



12 Week Action Plan

Revised January 2017

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Each Week includes: Weekly Topic, Daily Tasks, Weekly Exercises, and Follow Up Friday

- Week 1: Launch
- Week 2: Qualified Appointments
- Week 3: Gate Keepers & Voicemails
- Week 4: Promoting B2B Products
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- Balanced Building
- Progress Assessment

1

Introduction

The goal of the maWebCenters® 12-Week Action Plan is to build your UnFranchise® Business through the WebCenter program. Following this plan, you will work to generate sales and achieve “Base 10” while recruiting prospects for the UnFranchise® Business opportunity.

Using this Guide

At the beginning of each week, watch the short training video to learn about the weekly topic. Videos are available on www.mawc411.com/learn.html. Using that information, complete the weekly exercise. The weekly exercises are designed to help you achieve your daily goals.

Daily & Weekly Activities:

- Watch the training video
- Complete the weekly exercises
- Complete your daily goals
- Finish the Follow Up Friday
- Report your progress to your accountability partner/team

Prepare for your 12-Week Action Plan

Before you begin, make sure you have all the pieces in place that you need to be successful.

Mark your calendar to attend:

- UBP, HBP, webinars
- WCT
- Basic 5
- Other NMTSS training (ISM, Motives, ECCT etc.)
- Local seminar, Regional Convention
World Conference, International Convention

Own a WebCenter:

Existing UnFranchise owners must own a WebCenter.

If you are evaluating the business, you can be a WebCenter intern.

Choose an accountability partner/team:

To stay on track, focused and supported, you have options for weekly accountability:

- Join the #WebVolume contest: www.webvolumecontest.com
- If no contest is running, choose a person(s) to work with. Report results to each other on a weekly basis.
- Join our Facebook group: Send an email to mawebcenters@marketamerica.com and we will send you an invitation to join.

Making the Commitment

Start Date:		End Date:	
Accountability	<input type="checkbox"/> Contest	<input type="checkbox"/> Partner	<input type="checkbox"/> Team
Weekly Training	<input type="checkbox"/> Contest training	<input type="checkbox"/> Recorded videos	
Weekly Results	<input type="checkbox"/> Contest website	<input type="checkbox"/> Accountability partner	

Type in your dates and put an “x” in the appropriate boxes.

2 Resources

maWebCenters provides two channels of multi-media support: one for WebCenter owners and one for their clients.

WebCenter Owner Resources

There are a myriad of resources to help you duplicate the power of the WebCenter program in your organization. We've created dedicated websites, training, resources and social media accounts for WebCenter Owner Support. Sharing the opportunity and launching your WebCenter business has never been easier.

The WebCenter Opportunity

www.mawc411.com/evaluate.jsp

- Download the presentation
- Watch the recorded overview
- Register for a live overview

Websites & Social Media

www.mawc411.com

www.blogmawc411.com/

www.youtube.com/user/officialmawc

Webinars

- WebCenter Overviews
- Continuing Education
- DMS
- Contest

Teams of Professionals

	Australia	1-800-646-581	
	Hong Kong Hong Kong Sales Support	3071-5081 3071-4861	hkwebcenters.com
	Ireland	1-800-778-459	mawebcenters.co.uk
	Singapore	65-3158-7426	mawebcenters.com
	Spain Spain Toll-Free	34917371257 900-838-610	marketespana.com mawebcenters.co.uk
	Taiwan	02-2162-6349	mtwebcenters.com.tw
	United Kingdom	0800-587-1132	mawebcenters.co.uk
	United States Customer Care United States Technical Support United States Sales Support United States Design Center	1-800-343-2889 1-866-932-4357 1-866-287-8121 1-800-711-9145	Local 702-547-8395 designcenter@webcenters.com

Training

www.mawc411.com/online_wct.jsp

- Online WebCenter training
- Live WebCenter training
- Webinar series

Additional Support

mawebcenters@marketamerica.com
sarahrose@marketamerica.com
WebCenterPro@marketamerica.com

Resources (Continued)

Client Resources

maWebCenters maintains several websites, social media accounts and other resources dedicated to providing client support. These resources contain customer-centric content, making them excellent sales resources as well as client resources.

