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WELCOME GUIDE

websolutions
SHOP.COM™

TABLE OF CONTENTS

01	WELCOME
02	PARTNERSHIP OPTIONS
03	MEET OUR TEAMS
04	KEY RESOURCES
05	TRAINING
06	WEBCENTER OWNER ACADEMY (MINOR, MAJOR, PRO)
07	ADMINISTRATION
08	SHOPPING ANNUITY
09	GETTING STARTED CHECKLIST
10	FAQ
	CONTACT INFO

01. WELCOME

CONGRATULATIONS!

Growing your UnFranchise® Business with maWebCenters in the B2B Division is an excellent way to achieve your short-term and long term financial goals. maWebCenters provides a simple, proven and duplicatable system for generating sales and business prospects, and handling growth. You have access to various tools and resources to support your business goals and objectives.

WEBCENTER PROGRAM BENEFITS

Ability to sell maWebCenters products: WebSolutions, design services, domains, SEO, e-commerce, Google AdWords, Facebook advertising, social media management, online reputation management, digital marketing, hosting options, content writing

- Unlimited customers
- Sales and commission reports
- Website builder software
- Customer management tool and Email marketing software
- Software user guides
- Sales and Marketing Newsletters
- Sales tracking and reports
- Standardized training
- Teams of professionals: sales, design, digital, technical support
- Credit card processing
- Professional marketing and promotions
- Unlimited email addresses
- Fully customizable marketing materials
- Email marketing system

- 24/7 technical support
- Customer Relationship Management (CRM)
- Ability to sell in 24 countries
- Application Program Interface (API) program
- Spoken support in English, Spanish, Mandarin, Cantonese
- Specialized education for professionals
- Written support in English, Spanish, Traditional Chinese, Simplified Chinese
- Fully customizable website, with link to log in for clients and WebCenter Owners
- Create your own layouts to store for your own use and/or sell
- VIP technical support
- Co-branded storefront, invoicing and admin

*Available for WebCenter Pro Account: Items in color available for WebCenter Pro Account



02. PARTNERSHIP OPTIONS

WEBCENTER INTERN

The Internship program provides a way for maWebCenter candidates to leverage their sweat equity and be coached by an experienced WebCenter Owner. Interns have unlimited access to sales support to conduct website sales and digital marketing product appointments on WCO's behalf.

WEBCENTER OWNER

WebCenter Owners are UnFranchise® Owners who have access to sell the line of maWebCenter products and WebSolutions, and have access to program benefits and teams of professionals through their WebCenter.

WEBCENTER PRO PARTNER

The WebCenter Pro Partner program is for industry professionals who would like to leverage the WebCenter Program and Benefits. The program includes a fully customizable website, co-branded storefronts, invoicing and admin, ability to create and store layouts in the library, VIP Technical Support, and Pro Education Series. Pro Partners have full access to the WebCenter Pro Program, as well as full access to the UnFranchise Business with unlimited earning potential for BV/IBV commissions.

- BV commission is capped at \$78,000/year (\$1,500/week in BV Commissions and \$1,500/week IBV Commissions)

Pro Partner Eligibility: The WebCenter Pro Partner program is available to prospects and UnFranchise Owners. Documentation

of an active performing business, including your business name, address, website, portfolio, and articles of incorporation or LLC are required. If you do not have an incorporation or LLC, you may submit other certifications or awards for review. UnFranchise Owners who have sold in excess of 20 websites may upgrade to WebCenter Pro status. Neither a WebCenter Owner nor WebCenter Pro Partner can downgrade to WebCenter Pro Affiliate.

WEBCENTER PRO AFFILIATE

The WebCenter Pro Affiliate program is for industry professionals who would like to leverage the WebCenter program and benefits. The program includes a fully customizable website, co-branded storefronts, invoicing and admin, ability to create and store layouts in the library, VIP technical support, and Pro Education Series. Pro Affiliates have full access to the WebCenter Pro program and light access to the UnFranchise Business:

- BV commission is capped at \$78,000/year (\$1,500/week in BV Commissions only)
- Cannot sponsor or grow your organization, cannot receive BV placed from senior business partners, cannot place BV in personally sponsored, does not count as "activation" for Senior Partners, does count for Senior Partner bonuses

Pro Affiliate Eligibility: The WebCenter Pro Affiliate program is available to prospects and UnFranchise Owners. Documentation of an active performing business, including your business name, address, website, portfolio, and articles of incorporation or LLC are required. If you do not have an incorporation or LLC, you may submit other certifications or awards for review.

