







PROFITABILITY
What is the potential behind the opportunity?

THE PRODUCT & SERVICE
Is this a product/service that I like and is there a market for it?

THE SYSTEM
How does the system work

SUPPORT
What kind of support is available to help my business grow

HOW TO GET STARTED
What are my options to get going?

IT'S IMPORTANT TO EXPLORE ALL OF THE AREAS AND MAKE AN EDUCATED DECISION TO GO INTO BUSINESS FOR YOURSELF, BUT NOT BY YOURSELF.

LET'S TAKE A LOOK AT EARNING POTENTIAL

RETAIL PROFIT

BV

GROWTH POTENTIAL

THINK ABOUT THE DIFFERENT FIXED-COST GOALS YOU HAVE:

BUSINESS GOALS	FAMILY / PERSONAL GOALS
Pay for your travel expenses for the year	Family Vacation
Put your business in the black	Pay off credit cards
Help a prospect earn the money to get started	Holiday Shopping
	Extracurricular Activities

The average website sale is AU\$1299

That generates about AU\$1000 retail profit!

Take your goals, break them down into AU\$1000 increments to get an estimate of how many website sales you'd need to make to achieve those goals

EACH WEBSITE SOLD GENERATES 230 BV

EACH ACTIVE CLIENT GENERATES 30 BV / MONTH

NOW YOU CAN EARN ADDITIONAL BV ON DESIGN!

- The WebCenter Programme is an excellent way to grow your entire business.
- It's not just about sales, there are a number of ways you can expand your business to be more profitable in the long term.
- In this industry, it's not just about you and what you can do.
- A major goal is to duplicate the system and expand your business and network.

WE WILL COVER MORE ON THE SYSTEM FOR DUPLICATION IN A BIT, BUT LET'S FIRST TALK ABOUT THE DIFFERENT WAYS YOU CAN EXPAND YOUR UNFRANCHISE WITH THE WEBCENTER PROGRAMME

INTERNSHIP PROGRAMME

BUILDING SHARE OF CUSTOMER

EMP



YOU CAN OFFER A COMPETITIVE INTERNSHIP PROGRAMME FOR UP TO 4 INTERNS AT A TIME. THIS PROGRAMME PROVIDES A WAY FOR POTENTIAL WEBCENTER OWNERS TO LEVERAGE THEIR SWEAT EQUITY AND BE COACHED BY YOU, AN EXPERIENCED WEBCENTER OWNER.

INTERN'S HAVE UNLIMITED ACCESS TO SALES SUPPORT TO CONDUCT WEBSITE SALES APPOINTMENTS ON THEIR BEHALF

SETTING UP A WEBCENTER INTERN IS EASY.

EASY

<p>Explain the business to your intern.</p> <p>The goal is for them to become a qualified business partner, so their understanding of the business is critical.</p>	<p>Activate status as an intern.</p> <p>You can have up to 4 interns at a time.</p> <p>To create an intern, create a contact in your WebCenter and label it "WebCenter Prospect".</p>	<p>Sell websites and earn retail profit.</p> <p>By leveraging the simple sales system and product specialist, you help your intern to sell 1-2 websites.</p>	<p>You help your intern to capitalise their UnFranchise with retail profit from website sales. Retail profit is paid to you, the WebCenter Owner. You MUST use the profit to capitalise your intern's business</p>
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OUR CUSTOMERS ARE SMALL BUSINESS OWNERS



HELP BUSINESS OWNERS WITH THEIR OVERHEAD / EXPENSES

BUILD SHARE OF CUSTOMER WITH OTHER MA PRODUCTS

SMB OWNERS = ENTREPRENEURS / UFO PROSPECTS

Market Countries

- USA
- Canada
- Mexico
- Australia
- Taiwan
- Hong Kong
- United Kingdom
- Spain
- Singapore



EMP Countries

- Bahamas
- Costa Rica
- Columbia
- Dominican Republic
- Ecuador
- Jamaica
- New Zealand

Your Global WebCenter

Your WebCenter is automatically enabled to sell websites globally in all Market Countries & EMP Countries!



