

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
- Client 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 B2B 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

Introduction He curifus 3 introduction His eurifus 4 introduction His eurifus 5 introduction His eurifus 4 int

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.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	3071-5081	hkwebcenters.com
Hong Kong Sales Sup	oport 3071-4861	
Ireland	1-800-778-459	mawebcenters.co.uk
Singapore	65-3158-7426	mawebcenters.com
Spain	34917371257	marketespana.com
Spain Toll-Free	900-838-610	mawebcenters.co.uk
Taiwan	02-2162-6349	mtwebcenters.com.tw
United Kingdom	0800-587-1132	mawebcenters.co.uk
United States Custon	ner Care 1-800-343-2889	
United States Technic	cal Support 1-866-932-4357	
United States Sales S	upport 1-866-287-8121	Local 702-547-8395
United States Design	Center 1-800-711-9145	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/



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 WEEK Launch and Fundamentals

Getting Started, Strategic Planning

Week of

WFFKIY ACTIVITY

TRAINING:	CONTEST WEBINAR	RECORDED WEBINAR	SUBMITTED RESULTS:	YES	NO NO	0

Prospects Contacted	Prospect Type	Appointments Booked	Appointment Type	New Prospects Added	Prospect Type
		A	Anna Saturant Torra		
		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

- ☐ 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.

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	
Applis. Fel 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	

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	



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

W	Е	Е	K	
		5		

Business Name	Contact	Website	Phone	Next Step

Qualified Prospects

Creating qualified appointments and motivating prospects through informed discovery.



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		
		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

- ☐ Conduct 15 minute consultations as a preappointment
- ☐ 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



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 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?	



2

Business Name	Contact	Website	Phone	Next Step



Gate Keepers and Voicemails

Getting to the business owner through others.

Wee	_ 4
waa	

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

WFFKIY	ΔCTIVITY
--------	----------

SUBMITTED RESULTS: TRAINING: **CONTEST WEBINAR RECORDED WEBINAR**

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

- you might leave
- ☐ Follow up to make the referral (Appointment)

WEBCENTER MAJOR

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

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



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



W E E K

B2B Opportunities

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

H H	Week of	

W	VF	Εľ	ΚI	V	Λ	CT	I\/	ITV

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

- ☐ 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



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

Write down the B2B opportunity / approach: SEO, Adwords, Social Media Management, Facebook Ads, Online Reputation Management, SHOP Local, SHOP Partner Store, iTransact, Commercial Account, Business Spending / Shopping Annuity. Record the type of sales resource you used to peak the prospect's interest: Product Page, B2B Catalog, DMP Video, Social Media, Others

Business Name	B2B opportunity	Sales Resource	Consult	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.

E.	

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

- ☐ 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

- ☐ 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





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



Social Media

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

Week of

NA/EEL/	13/ 6	OTIN	/1
W/FFK	I V 🔼		/ I I V

TRAINING: SUBMITTED RESULTS: **CONTEST WEBINAR RECORDED WEBINAR** YES

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

- ☐ Follow maWebCenters
- ☐ Follow your clients / prospects
- ☐ Network through employee

network

WEBCENTER MAJOR

- ☐ Follow maWebCenters
- ☐ Follow your clients / prospects
- ☐ Share MAWC posts to your page ☐ 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





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: 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
- Web Designers

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

Term Searched	New Prospect



6

Business Name	Contact	Website	Phone	Next Step



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

Week of

website for referrals

WEEKLY ACTIVITY

TRAINING: CONTEST WEBINAR RECORDED WEBINAR			SUBMITTED RESULTS: YES NO				
Prospects Contacted	Prospect T	ype	Appointments Booked	Appointment Type	New Prospe	cts Added	Prospect Type
			Appointments Conducted	Appointment Type			
			Appointments conducted	Appointment Type			
WCO: WebCenter Owner		WEBCE	NTER MINOR	WEBCENTER MAJOR		WEBCENT	ER PRO
UFO: UnFranchise Owner		☐ Worl	k your "employees" list	☐ Work your "employ	ees" list	☐ Promo	te your case studies /
WEB: Website DMP: Digital Marketing Pr	raduct	☐ Mix ſ	Majors	☐ Mix Majors		testimonia	als
15MC: 15 Minute Consult		☐ Share	e testimonials / build trust	☐ Share 3rd party test	imonials	☐ Share 3	Brd party testimonials
B2B: Partner / SHOP Loca				☐ Create & promote a	referral	☐ Create	& promote a referral
Account / iTransact				campaign:		campaign	:
SA: Shopping Annuity				☐ Social Media		☐ Socia	al Media
Plan: UnFranchise Busines	ss Pian			☐ Email campaign		☐ Ema	ail campaign
				☐ Phone / Email / 1	Гехt		ne / Email / Text
				. ,			ead capture to your



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

Business Name	Contact	Website	Phone	Next Step



Networking Groups

Learning to network in professional environments online and in-person

Week of

WEEKIY ACTIVI	TV

TRAINING: CONTEST WEBINAR RECORDED WEBINAR SUBMITTED RESULTS: YES NO

Prospects Contacted	Prospect Type	Appointments Booked	Appointment Type	New Prospects Added	Prospect Type
		A	Anna Saturant Torra		
		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

- ☐ 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

- ☐ 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



\sim

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."