Websites

www.mawebcenters.com

- Products overview
- Client support
- Client testimonials
- Design samples
- Webinar series
- Your WebCenter
- Online Learning Center

Social Media



FACEBOOK
facebook.com/
officialmawebcenters



INSTAGRAM
instagram.com/
officialmawc



TWITTER
@Officialmawc411



YOU TUBE
(Customer)
www.youtube.
com/user/
maWebCentersOfficial



BLOG
www.
blogmawebcenters.
com/blog

Additional Support

Live chat support

newsletter@mawebcenters.com

help@mawebcenters.com

Additional Sales Aids

- eBinder flash drive
- Product pages
- Infographics
- B2B Catalogs
- Assessment Sheets
- Resource Magnets



12 Week Action Plan



W E E K

1

Launch

Getting Started, Strategic Planning and Fundamentals

Week of

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

SUBMITTED RESULTS: YES NO

Prospects Contacted	Prospect Type	Appointments Booked	Appointment Type	New Prospects Added	Prospect Type
		Appointments Conducted	Appointment Type		

WCO: WebCenter Owner

UFO: UnFranchise Owner

WEB: Website

DMP: Digital Marketing Product

15MC: 15 Minute Consultation

B2B: Partner / SHOP Local / Commercial Account / iTransact

SA: Shopping Annuity

Plan: UnFranchise Business Plan

WEBCENTER MINOR

- Complete Mission Statement
- Complete your strategic plan
- Define your warm market leads
- Practice how you will edify the Product Specialist to set appts.

WEBCENTER MAJOR

- Complete Mission Statement
- Complete your strategic plan
- Write answer to "What do you do?"
- Complete/ Rework leads list

WEBCENTER PRO

- Complete Mission Statement
- Complete your strategic plan
- Create a new leads list
- Create list of existing clients
- Describe your partnership/ relationship with MAWC

Mission Statement: Describe your “Why” and primary business goals.



Initial Prospects

Identify who you already know that you might be able to contact or network through. Pick an industry and then go column by column. For example: Restaurants. Who do you know that owns a restaurant?

Who works at a restaurant? What restaurants have you eaten at? Do you know anyone that might have restaurant contacts?

Owns a Business	Employed at an SMB	You Do Business with	Is Well Connected

Google the prospects above and identify a few talking points for each: Do they have a website? Does it appear to be up-to-date? Are they using social media?

Strategic Planning

Retail	Income
<ul style="list-style-type: none"> The average retail profit is \$1000 USD 1 in 3 qualified appointments ends in a sale Many sales happen after 3 or more follow ups 	<ul style="list-style-type: none"> An avg. UFO creates 250 BV/mo. On average, 1 in 4 plans results in a new UFO GBV = Group Business Volume Weekly Plans = Group and personal plans
Goal Date:	Goal Date:
Number of Weeks	Number of Weeks
Retail Goal (Ex: 25K)	Income Goal (\$300/mo.)
Sales Needed	GBV Needed on Left
Qualified Appts. Needed	GBV Needed on Right
Appts. Per Week	UFOs on Left Doing 250
	UFOs on Right Doing 250
	Total Plans to Show
	Plans Per Week

Weekly Operating Procedures

Based on the goals that you set, define the weekly goals you have for talking to prospects, booking appointments, conducting appointments and creating results

Number of Website / DMP prospects to talk to	
Number of UF prospects to talk to	
Number of Website / DMP appointments to book	
Number of plans to book	
Number of Website/ DMP appointments conducted	
Number of Plans shown	
Number of Website/ DMP sales	
Number of new UFOS on my team	

WEEK
2

Qualified Prospects

Creating qualified appointments and motivating prospects through informed discovery.

