maWebCenters[®]





Section One: Introduction

- Using this Guide
- Daily & Weekly Activities
- Preparing for the 12-Week Action Plan
- Making the Commitment

Section Two: Resources

- WebCenter Owner Resources
- Sales Resources

Section Three: 12-Week Action Plan

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 New Products
- Week 5: Follow Up Strategies
- Week 6: Social Media

- Week 7: Referrals
- Week 8: Networking Groups
- Week 9: Expanding Your Network
- Week 10: Networking at Trade Shows
- Week 11: Recruiting with maWebCenters
- Week 12: Customer Manager Skills

Section Four: Continuing Momentum

- Balanced Building
- Progress Assessment



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	Contest Partner Team
Weekly Training	Contest training Recorded videos
Weekly Results	Contest website Accountability partner

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



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 Supp United States Sales Support United States Design Center	1-866-932-4357 1-866-287-8121	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/



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

1 1 E K

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.

- 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					
Appts. Booked					
New Prospects					
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Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

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

W E E K

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

- 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

Goal Date:	
Number of Weeks	
Retail Goal (Ex: 25K)	
Sales Needed	
Qualified Appts. Needed	
Appts. Per Week	

Income

- 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:	
Number of Weeks	
Income Goal (\$300/mo.)	
GBV Needed on Left	
GBV Needed on Right	
UFOs on Left Doing 250	
UFOs on Right Doing 250	
Total Plans to Show	
Plans Per Week	

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			
Care	Learn something new about your prospect: family, business, education, hobbies, background			
Considerate	Be on time, Respect their timing, Ask for appropriate follow up time			
Active Listening	Focus on prospect, Eye contact, Avoid distractions, Ask questions, Respond accordingly			
Non-Verbal Communication	Observe facial expressions, Body language, Space			
Sense of Team	Eliminate "I" and replace with "We"			
Clarity	What do you do? What do you want them to do?			

W E E K

Follow Up Friday

Who have you contacted? Who was a no-show? Who needs an appointment? Who had an appointment? What is each prospect's next step?

Business Name	Contact	Website	Phone	Next Step



Qualified Prospects

Creating qualified appointments and motivating prospects through informed discovery.



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.

- 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					
Appts. Booked					
New Prospects					
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

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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 researching 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?	

Follow Up Friday

2

Business Name	Contact	Website	Phone	Next Step

maWebCenters^a 12 Week Action Plan



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.

- Write down the name of every gate keeper
- 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
A - - - -	A	A	A	A - -	
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability



Getting Past the Gate Keeper

Your ability to talk with the GK will affect the amount of opportunities you have to speak to the business owner. Learn how to leave messages with them, leave voicemails and follow up with them. **Practice leaving two types of initial-contact-voicemails.**

Message/Voicemail 1: You know them really well

- Open with a friendly hello. Use their name.
- "I had a quick question/thing I wanted to run by you..."
- "Can you call me back today? I'll be around from 5-7..."
- Leave your best contact information. Say it twice.

Message/Voicemail 2: You don't know them really well

- Open with a friendly hello. Use their name.
- Establish the connection:
 - Name drop who referred you / introduced you.
 - State how you know them: "My family and I love your restaurant..."
- "I had a quick question/thing I wanted to run by you..."
- "Can you call me back today? I'll be around from 5-7..."
- Leave your best contact information. Say it twice.

A Few More Tips:

- Don't introduce yourself right away. Reverse it: say their name first instead.
- Keep voicemails to 15 seconds or less.
- You can't sell a website in a voicemail or a message.
- Don't say you'll call them back. Ask them to call you back.
- Be different.
- Have something to peak their interest or a name to drop.

Follow Up Friday

Business Name	Contact	Website	Phone	Next Step



Promoting MAWC Products

The process for promoting and selling additional MAWC products



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.

- 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					
Appts. Booked					
New Prospects					
A to be belief	A b - b - 11 b	A	A to lotte	A	
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

Use the chart below to keep track of your new product promotion activity.

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Business Name	Approach	15 Minute Consultation	Proposal Sent	Sales Appointment

Follow Up Friday

Business Name	Contact	Website	Phone	Next Step



Follow Up Strategies

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



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.

- 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					
Appts. Booked					
N. B. I	N. D. I	N D	N D	N. B. I	N D
New Prospects					
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability



Massive Follow Up:

After every four weeks, go through this exercise. **Goal:** To identify specific questions or concerns of your prospect. Follow up with the next step to help move the process along.

Follow Up Tips

- Be Proactive Have a purpose to follow up.
- Be on time with your follow up.
- Stay organized so you can be personable and specific when you follow up.

- Try leveraging their competition.
- Have a clear action plan for how you will follow up and what specific issues need to be addressed.

Use the below chart to label your prospects:

Status 1: You've contacted them. No appointment yet. Status 2: No Show Appointment Status 3: Have had an appointment

Prospect/Business	Status	Follow Up Needed	Notes

Follow Up Friday



Business Name	Contact	Website	Phone	Next Step



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.