ABSOLUTELY!

- HIGH RETAIL PROFIT POTENTIAL
- RESIDUAL BV
- DUPLICATION
- SHARE OF CUSTOMER
- GLOBAL EXPANSION / EMP

IS THIS A PROFITABLE OPPORTUNITY?

WHEN EVALUATING THE PRODUCT & SERVICE,
SOME GOOD QUESTIONS TO ANSWER ARE:



- Is there a market for the product/service?
- Is this a product/service I like?
- Is the product/service competitive in the market?



The internet connects the world!
Everyone is "Plugged in".
If you think about it, we are all consumers of the internet in some way, shape or form!

WHERE DO YOU

- Get your news
- Socialise
- Research
- Find products
- Find services
- Play
- Get Music
- Get Books
- Get Periodicals
- Get Advice



WE ARE A PARTNERSHIP

**MARKET AUSTRALIA,
MAWEBCENTERS
& YOU**



WE CAN HELP SMB (SMALL-MEDIUM SIZED BUSINESS) WITH:

- ✓ INCREASING REVENUES
- ✓ DECREASING EXPENSES
- ✓ INCREASING CUSTOMER SATISFACTION
- ✓ PARTICIPATING IN THE MOST POPULAR AND EFFECTIVE WAY TO GAIN NEW BUSINESS!

WHAT MAKES US DIFFERENT



Our clients are getting more than just a website, they are getting an entire online marketing strategy.



Let's take a look at the myriad of tools and options that our clients have.

WEBSITE DEVELOPMENT



RESPONSIVE WEBSITES

COMPLETELY CUSTOMISABLE

EASY TO EDIT / DRAG & DROP TOOLS

BUSINESS OWNER HAS CONTROL

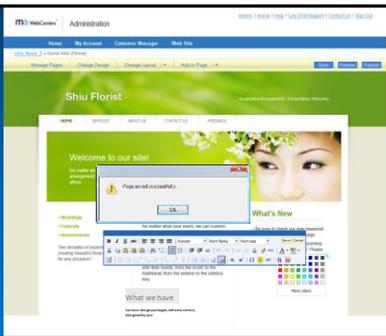
EDITS ARE PUBLISHED IMMEDIATELY

FREE MOBILE WEBSITES

FREE MOBILE WEBSITES

EASY CONTENT MANAGEMENT

EDIT TEXT



**EASY
CONTENT
MANAGEMENT**

EDIT PICTURES

One of the options your client will have is to use our design team.

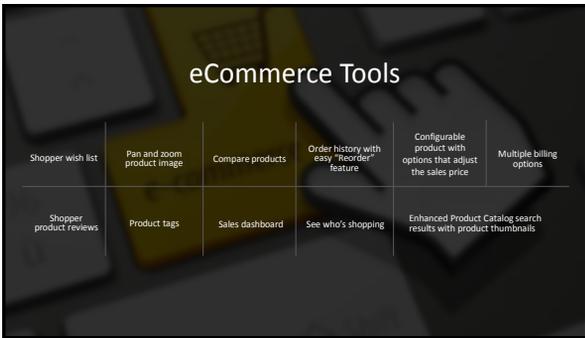
Our team of professional designers can provide your client with a dynamic customised website, fully integrated with our entire solution.