Week of

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

SUBMITTED RESULTS: YES NO

Prospects Contacted	Prospect Type	Appointments Booked	Appointment Type	New Prospects Added	Prospect Type
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- Plan:** UnFranchise Business Plan

- WEBCENTER MINOR**
- Conduct 15 minute consultations as a pre-appointment
 - Edify Product Specialist
 - Confirm appointments
 - Assess appointment quality

- WEBCENTER MAJOR**
- Research prospects
 - Using your findings, write questions you want to ask
 - Conduct 3 or more 15 minute consultations
 - Confirm all appointments
 - Assess appointment quality

- WEBCENTER PRO**
- Research prospects
 - Define hot buttons
 - Conduct 5 or more 15 minute consultations

W E E K
2

Prospect Research

Research your prospects by checking Google, Bing, Yahoo, Yellow Pages, Local Newspapers, TV Commercials, Vehicle Ads and/or Social Media. Record your findings, form good questions and schedule a 15 Minute Consultation.

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

Business Name	Research	Questions to Ask	15 Minute Consultation

Qualified Appointments

For more qualified appointments, go through the following checklist for the best chance for success.

Category	Look for	Assess Appointment Quality
Decision Makers	Business Owner? Partners / Marketing / Staff? People with input?	
Budget	Do they advertise anywhere else? Do they have a current website or online presence?	
Interest	Is there a need we can fill? Hot buttons? Is it a good potential fit?	
Timing	Are they motivated to go now? Are they in the re-searching stage? Do they have a tight time schedule? Is the appointment time a good time?	
Clarity	Strong answer to what you do? Edify the product specialist? How prepared for the appointment is your prospect?	
Confirmation	Confirm attendance with all decision makers? Time, date, time zone, phone number? Write your questions down in advance?	

W E E K
3

Gate Keepers and Voicemails

Getting to the business owner through others.

Week of

(Gate Keeper: An attendant at a gate who is employed to control who goes through it.)

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

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- ### WEBCENTER MINOR
- Practice two types of messages you might leave
 - Follow up to make the referral (Appointment)

- ### WEBCENTER MAJOR
- Practice two types of messages you might leave
 - Record names of Gate Keepers
 - Record best time to call back

- ### WEBCENTER PRO
- Expand on client and prospect profiles to include:
 - GK names
 - Common ground
 - Best time to reach

W E E K
4

B2B Opportunities

Promoting Digital Marketing Products and other Business Programs
The process for promoting and selling additional products

Week of

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

SUBMITTED RESULTS: YES NO

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Plan: UnFranchise Business Plan

WEBCENTER MINOR

- List Possible DMP possibilities (existing prospects / clients)
- Share DMP Videos
- Share 15 minute consultation
- Book DMP Sales appointment

WEBCENTER MAJOR

- Download & Review Sales Resources: Product Pages, B2B Catalog, Assessment Sheets, Videos
- List possible DMP possibilities (existing prospects / clients)
- Share DMP Videos
- Conduct 15-min. consult, then schedule a full DMP Sales appointment

WEBCENTER PRO

- Download & Review Sales Resources: Product Pages, Proposal Generator, B2B Catalog, Assessment Sheets
- List possible DMP possibilities (existing prospects / clients)
- Conduct 15-min. consult, then schedule a full DMP Sales appointment

WEEK
5

Follow Up Strategies

Organizing, being specific, creating urgency: to be applied every fifth day of the week and every 5th week.

Week of

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

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- WEBCENTER MINOR**
- Create a list & label
 - Everyone you've contacted
 - No-show appointments
 - Follow up for appointment
 - Communicate with Product
 - Specialist re: unsold / completed appointments

- WEBCENTER MAJOR**
- Create a list & label
 - Everyone you've contacted
 - No-show appointments
 - Had an appointment
 - Identify their "Next Step"
 - Follow Up

- WEBCENTER PRO**
- Create a list & label
 - Everyone you've contacted
 - No-show appointments
 - Had an appointment
 - Cancelled
 - Is an existing client
 - Identify their "Next Step"
 - Follow Up

WEEK
6

Social Media

Leveraging the power of social media to work your warm market and meet new prospects

Week of

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

SUBMITTED RESULTS: YES NO

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- WEBCENTER MINOR**
- Follow maWebCenters
 - Follow your clients / prospects
 - Share MAWC posts to your page
 - Network through employee network