03. MEET OUR TEAMS

Each of our teams works tirelessly to support you, your clients and even your prospects! Please review the breakdown below of the service you should expect from each of our teams and the role it plays in supplying the best digital marketing solution available today.

SALES SUPPORT conducts the appointment, sells the website and follows up on your behalf!

THE DESIGN CENTER designs the site for your customer!

SPECIAL TEAMS implement any purchased digital marketing and website management services!

CUSTOMER CARE provides technical support for your customer!

YOU earn retail profit and BV from the sale! As a good customer manager, you should follow up and see how the client is doing. Make sure that you are edifying our teams and that your clients are leveraging customer care!

All you have to do is be aware of your names list, make the referral and **set the appointment!**

04. KEY RESOURCES

IMPORTANT ITEMS TO PURCHASE FROM UnFranchise.com

- 15-minute Consultation Website Design (663B2B, T663B2B)*
- 15-minute Consultation Digital & Social Media (662B2B, T662B2B)*
- 15-minute Consultation Business Spending (664B2B, T664B2B)*
- 15-minute Consultations (bundle of all 3 assessment 660B2B, T660B2B)*
- B2B Services Catalog (Pack of 5: 661B2B, T661B2B)*
- Resource Magnet (Pack of 5: 6078)

IMPORTANT ITEMS TO DOWNLOAD FROM mawc411.com

- Marketing Manual (Download)
- 12-Week Action Plan (Download)
- Comparison Chart (Download)

*Only available for purchase in select countries. Available for download in all countries.

MAWEBCENTER SPONSORED WEBINARS AND CONTESTS mawc411.com



05. TRAINING

THROUGH OUR TRAINING SYSTEM YOU WILL:

- Learn how to use your WebCenter
- Learn the value of our product to your client
- Learn simple and advanced sales techniques
- Learn to build a solid UnFranchise® Business with maWebCenters
- Develop confidence and posture

COURSES TO BUILD YOUR WEBCENTER BUSINESS

WCT 101

The Product
The System
Interactive Workshops
Administration
Business Building

WCT 201

Strategy
Market Studies
Advanced Selling
Interactive Workshops
Advanced WebCenter Tools

ADVANCED COURSES FOR WEBCENTER PROS:

Pro WebSolutions Technology

- Site Planning
- CMS
- Widgets
- eCommerce
- Business Streamlining Tools
- Publishing
- Affiliate Marketing Options
- API Program
- Support

Pro Sales & Marketing

- WebSolutions Product Overview
- Strategic Planning
- Sales Resources
- Creating New Business
- Conducting Sales Appointments
- Business Retention & Growth
- Creating Leverage

SHARE THE WEBCENTER PROGRAM

WEBCENTER

- The Product & Service
- Profitability
- The System
- Support
- Ways to Get Started

WEBCENTER PRO

- Marketplace
- Technology & Products
- Pro Benefits
- Affiliate vs Partner
- Ways to Get Started

In Person

Go to mawc411.com

Click on "LEARN" and then "LEARN IN PERSON"

Online

Go to mawc411.com

Click on "LEARN" and then "WEBCENTER ACADEMY"

Training Handouts for Download can be found on UnFranchise Support Materials. Search for "WebCenter" or specific documents

Expand your maWebCenter Business with the overviews found on mawc411.com under "EVALUATE"



06. WEBCENTER OWNER ACADEMY

MINOR

Complete:

- Market America Getting Started Guide
- NUOT (New UnFranchise® Owner Training)
- B5 (Basic 5)
- WebCenter Owner Checklist

Leverage:

- Ongoing education through weekly webinars, audio curriculum, YouTube Channel, GMTSS events, etc.
- maWebCenter Contests

