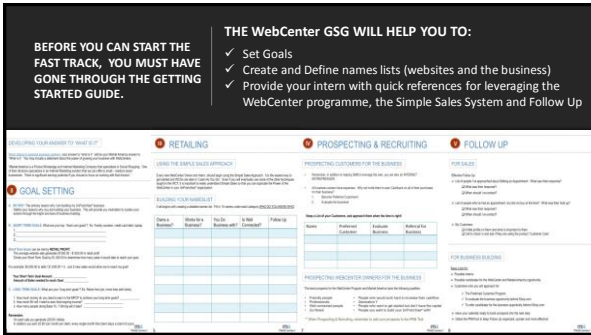
YOU MUST LEVERAGE THE TOOLS WITH YOUR FAST TRACK GROUP!

- Make sure new WebCenter Owners have their WebCenters Set Up
- Download the Getting Started Guide
- Download the 90 Day Fast Track
- Use www.mawc411.com as a resource for WCO questions

BEFORE YOU CAN START THE FAST TRACK, YOU MUST HAVE GONE THROUGH THE GETTING STARTED GUIDE.

THE WebCenter GSG WILL HELP YOU TO:

- ✓ Set Goals
- ✓ Create and Define names lists (websites and the business)
- ✓ Provide your intern with quick references for leveraging the WebCenter programme, the Simple Sales System and Follow Up



| Website | Business Name | Phone Number | Address | City | State | Zip |
|---------|---------------|--------------|---------|------|-------|-----|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

| Name | Phone | Address | City | State | Zip |
|------|-------|---------|------|-------|-----|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

| | |
|--|---|
| <p>WEEKLY CALLS Provided by YOU the leader!</p> | <p>DISTRIBUTOR SUPPORT SITE www.mawc411.com - This is where fast trackers should go to first to see if the answer to his/hier question exists here. <i>** Save email support for personal questions</i></p> |
| <p>MAWC WEBINARS Webinar series for continuing ed, showing the WCO opportunity and more</p> | <p>FACEBOOK GROUP If you have a question about sales approaches, follow up or the process in general, POST IT HERE! We will all contribute responses as a group! https://www.facebook.com/groups/WebCenterFastTrack</p> |
| <p>WEEKLY ACCOUNTABILITY Grow and learn together</p> | <p>EMAIL SUPPORT If you still don't have an answer or if it's personal, shoot me an email with your specific question! This is the best way to contact me directly.</p> |

| | | |
|---|--|---|
| <p>Market Countries</p> <ul style="list-style-type: none"> • USA • Canada • Mexico • Australia • Taiwan • Hong Kong • United Kingdom • Spain • Singapore |  | <p>EMP Countries</p> <ul style="list-style-type: none"> • Bahamas • Costa Rica • Columbia • Dominican Republic • Ecuador • Jamaica • New Zealand |
| <p>Your Global WebCenter Your WebCenter is automatically enabled to sell websites globally in all Market Countries & EMP Countries!</p> | | |

SO HOW DOES IT WORK?










| | | |
|---|--|--|
| <p>You sell a website in a Market Country or EMP Country</p> | <p>You are credited with Home Country BV</p> | <p>Everything you do supports your home country business development center!</p> |
| <p>You are paid the Retail profit in Home Country Currency for the exchange rate that day</p> | <p>It's as simple as that!</p> | |









CLOSING

- Training / Support
- Summary
- Questions

CLIENT ONLINE RESOURCES

| | | | | |
|--|--|---|---|---|
|  FACEBOOK facebook.com/officialmawebcenters |  INSTAGRAM instagram.com/officialmawec |  TWITTER @Officialmawec411 |  YOUTUBE (Customer) www.youtube.com/user/mawebcenterOfficial |  PRODUCT WEBSITE www.mawebcenters.com |
|  maWebCenters NEWSLETTER newsletters.mawebcenters.com |  CLIENT FACING BLOG blog.mawebcenters.com |  DESIGN CENTRE SAMPLE www.mawebpx.com |  CLIENT FACING WEBINAR www.1.gotomeeting.com/register/972854833 | |

WEBCENTER ONLINE RESOURCES

| | | |
|--|--|---|
|  ONLINE WCT www.mawec411.com/online_wct.jsp |  WCO BLOG blog.mawec411.com |  DISTRIBUTOR SUPPORT WEBSITE www.mawec411.com |
|  FACEBOOK 90 DAY SUPPORT GROUP facebook.com/groups/WebCenterJustPack |  WEBINAR SERIES www.mawec411.com/webinars.jsp |  maWebCenters NEWSLETTER newsletter@mawebcenters.com |

WEBCENTER ONLINE RESOURCES



YOUTUBE (Distributor)
www.youtube.com/user/officialhawe



GETTING STARTED GUIDE
www.unfranchise.com

UNLIMITED ACCESS TECH
SUPPORT
help@unfranchise.com
(t) 1-800-649-581
(Live Chat Support 24/7)



90 DAY FAST TRACK GUIDE
www.unfranchise.com



UNLIMITED ACCESS SALES
SUPPORT
1-800-649-581



BROCHURES, PRODUCT
CARDS, FLASH DRIVE ETC.
AVAILABLE IN YOUR
WEBCENTER

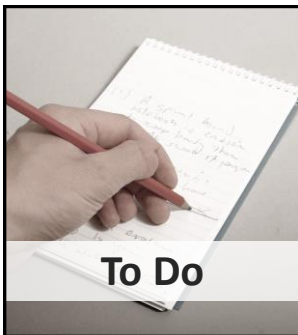


TAKE ACTION!

LEAD FROM THE FRONT! BE AN
EXAMPLE!

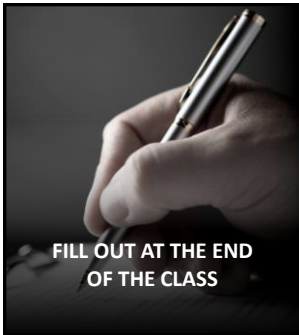
DUPLICATE

GET TO WORK AND BECOME A
HOPELESS SUCCESS!



- o Complete your goals
- o Expand your possibilities
- o Contact your prospects
- o Set website appointments
- o Follow Up
- o Duplicate the WebCenter Programme
- o Measure, Monitor, Adjust & Control





**FILL OUT AT THE END
OF THE CLASS**

A "1" indicates that the graded item met your expectations.

- Please make comments
- Please make comments about any "1" or "5" that are given
- Please only use 1 through 5
- "0", "6" or anything outside this range will be ignored
- Please make sure to fill out both top and bottom areas on the form

Class President will collect the evaluations and give the sealed envelope to the trainer to be sent in.

Comments are confidential, but any comments you wish to pass on, should be written in the "Trainer Evaluation" area.

Constructive criticism is encouraged, it helps us all improve.