- WEBCENTER MAJOR**
- Follow maWebCenters
 - Follow your clients / prospects
 - Share MAWC posts to your page
 - Network through employee network
 - Join online groups
 - Hashtag exercise

- WEBCENTER PRO**
- Follow maWebCenters
 - Follow your clients / prospects
 - Create Business Pages for Facebook, Twitter, Instagram, Blog, YouTube, other
 - Share MAWC posts to your page
 - Tag MAWC in your posts
 - Join online groups
 - Hashtag exercise

W E E K

7

Referrals

Understanding the psychology of referrals to give and receive more of them

Week of

WEEKLY ACTIVITY

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- Plan:** UnFranchise Business Plan

- WEBCENTER MINOR**
- Work your "employees" list
 - Mix Majors
 - Share testimonials / build trust

- WEBCENTER MAJOR**
- Work your "employees" list
 - Mix Majors
 - Share 3rd party testimonials
 - Create & promote a referral campaign:
 - Social Media
 - Email campaign
 - Phone / Email / Text

- WEBCENTER PRO**
- Promote your case studies / testimonials
 - Share 3rd party testimonials
 - Create & promote a referral campaign:
 - Social Media
 - Email campaign
 - Phone / Email / Text
 - Add a lead capture to your website for referrals

WEEK
8

Networking Groups

Learning to network in professional environments online and in-person

Week of

WEEKLY ACTIVITY

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SUBMITTED RESULTS: YES NO

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- WEBCENTER MINOR**
- Identify & Join online or local business groups as a member of your main focus
 - Keep MAWC in mind while networking and refer when/ if the opportunity presents itself

- WEBCENTER MAJOR**
- Practice 30-sec. commercial
 - Identify & Join online business groups
 - Identify & Join local networking groups
 - Attend or Conduct a B2B Networking Event
 - Use your Linked In to contact potential clients & WCOs

- WEBCENTER PRO**
- Identify, Join and/or Create online business groups
 - Identify , Join and/or Create local networking groups
 - Attend or Conduct a B2B Networking Event
 - Use your Linked In to contact potential clients & WCOs

WEEK
9

Expanding Your Network

Leveraging your spending power and working in familiar industries

Week of

WEEKLY ACTIVITY

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SUBMITTED RESULTS: YES NO

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- WEBCENTER MINOR**
- Identify Consumer Spending Opportunities
 - Use the Marketing & Recommendations Guide with these popular industries

- WEBCENTER MAJOR**
- Identify Consumer Spending Opportunities
 - Pick an industry you are familiar with:
 - Identify why they need a website or other product
 - Leverage the Marketing & Recommendations Guide
 - Add 5 or more prospects

- WEBCENTER PRO**
- Identify Consumer Spending Opportunities
 - Pick one new industry to prospect and learn about it
 - Identify why they need a website or other product
 - Leverage the Marketing & Recommendations Guide
 - Contact 5 or more prospects

W E E K
9

Working in familiar industries

If you've worked in a particular industry before, your work experience can build your business experience. You can draw upon that knowledge to ask more informed questions and to feel more confident talking with these prospects.

Remember, you are speaking in terms of benefits to the business, not features. The feauytures are discussed in the appointment. Use the Marketing and Recommendation Guide

Industry	
Traditional Advertising	
Problem Areas	
How can a website help?	
How can online marketing help?	

Products & Services Recommended:

Website	
Digital Marketing	
Commercial Accounts	
Business Spending	
How can online marketing help?	
New Leads	

For example: Bankruptcy attorney.

Traditionally advertises in yellow pages, billboards, newspapers, TV, website. Problem areas - scheduling consultations, having people show up unprepared and client follow up. A website could provide an online

scheduling solution, give information out to increase the quality of initial consults and follow up. Online marketing could help attract new clients.

WEEK
10

Networking at Trade Shows

Using trade shows as an opportunity to meet more business owners. Learning to network appropriately at these events.