Attend WCT 101 and Participate in 5 C's Workshops:

- Goal Setting and Action Plan
- Lead Generation
- 15-Minute Consult Appointment
- Closing to Appointments

Conduct/Schedule:

- 15-Minute Consultations
- Demo Appointment with Sales Support

MAJOR

Complete:

- All Above
- ECCT (Executive Coordinator Certification Training)

Leverage:

- Ongoing education through weekly webinars, audio curriculum, YouTube Channel, GMTSS events, etc.
- maWebCenter Contests

Attend WCT 201 and Participate in Workshops:

- Networking Workshop
- Call Workshop

Achieve:

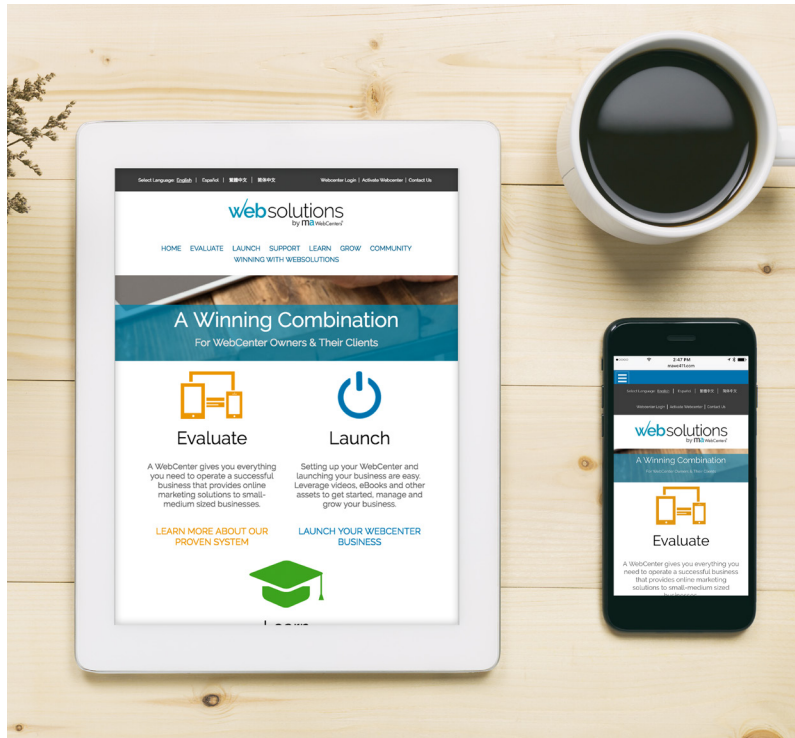
- WebCenter Challenges
- Master UFO
- Shopping Annuity® Master Member (SAMM)
- Master Coordinator UnFranchise Level or above

PRO

Complete the above, Attend WebCenter Pro Education Series and Conduct Demonstrations

Example of Quarterly Activity:

TRACK	CONSULTS	APPOINTMENTS	SALES
MINOR	12	6-9	2-3
MAJOR	24	12-18	4-6
PRO	48	24-36	8-12



07. ADMINISTRATION

Activate, set up and learn to navigate your WebCenter, as well as access WebCenter Help Guide and Video Tutorials: mawc411.com/launch.html

Your maWebCenter Business has the ability to create incredible profits and a tremendous amount of BV & IBV. Download the Pricing and BV table from mawc411.com → SUPPORT → DOWNLOADS.

You can easily schedule sales appointments and access the Sales Calendar right from the home page of your WebCenter login. Manage any websites, access tools and download sales documents from the WebCenter menu.

View invoicing, billing, commissions and chargeback status of your WebCenter clients by visiting your WebCenter → Sales Reports.

AN IMPORTANT NOTE ON AUTHORIZATION FORMS:

It is very important to have these filled out and on file for every client. Signed authorization forms provide a method of proving that the client made this sale from our system and help us to dispute chargebacks that are filed. It will also protect you from chargeback fees associated with that dispute. Although chargebacks are infrequent, they can occur. UnFranchise® Owners are responsible for repayment of any profit on transactions that are charged back or returned from the bank (with or without an authorization form on file), and any related service charges (when no authorization form is on file), in order to clear any chargeback or return. (See more in the UnFranchise Manual Chapter 20.)

