



GETTING **STARTED** GUIDE

This guide is intended to help UnFranchise® Owners jumpstart their maWebCenters® business.

It is important to use this **in addition** to the Market America Getting Started Guide. The WebCenter Getting Started Guide is designed to help you duplicate increased sales and prospecting / recruiting for you and your entire team through the maWebCenters specialty.

CONGRATULATIONS!

Growing your Market America Unfranchise® Business with WebCenters is an excellent way to achieve your short and long term financial goals.

maWebCenters® provides a simple, proven and duplicatable system for generating sales, business prospects and handling growth. The key to success with maWebCenters and Market America will be your ability to effectively implement this proven plan. These actions should be completed consistently while working through all areas of the Basic Five in order to create healthy sales and distribution organizations.

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Facebook.com/OfficialmaWebCenters



@officialmawc411



OfficialmaWebCenters.blogspot.com

maWebCenters Information

Tech Support	(866) WEB-HELP help@mawebcenters.com
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Sales Support	(866) 287-8121
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Design Center	(800) 711-9145 designcenter@mawebcenters.com
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maWebCenters Marketing Manual	www.mawc411.com
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Senior Independent Shop Consultant:

Sponsor: _____

Email: _____

Phone: _____

Local Certified WebCenter Trainer:

Name: _____

Email: _____

Phone: _____

Upcoming Events:

WCT: _____

Basic 5: _____

Local Seminar: _____

NDT: _____

ECCT: _____

Other: _____



ATTITUDE & KNOWLEDGE

COMMITMENT: I AM MAKING A ONE-YEAR COMMITMENT TO MY UNFRANCHISE BUSINESS

Before you can get started, you need to Activate and Set up your WebCenter:

1. Go to www.mawc411.com/getting_started.jsp
2. Follow steps to Properly Set up your WebCenter and use its tools.

TRAINING & SUPPORT

Attend and/or View the WebCenter Certification Training.

1. Go to www.mawc411.com, click on Training & Support for upcoming trainings.
2. Go to www.mawc411.com to View WCT online.
Click on “Training & Support”
Click on “Online WCT”

Through our training system you will:

- ✓ Know how to use your WebCenter
- ✓ Understand the value of our product to your customer
- ✓ Become knowledgeable about more advanced sales techniques
- ✓ Learn the nuts and bolts of building your Unfranchise® with WebCenters.
- ✓ Develop Confidence & Posture

DEVELOPING YOUR ANSWER TO “WHAT IS IT”

When talking to potential customers, your answer to “what is it” will be determined by the approach you are using. Everyone should begin with simple sales approach and therefore their answer would be similar to:

“You know Jane, it’s not an area I specialize in but the company I work with has an entire division of Website specialists that may be able to help you with your website. I can get you an appointment with someone if you’re interested in learning more.”

DEVELOPING YOUR ANSWER TO “WHAT IS IT”

When talking to potential business partners, your answer to “what is it” will be your Market America answer to “What is it”. You may include a statement about the power of growing your business with WebCenters.

“Market America is a Product Brokerage and Internet Marketing Company that specializes in Social Shopping. One of their divisions specializes in an Internet Marketing solution that we can offer to small – medium sized businesses. There is significant earning potential if you choose to focus on working with that division.”

II GOAL SETTING

A. MY WHY: The primary reason why I am building my UnFranchise® business.

Define your reasons why you are building your business. This will provide you motivation to sustain your actions through the highs and lows of business building.

A. SHORT TERM GOALS: What are your top “fixed cost goals”? Ex: Family vacation, credit card debt, laptop.

1. _____
2. _____
3. _____

Short Term Goals can be met by **RETAIL PROFIT**.

The average website sale generates \$1000.00 - \$1200.00 in retail profit

Divide your Short Term Goal by \$1,000.00 to determine how many sales it would take to reach your goal.

For example: \$5,000.00 in debt / \$1,000.00 = 5. Just 5 new sales would allow me to reach my goal!

Your Short Term Goal Amount: _____

Amount of Sales needed to reach Goal: _____

C. LONG TERM GOALS: What are your “long term goals”? Ex: Retire from job, more time with family.

1. How much money do you need to earn in the MPCP to achieve your long term goals? _____
2. How much BV will I need to earn that ongoing income? _____
3. How many people doing Base 10, 7 Strong will it take? _____

Remember:

On each sale you generate 230 BV initially

In addition you earn 30 BV per month per client, every single month that client stays a client of yours.



RETAILING

USING THE SIMPLE SALES APPROACH

Every new WebCenter Owner and intern, should begin using the Simple Sales Approach. It is the easiest way to get started and WCOs are able to “Learn As You Go”. Even if you will eventually use some of the other techniques taught in the WCT, it is important to really understand Simple Sales so that you can duplicate the Power of the WebCenter in your UnFranchise® organization.

BUILDING YOUR NAMESLIST

It all begins with creating a detailed names list. Fill in 10 names under each category WHO DO YOU KNOW WHO:

Owns a Business?	Works for a Business?	You Do Business with?	Is Well Connected?	Follow Up

USING THE SIMPLE SALES APPROACH

Keeping that list in mind, you go about your day and Get into Conversations with these people in normal settings.

Think of Simple Sales Approach the same way you would make a referral for a restaurant that you love. You wouldn't be claiming to own the restaurant, cook the food and serve the patrons. You're simply making a referral!