N/1×/	12:	CIM	OCC.	12200	
IVIV	DL	15111	-22	Page	. >
,				. ~_	

Facebook	
Twitter	
Instagram	
YouTube	
Blog	
LinkedIn	
Other	

Next Business Networking Event

Date: Time: Venue: Speaker: Details:

My 30 Second Commercial						

Identify online and local groups and join them.

Type of groups to seek out: community, small business, Chamber of Commerce, BNI, Specific Industries, etc.

Group Name	Platform	Specialty	Leads	Follow Up



8

Business Name	Contact	Website	Phone	Next Step





Expanding Your Network

Leveraging your spending power and working in familiar industries

Week of

W	FF	KI'	Y A	CT	IV	ITY

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

- ☐ 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

- ☐ 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



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



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	
Tradition	nal Advertising
Problem	n Areas
How can	a website help?
How can	online marketing help?
	& Services Recommend
Website	
Digital M	Marketing
Commer	rcial Accounts
Business	Spending
How can	online marketing help?
New Lead	ds

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.





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.

			•
- ۱ ۸	lee	_	$^{\circ}$

			Γ T		

TRAINING: SUBMITTED RESULTS: **CONTEST WEBINAR RECORDED WEBINAR**

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

- ☐ Identify home/trade shows in your area
- ☐ Attend events and expand your

network

WEBCENTER MAJOR

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

- your area
- ☐ Research the event website
- network
- ☐ Contact Tradeshow organizer to setup a business relationship
- Rent a both at show



 10^{W}

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	



 $\overset{\text{w}}{1}\overset{\text{f}}{0}$

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

١	A	Е	V	ıv	Λ	CT	I۱	/17	ΓV
A	N	_	IN.	IΥ	\mathbf{A}		II W	/ I	I Y

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

- ☐ 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

- ☐ 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



The WebCenter Opportunity

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

The WebCenter Owner Candidates

Name	Overview	Notes	Launch Date

The WebCenter Pro Candidates

Name	Overview	Notes	Launch Date



11

Business Name	Contact	Website	Phone	Next Step



Customer Manager Skills

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



1A		EL	/11	/	۸	CT	٦١.	/1	T	1
W	/ ⊫	ьĸ		₩.	ш		11	/	11	7

SUBMITTED RESULTS: TRAINING: **CONTEST WEBINAR RECORDED WEBINAR** YES

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

- your clients
- ☐ Filing
- ☐ CRM
- ☐ Other
- ☐ Contact clients every 3-6

months to check in

WEBCENTER MAJOR

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

WebCenter

- ☐ Choose your system for tracking your clients
- ☐ Filing
- ☐ CRM
- □ Other
- ☐ Contact clients monthly
- Upgrades
- ☐ Support
- Webinars
- Specials



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

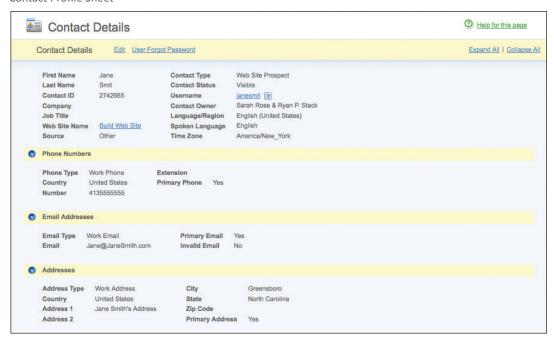
Use your client's list to stay organized and make periodic calls for value, not solicitation. Use phone, email or email marketing to contact once per quarter.

Contact Profile Sheet

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.



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





12

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)

Weekly Operation Procedures Micro 4 + 1

Monday-Thursday

Prospecting and Appointments

Friday

Follow Up

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

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	Yes	No
No show appointments	Yes	☐ No
Have had an appointment	Yes	No
From referrals	Yes	☐ No
From passive prospecting	Yes	No

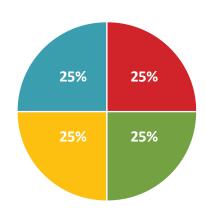
Balanced Building

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

New prospectsWarm 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		