Authorization forms can be downloaded and printed when a sale closes, as well as from WebCenter → Sales Documents → Credit Card and Echeck Authorization Process.

08. SHOPPING ANNUITY

The Shopping Annuity® is a revolutionary concept that helps smart shoppers convert their spending into earning through SHOP.COM. Unlike a typical annuity from a bank, you don't have to invest a massive amount of money to get started. Your investment is what you already spend on everyday purchases. By shopping through SHOP.COM, you can earn up to 50% Cashback. Convert your spending into earning with the Shopping Annuity!

WEBCENTERS AND THE SHOPPING ANNUITY

As a WebCenter Owner, you have personal and household expenses that you can convert into earning, simply by purchasing products from yourself. Earn BV through exclusive branded products, Cashback and IBV from SHOP.COM Partner Stores. You are also in the perfect position to offer more to your WebCenter prospects and clients.

Think about it: Your clients are spending money to manage their businesses. Their business expenses can be converted into an income stream. Why not show them how to earn Cashback and save money in the process? With the Shopping Annuity, we can offer a lot more value to business owners. Conduct a **Business Spending Assessment** to see where you can help.

HOW TO BUILD YOUR SHOPPING ANNUITY

Five steps to build an ongoing income:

1. Go to shoppingannuity.com

- Discover the steps to build your own Shopping Annuity.
- Watch the video resources.
- Learn about the advantages of becoming a SAMM.

2. Take the Shopping Annuity Assessment

- Sit down with your sponsor to walk through this online tool that helps you streamline all of your spending to save you time and money.
- See where converting your shopping habits can take your business!

3. Duplicate process with customers and partners

- Have customers complete a Shopping Annuity Assessment on SHOP.COM.
- Invite them to visit shoppingannuity.com to learn more about the Shopping Annuity.
- Show customers how to put frequently purchased items on Preferred Customer AutoShip and save 5%.

4. Be a savvy shopper: quick tips

- Purchase first from SHOP.COM Direct stores (highest ROI with both Cashback and IBV).

09. GETTING STARTED CHECKLIST

SET YOURSELF UP FOR SUCCESS WITH YOUR UNFRANCHISE BUSINESS AND MA WEBCENTERS	DATE COMPLETED
Activate, set up and learn to navigate your WebCenter: mawc411.com/launch.html	
Download/purchase the Marketing Manual, 15-minute Consultation sheets, and B2B Catalogs	
Download and complete the 12-Week Action Plan: mawc411.com/support.html	
Attend a WebCenter Certification Training 101 Online or In Person: mawc411.com/learn.html	
Attend a WebCenter Certification Training 201	
Complete the Market America Getting Started Guide to build a successful UnFranchise® Business	
Embrace the Shopping Annuity®! Visit shoppingannuity.com to learn more and complete your personal assessment.	
Participate in the Upcoming WebCenter Contest: fFor more information, visit mawc411.com	
Complete Webinar Series. Available on mawc411.com	
Print WebCenter Challenge and set a goal to achieve it.	
Follow us/subscribe to our social media channels: Facebook, Twitter, Instagram, YouTube, Blogs	
Join the Facebook WebCenter Owner Support Group: Email maWebCenters@marketamerica.com to be invited	

10. FAQ

1. Why do I have to pay a monthly fee for a WebCenter?

Your WebCenter account is maintained and hosted—so there is a cost associated with that. Your WebCenter comprises an administration and a front-end marketing site that you can share with your customers. Having access to your WebCenter gives you the ability to manage this part of your business with Market America; you can enter your customer's information, manage BV placements on your website sales, and manage your pricing for websites sales and other web solution products.

2. How long does it take to get my WebCenter activated?

Usually, it only takes a day or two to have access to your WebCenter account. When taking orders at one of our large events, it can take four to seven days to get the orders processed. Typically, when purchasing a WebCenter from your UnFranchise® account, it activates within 24 hours of purchase.

