



12 Week Action Plan



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

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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.html

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





Websites

www.mawc411.com
www.webvolumecontest.com

Social Media

WCO Facebook Group
 Blog: www.blogmawc411.com/blog/
 Youtube: /officialmawc

Teams of Professionals

	Australia	1-800-549-581	
	Hong Kong Hong Kong Sales Support	3071-5081 3071-4861	hkwebcenters.com
	Ireland	1-800-778-459	mawebcenters.co.uk
	Spain Spain Toll-Free	34917371257 900-838-610	marketespana.com mawebcenters.co.uk
	Taiwan	02-2162-6349	mtwebcenters.co.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/learn.html

- Online WebCenter training
- Live WebCenter training
- Webinar series

www.webvolumecontest.com

- Recorded trainings
- Training presentations

Additional Support

mawebcenters@marketamerica.com
sarahrose@marketamerica.com
jeremy@shop.com
sheliap@marketamerica.com
syreetan@marketamerica.com

Resources (Continued)

Sales 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

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



W E E K

1

Launch

Getting Started, Strategic Planning and Fundamentals

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Complete your “why”.
- Complete your initial leads list.
- Complete your strategic plan.
- Write your answer to “What do you do?”
- Complete the communication assessment.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

WEEK
1

Identify your why: List the primary reason for building your business.

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: <input type="text"/>	Goal Date: <input type="text"/>
Number of Weeks <input type="text"/>	Number of Weeks <input type="text"/>
Retail Goal (Ex: 25K) <input type="text"/>	Income Goal (\$300/mo.) <input type="text"/>
Sales Needed <input type="text"/>	GBV Needed on Left <input type="text"/>
Qualified Appts. Needed <input type="text"/>	GBV Needed on Right <input type="text"/>
Appts. Per Week <input type="text"/>	UFOs on Left Doing 250 <input type="text"/>
	UFOs on Right Doing 250 <input type="text"/>
	Total Plans to Show <input type="text"/>
	Plans Per Week <input type="text"/>

Communication Assessment

Identify each area of interpersonal skills which affect your communication skills. Where do you excel? Where can you improve?

Personal Assessment Rating (1 through 10)		
Attitude	Smile, Make others smile, Eliminate complaints	<input type="text"/>
Care	Learn something new about your prospect: family, business, education, hobbies, background	<input type="text"/>
Considerate	Be on time, Respect their timing, Ask for appropriate follow up time	<input type="text"/>
Active Listening	Focus on prospect, Eye contact, Avoid distractions, Ask questions, Respond accordingly	<input type="text"/>
Non-Verbal Communication	Observe facial expressions, Body language, Space	<input type="text"/>
Sense of Team	Eliminate "I" and replace with "We"	<input type="text"/>
Clarity	What do you do? What do you want them to do?	<input type="text"/>

W E E K

2

Qualified Prospects

Creating qualified appointments and motivating prospects through informed discovery.

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Research prospects
- Using your findings, write down questions you want to ask your prospects.
- Book and conduct 1 or more “15 minute consultations”.
- Improve on 6 areas of qualification with your prospects.
- Confirm all appointments.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

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
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.)

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Write down the name of every gate keeper you meet.
- Connect with all gate keepers / find common ground.
- Always refer to them by name when following up.
- Practice two types of voicemails.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

W E E K

4

Promoting MAWC Products

The process for promoting and selling additional MAWC products

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Download: product pages, proposal generator
- Create a list of possibilities (prospects, existing clients).
- Decide your approach and contact that list.
- Schedule the 15 minute consultation.
- Create the Proposal based on responses.
- Schedule a sales appointment with the Product Specialist.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

W E E K
5

Follow Up Strategies

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

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Create a list and label each prospect:
 - Everyone you've contacted
 - No Show Appointments
 - Everyone who has had an appointment
- Identify the next step for each prospect.
- Using your findings, conduct your follow up.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

W E E K
6

Social Media

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

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Become a fan of the businesses on your list.
- Network through employees for referrals on FB.
- Hashtag search exercise

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

W E E K

7

Referrals

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

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Work your “employees” leads list.
- Mix majors.
- Share testimonials to build trust.
- Create a referral campaign.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

W E E K
8

Networking Groups

Learning to network in professional environments online and in-person

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Practice your 30 Second Commercial.
- Identify & join online business groups.
- Identify local networking groups.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability



Introducing Yourself

What do you do? In 15-30 seconds, describe what you do. Leave room for one variable sentence based on who you are talking to. Talk in terms of benefits, not features. "I help small businesses grow their business

by having a more effective online presence. Our team works with small businesses not only to create a better website, but also to market that website."