Ex: Your friend John owns a construction company. You see him at a soccer game and ask questions about how things are going. Eventually, you ask "How's business going?", "How's your website doing these days?" and after several other questions and when the time is right, you will say:

"You know John, it's not an area that I specialize in but the company I work with has an entire division of website specialists that may be able to help you out with your website issues. I'd be happy to connect them with you, if you think you might be interested."

Solidify a time that the owner can be present and set the appointment.

WHAT HAPPENS NEXT?

1. **SALES SUPPORT** does the appointment for you and sells the website on your behalf!
2. **DESIGN CENTER** designs the site for your customer!
3. **CUSTOMER CARE** provides technical follow up for your customer!
4. **YOU** earn retail profit and BV from the sale !

All you have to do is be aware of your names list, make the referral and SET THE APPOINTMENT.

THE SECRET TO SUCCESSFUL RETAILING WITH WEBCENTERS

1. Asking Lots of Questions!
2. Being a Good Listener!
3. Making the referral based on the fact that you know Market America is a great company and that the website solution would certainly rise to Market America's high standards!
4. Setting the Appointment!
5. Following Up and Continuing to Build Solid Relationships!

** Remember, your WebCenter has a CRM tool designed to help you keep track of your customers, potential customer and correspondence between them and you!



PROSPECTING & RECRUITING

PROSPECTING CUSTOMERS FOR THE BUSINESS

- Remember, in addition to helping SMB to leverage the web, you are also an INTERNET ENTREPRENEUR.
- All business owners have expenses. Why not invite them to earn Cashback on all of their purchases for their business?
 1. Become Preferred Customers!
 2. Evaluate the business!

Keep a List of your Customers, and approach them when the time is right!

Name	Preferred Customer	Evaluate Business	Referral for Business

PROSPECTING WEBCENTER OWNERS FOR THE BUSINESS

The best prospects for the WebCenter Program and Market America have the following qualities:

- Friendly people
- Professionals
- Well connected people
- Go Nows!
- People who would work hard to increase their cashflow
- Generation Y
- People who want to get started but don't have the capital
- People you want to build your UnFranchise® with!

** When Prospecting & Recruiting, remember to add your prospects to the PRM Tool.



FOLLOW UP

FOR SALES

Effective Follow Up:

- List of people I've approached about Setting an Appointment. What was their response?
 - What was their response?
 - When should I re-contact?

- List of people who've had an appointment, but did not buy at the time? What was their hold up?
 - What was their response?
 - When should I re-contact?

- My Customers
 - A little profile on them and what is important to them
 - Call to check in and see if they are using the product "Customer Care".

FOR BUSINESS BUILDING

Keep Lists for:

- Possible interns
- Possible candidates for the WebCenter and Market America opportunity
- Customers who you will approach for:
 - ✓ The Preferred Customer Program
 - ✓ To evaluate the business opportunity behind Shop.com
 - ✓ To refer candidates for the business opportunity behind Shop.com

- Have your calendar ready to book prospects into the next step
- Utilize the PRM tool to keep Follow Up organized, quicker and more effective!

V DUPLICATION

- Fundamental building methodology
- Personally purchase and use > 100 BV per month
- Establish 10 - 15 Repeat Customers:
On average, 10 Active Website Customers = 300 BV / Month

ESTABLISHING A FOUNDATION — BASE 10, SEVEN STRONG

Personally purchase and use ≥ 100 BV + ≥ 15 IBV in product monthly after one month.



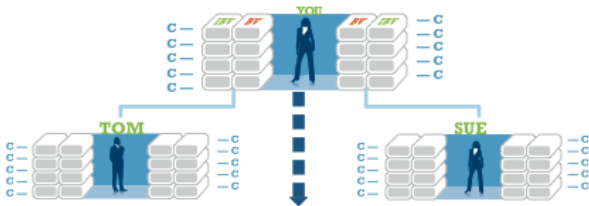
- Complete the Home Shopping List!

Establish a repeat Customer Base of ≥ 10 customers purchasing ≥ 30 BV and ≥ 20 IBV monthly within one to three months.



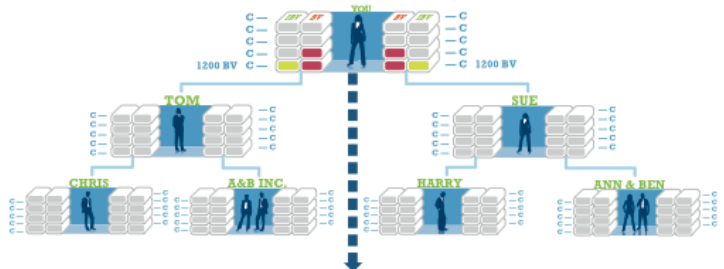
- C = Customer purchasing ≥ 30 BV + ≥ 20 IBV monthly = 300 BV + 200 IBV
- Personally purchase and use ≥ 100 BV + ≥ 15 IBV in product monthly after one month

Activate by personally sponsoring one qualified Independent Distributor in your left and right organization each implementing "Base 10".



*BV = Business Volume
†IBV = Incentive Business Volume

Earn ≥ 300 (BV) monthly and earn ≥ 300 (IBV) every second month within 3-6 months of starting your business.



Steps to Effective Duplication with WebCenters

- Follow the Getting Started Guide and Lead by Example
- Plug into the system – NMTSS
- Have new WCOs and Interns trained properly.
- Follow Up!
- Keep The Main Thing, The Main Thing.



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