3. Once it is activated, what do I need to do?

You would access your WebCenter account by either logging into it at mawc411.com, or connecting to your WebCenter via a link located in your UnFranchise.com account under MY ACCOUNT → WEBCENTER → ACCESS WEBCENTER.

4. If I had a WebCenter before, how do I reactivate it?

You can reactivate a WebCenter if you have ever had one in the past with your current UFO ID. To reactivate, purchase the reactivation code 6040RA in your UnFranchise.com account. This is USD\$150.00 and once purchased, your old WebCenter account will become accessible to you in your UnFranchise Business Account.

5. I sold my first website; how quickly do I see my commission?

Two weeks if your client pays with a credit card, about three weeks if paid by check.

6. How is the commission received when I sell a website?

Same as your regular BV commission checks, it is direct deposited to the bank you have on file in your UnFranchise.com account.

7. I received my first commission from a website sale, but it seems really low, why is that?

Well, there are a couple of explanations. It could be that you sold the site with a design package, and with design packages you don't make any retail profit (but you do receive BV). Or, it could be that the client is paying via installments, over the next three months. Also, keep in mind, with every website sale, USD\$250.00 is retained as an initial setup cost.

8. Is the process different when my client pays with a credit card versus a check?

The one thing to know is about the BV placement. The BV won't be placed until we know the check has cleared. So, if you are counting on BV in the same week you sell a site, that is probably not going to happen.

9. Do I have to pay anything annually to keep my WebCenter active?

No, there is not an annual fee. As long as you pay the monthly fee for your WebCenter account, and of course, renew your Market America membership annually, you will remain as an active WebCenter Owner.

10. I have sold a Digital Marketing Product, how do I receive the retail profit that comes with that kind of sale.

Since the retail profit earned on the Digital Marketing Products (DMPs) is usually a smaller amount of money, that profit is deposited into your Credit on Account (COA) with Market America.

11. I noticed the BV for my website sales and other products defaulted to my ID and my 001 extension—how do I correct this and have it not go there in the future?

For nearly every product you sell from maWebCenters, you get retail profit and BV. This BV can be managed from within the administration area of your WebCenter and can be changed as often as you want for the recurring BV from month to month, if you like. We also have a process in place now that when BV is about to be assigned for a WebCenter product you will get an email message telling you it can be updated from UnFranchise Business Account (where you manage your BV and IBV auto placements). You have 24 hours to update the BV, but you will also need to update the BV from your WebCenter account so it won't keep going to a placement you don't want to use.



CONTACT US

CLIENT ONLINE RESOURCES

Website: www.maWebCenters.com
Facebook: [officialmaWebCenters](https://www.facebook.com/officialmaWebCenters)
Instagram: [officialmawc](https://www.instagram.com/officialmawc)
Twitter: [Officialmawc411](https://twitter.com/Officialmawc411)
Youtube: [maWebCentersofficial](https://www.youtube.com/maWebCentersofficial)
Blog: blogmaWebCenters.com

WEBCENTER OWNER ONLINE RESOURCES

Website: www.mawc411.com
Facebook Group: <https://www.facebook.com/groups/WebCenterFastTrack/> Email: maWebCenters@marketamerica.com to be invited
Youtube: [officialmawc](https://www.youtube.com/officialmawc)
Blog: blogmawc411.com
Contests: www.mawc411.com
Webinars: www.mawc411.com
Downloads, Tools, Resources, Training: www.mawc411.com

CONTACT INFORMATION

UNITED STATES

Customer Care
800.343.2889

Technical Support
866.932.4357

Sales Support
866.287.8121
Local: 702.547.8595

Design Center
800.711.9145
designcenter@WebCenters.com

AUSTRALIA

800.649.581

HONG KONG

3017.5081
Sales Support: 3071.4861
hkWebCenters.com

IRELAND

800.778.459
maWebCenters.co.uk

SINGAPORE

65.3158.7426
maWebCenters.com

TAIWAN

02.2162.6349
mtWebCenters.com.tw

UNITED KINGDOM

0800.587.1132
maWebCenters.co.uk