- 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
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Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

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Social Market Action Plan: Warm Market

- Work your names list using social media as the conversation starter.
- Mindfully scroll for opportunities.
- Become a fan of your prospects' business pages and interact with them there.

Facebook Research: Create New Leads Search in the search bar for specific complaints:

- Bad website
- New website
- Google
- Facebook advertising
- Marketing
- Website down

Search in the search bar for your competition:

- GoDaddy
- Wix
- One:One

Search in the search bar for types of people:

- Sales people
- Advertisers
- Organizations
- Entrepreneurs

Respond to posts you find and **start conversations** with these people to begin to build new relationships.

Term Searched	New Prospect

Follow Up Friday



Business Name	Contact	Website	Phone	Next Step

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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.

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

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

W E E K

Networking Opportunities for Referrals

The highest quality referral is one that comes from within the business (prospect).

Employed at an SMB	Existing Client	No Sale, but Referral	Other Majors

Get Creative. Create a Referral Campaign.

The highest quality referral is one that comes from within the business (prospect).

Campaign Name	
Dates Active	
Referral Reward	
Other Notes	

Follow Up Friday

Contact	Website	Phone	Next Step



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.

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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to					
Appts. Booked					
New Prospects					
New Prospects					
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability
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Introducing Yourse	١le	F
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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 Comn	nercial			
	nline groups and join tr: community, small busines		ular networking organizations	
Group Name	Platform	Specialty	Leads	Follow Up
Local networking op	portunities			

Follow Up Friday

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Business Name	Contact	Website	Phone	Next Step



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.

- 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					
Appts. Booked					
New Prospects					
A	A	A 1 1 111	A 1 1 111	A 1 1111	
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

Consumer Power



As a consumer of products and services, you have a foot in the door. As a patron, the business owner and staff of that business more than likely have a conversation with you which will give you the opportunity to build on that

relationship. That customer-business relationship can be grown to become a business-business relationship as well.

Identify where you are spending your money and begin prospecting there. You can expand your possibilities by researching additional businesses that you could spread your spending.

My Restaurants	New Restaurants

My Services	New Services

My Retail Stores	New Retail Stores

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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			
Traditional Advertising			
Problem Areas			
How can a website help?			
How can online marketing help?			
now can omme marketing nerp:			
New Leads			
Industry			
Traditional Advertising			
Traditional Advertising			
Problem Areas			
How can a website help?			
Harrison and a consideration below			
How can online marketing help?			
New Leads			
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.

Follow Up Friday



Business Name	Contact	Website	Phone	Next Step



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.

- 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					
Appts. Booked					
New Prospects					
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

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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

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Follow Up Friday

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Business Name	Contact	Website	Phone	Next Step



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.

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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Talked to					
Appts. Booked					
N. D. I	N. D. I	N D	N D	N. B. I	N D
New Prospects					
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability

The WebCenter Opportunity

W E E K

maWebCenters provides a proven system for driven entrepreneurs to generate cash-flow now while building a strong UnFranchise for the future.

3 Steps for Successful Duplication

- Show the WebCenter Owner Overview.
 - Download presentation or Share Recorded Overview
- Register for WebCenter Owner Overview Webinars
- Follow steps on www.mawc411.com/launch.html to properly launch a new WCO

Name	Qualities	Overview	Notes	Launch Date

Follow Up Friday



Business Name	Contact	Website	Phone	Next Step

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Customer Manager Skills

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



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.

- 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
Now Prospects	Now Prospects	Now Prospects	Now Prospects	Now Prospects	Now Prospects
New Prospects	New Prospects	New Prospects	New Prospects	New Prospects	New Prospects
Accountability	Accountability	Accountability	Accountability	Accountability	Accountability
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				<u> </u>	

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

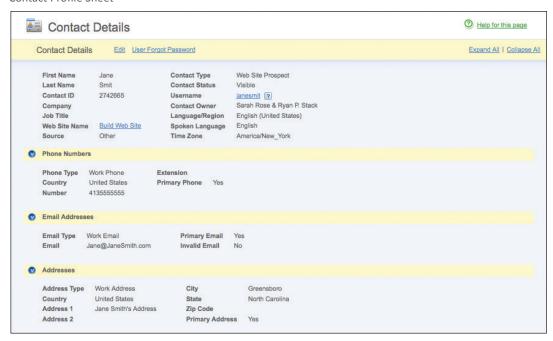
Use your client's list to stay organized and make periodic calls for value, not solicitation. Use phone, email or email marketing to contact.

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



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



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Follow Up Friday

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Business Name	Contact	Website	Phone	Next Step



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	Yes	No
One new UF prospect	Yes	No
Set appointments	Yes	No
Conduct appointments	Yes	No
Expand your network	Yes	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	Yes	No
No show appointments	Yes	No
Have had an appointment	Yes	No
From referrals	Yes	☐ No
From passive prospecting	Yes	No

Balanced Building

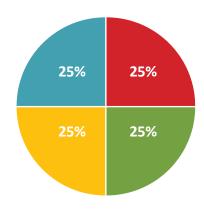
To achieve consistent results, you must always have a balanced amount of activity with prospects at each stage of the evaluation process.

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)		