Week of

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR

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- WEBCENTER MINOR**
- Identify home/trade shows in your area
 - Attend events and expand your network

- WEBCENTER MAJOR**
- Identify home/trade shows in your area
 - Research the event website
 - Attend events and collect business cards / leads
 - Write notes on back of cards
 - Follow up 3-5 days post show

- WEBCENTER PRO**
- Identify home/trade shows in your area
 - Research the event website
 - Attend events and expand your network
 - Contact Tradeshow organizer to setup a business relationship
 - Rent a booth at show

W E E K
10

Networking at Trade Shows

Remember, your goal is to simply connect with more business owners. You aren't selling anything. You're not even selling appointments—just connecting!

Collect as many business cards as you can get. When you walk away from the booth, make sure to write down any helpful reminders about

the conversation you had with them. This will make your follow up more personal and more effective.

2-3 days after the show, contact your people! Use your candidate research and your notes from your conversation as the warm connection when you make the call.

Business Name	Contact(s)	Website	Trade Show Notes	Follow Up

Home Show	
Show Theme	
Location	
Date	
Time	
Event Site	
Event Notes	

WEEK
11

Recruiting with maWebCenters

Learning how to identify good WebCenter Owner candidates, show the WC Overview and properly launch a new WCO.

Week of

WEEKLY ACTIVITY

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- Plan:** UnFranchise Business Plan

- WEBCENTER MINOR**
- Create a list of potential WCOs & Webcenter Pros
 - Schedule WCO Overview
 - Launch
 - Share 12 Week Action Plan
 - Share WCO Overview with your team

- WEBCENTER MAJOR**
- Create a list of potential WCOs & Webcenter Pros
 - Schedule WCO Overview
 - Launch
 - Mentor new WCOs
 - Share WCO Overview with your team

- WEBCENTER PRO**
- Learn the University Major Concept
 - Pro Affiliate vs. Pro Partner
 - Create a list of potential WCOs & Webcenter Pros
 - Schedule WCO Overview
 - Share 12 Week Action Plan
 - Mentor new WCOs

WEEK
12

Customer Manager Skills

Building customers for life. Learning how to support your clients while leveraging your team.



Week of

WEEKLY ACTIVITY

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Plan: UnFranchise Business Plan

WEBCENTER MINOR

- Choose your system for tracking your clients
 - Filing
 - CRM
 - Other
- Contact clients every 3-6 months to check in

WEBCENTER MAJOR

- Choose your system for tracking your clients
 - Filing
 - CRM
 - Other
- Contact clients quarterly
- Send an Email Campaign with your WebCenter

WEBCENTER PRO

- Choose your system for tracking your clients
 - Filing
 - CRM
 - Other
- Contact clients monthly
- Email Campaign about:
 - Upgrades
 - Support
 - Webinars
 - Specials

WEEK
12

Say Thank You

When you get a new client, send a thank you letter. Include helpful resources such as contact information for support.

Make Contact for Value

Use your client's list to stay organized and make periodic calls for value, not solicitation. Use phone, email or email marketing to contact once per quarter.

Contact Profile Sheet

Contact Details
[Help for this page](#)

Contact Details [Edit](#) [User Forgot Password](#)
[Expand All](#) | [Collapse All](#)

First Name	Jane	Contact Type	Web Site Prospect
Last Name	Smit	Contact Status	Visible
Contact ID	2742665	Username	janesmit
Company		Contact Owner	Sarah Rose & Ryan P. Stack
Job Title		Language/Region	English (United States)
Web Site Name	Build Web Site	Spoken Language	English
Source	Other	Time Zone	America/New_York

Phone Numbers

Phone Type	Work Phone	Extension	
Country	United States	Primary Phone	Yes
Number	4135555555		

Email Addresses

Email Type	Work Email	Primary Email	Yes
Email	Jane@JaneSmith.com	Invalid Email	No

Addresses

Address Type	Work Address	City	Greensboro
Country	United States	State	North Carolina
Address 1	Jane Smith's Address	Zip Code	
Address 2		Primary Address	Yes