My 30 Second Commercial

Identify 5 or more online groups and join them.

Type of groups to look for: community, small business, specific industries, popular networking organizations

Group Name	Platform	Specialty	Leads	Follow Up

Local networking opportunities

W E E K
9

Expanding Your Network

Leveraging your spending power and working in familiar industries

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Identify places you spend money and new places within those industries where you could spread out your spending.
- Pick an industry you've worked in.
- Identify 5 reasons why they would benefit from a website or other product.
- Create a list of 5 new leads within that industry.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability



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 features are discussed in the appointment.

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

Industry	
Traditional Advertising	
Problem Areas	
How can a website help?	
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.

W E E K
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

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Identify home shows/trade shows in your area
- Research the event website. Who will be there?
- Collect as many business cards as you can!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

W E E K
11

Recruiting with maWebCenters

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

Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Create a candidate list.
- Contact them.
- Share the WCO Overview.
- Track your progress.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

WEEK
12

Customer Manager Skills

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



Week of

Daily Goals

- Talk to one new website prospect.
- Talk to one UnFranchise prospect.
- Talk to one prospect about a new product.
- Book 1 appointment.
- Add to your names list.

Weekly Exercises

- Create a candidate list.
- Contact them.
- Create an email campaign with your WebCenter

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to	Talked to	Talked to	Talked to	Talked to	Talked to
Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked	Appts. Booked
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

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.

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.

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

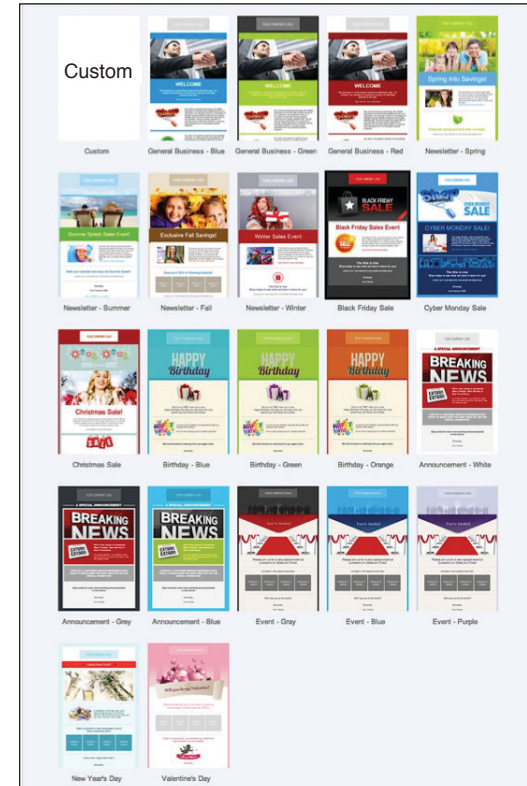
Email Type	Work Email	Primary Email	Yes
Email	Jane@JaneSmith.com	Invalid Email	No

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.

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)

Micro/Weekly 4 + 1

Four days of prospecting, one day of follow up

Weekly Operating Procedures

Monday-Thursday

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

Macro/Monthly 4 + 1

Four weeks of prospecting, one week of follow up

Follow up/Clean up

Fridays, every 4 weeks

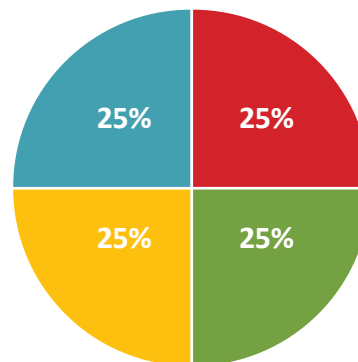
Follow Up

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.

Action	Rate 0-5	Notes
Attended Monday night webinars		
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 set		
Website sales		
Plans set		
Plans completed		
WebCenter Owner Overviews set		
New UnFranchise Owners		
New products sold		
Tickets purchased to MAIC (corporate)		