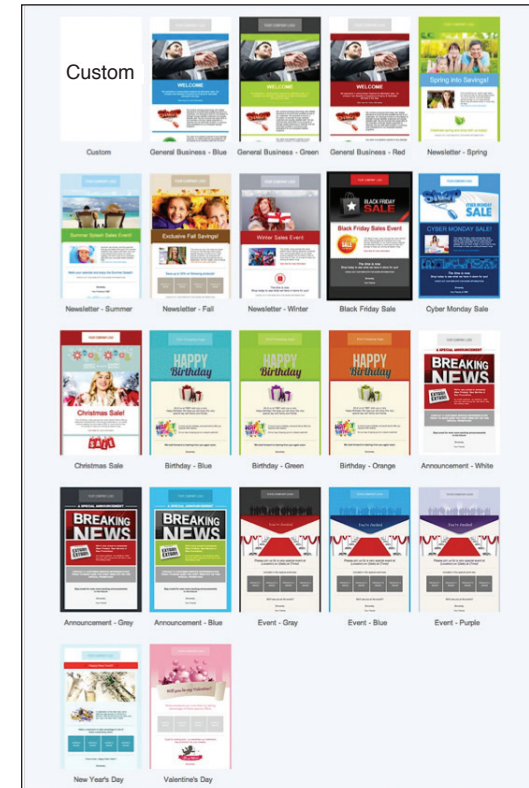
For more information, login to your WebCenter and click on "Contacts". You can also click the help guide for step by step instructions on leveraging the CRM and/or email campaigns.

To Optimize Organization

Choose the method that works best for you:

- Print out Contact Profile Sheets of all of your customers. Keep notes on the backs of these profiles each time you make contact.
- Use the CRM in your WebCenter. Keep electronic notes each time you make contact.

Email Campaigns



4 Continuing Momentum

In order to continue the momentum, take a moment to assess your progress. Evaluate your daily, weekly and quarterly progress.



Business Operating Procedures: (Micro and Macro)

Weekly Operation Procedures Micro 4 + 1

Monday-Thursday
Prospecting and Appointments

Friday
Follow Up

Daily Prospecting

One new website prospect	<input type="checkbox"/> Yes	<input type="checkbox"/> No
One new UF prospect	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Set appointments	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Conduct appointments	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Expand your network	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Monthly Operation Procedures Macro 4 + 1

Weeks 1-4
Prospecting, Appointments, Follow up Fridays

Week 5
Clean Up / Massive Follow Up

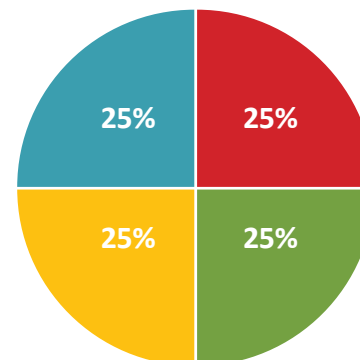
Follow Up

You've contacted them	<input type="checkbox"/> Yes	<input type="checkbox"/> No
No show appointments	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Have had an appointment	<input type="checkbox"/> Yes	<input type="checkbox"/> No
From referrals	<input type="checkbox"/> Yes	<input type="checkbox"/> No
From passive prospecting	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Balanced Building

To achieve consistent results, you must always have a balanced amount of activity with prospects at each stage of the evaluation process.

- New prospects
- Warm prospects
- New client
- About to close



Continuing Momentum (Continued)

Personal Assessment

Answer the questions and identify where you excelled and where you can improve.

0 = Did not Do, 3 = Fair, 5= Excellent

Action	Rate 0-5	Notes
Attended Weekly Training		
Submitted weekly results		
Engaged in the 12 Week Action Plan group		
Completed the Weekly Exercises		
Talked to one new website prospect today		
Booked one appointment per week		
Conducted one 15 minute consultation per week		
Participated in Follow Up Friday		
Completed 3 rounds of Massive Follow Up		
Actively expanded your network		

12-Week Action Plan Total Results

In the chart below, write your results to see what your funnel looks like as well as your total results.

Action	Total	Notes
Contacts made		
Website appointments		
Website sales		
DMP Appointments		
DMP Sales		
DMP Shown		
WebCenter Overviews		
WebCenter Pro Overviews		
New Unifranchise Overviews		
New Shop Local		
New Shop Partners		
Tickets for the Conference		