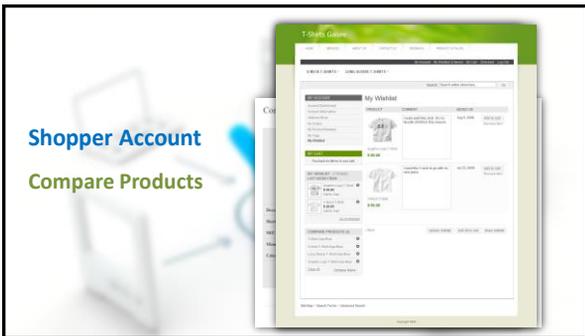
Learn more about the design centre at: <http://www.mawc411.com/designcenter.jsp>

WEBSITE DESIGN

Design Centre







MARKETING TOOLS

- SEO tools
- Social media tools
- CRM
- Email marketing
- Domains
- Email
- Mobile websites

THE POWER OF UNLIMITED

Unlimited Pages	Unlimited Changes	Unlimited Traffic
Unlimited E-mail Address	Unlimited Upgrades	With unlimited support, changes and upgrades, having an effective online presence is simple.

We take away the challenges that business owners face to stay current with their online marketing solution.

TAKE A LOOK AT SOME RECENT FREE UPGRADES



WE'VE ESTABLISHED

- o We have an incredible product that is a profitable investment for your client!
- o There is solid earning and growth potential for you, the WebCenter Owner
- o Now let's learn about the system behind the product and potential!

THE WCT 101 AND 201 CLASSES COVER OUR SYSTEM FOR SALES IN DEPTH.

WHAT WE WANT TO COVER NOW ARE THE FUNDAMENTAL BLOCKS THAT MAKE UP OUR SALES SYSTEM.

SO, WHAT ARE WE SELLING?

Websites?

Marketing Tools?

Both?



WE SELL THE APPOINTMENT!



Our system is built on selling appointments and then leveraging our teams of professionals to handle all of the heavy lifting for you while providing the best possible product / service to your client

TEAMS OF PROFESSIONALS INCLUDE:


PRODUCT SPECIALISTS


DESIGN CENTRE


CUSTOMER CARE

Product Specialists Will:

- READ YOUR NOTES IN THE SCHEDULED APPOINTMENT / CHAT WITH YOU ABOUT THE NOTES 5 MINUTES BEFORE THE APPOINTMENT.
- ASK YOUR PROSPECTS QUESTIONS ABOUT THEIR BUSINESS
- DEMONSTRATE OUR TECHNOLOGY TO YOUR PROSPECT
- ANSWER YOUR PROSPECT'S QUESTIONS
- FOLLOW UP WITH YOUR PROSPECT FOR YOU!
- SELL THE WEBSITE FOR YOU!

THE INTERACTIVE SALES SUPPORT CALENDAR ALLOWS YOU TO SCHEDULE AN APPOINTMENT WITH ONE OF OUR QUALIFIED WEBSITE SALES EXPERTS WHO WILL CONDUCT SALES APPOINTMENTS FOR YOU



DESIGN CENTRE

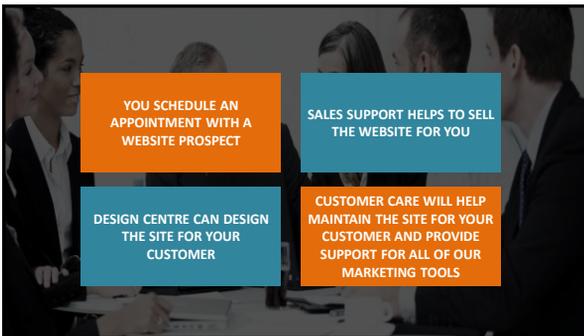
- Once a Design Centre package is sold, the client who purchased it is contacted by phone within 2 business days by the project manager associated with their project to get the ball rolling.
- From that point on, it's just a matter of getting the information, documents, pictures, and authorizations, to keep the project moving forward.
- Phases: Conceptual, Integration, Launch!
- Our team does an excellent job of making sure these projects move forward and the clients are happy!



WHAT ABOUT ONGOING SUPPORT FOR YOUR CLIENTS?

CUSTOMER CARE:

- Group of trained professionals who will assist your clients with support maintaining their websites and using our tools!
- Clients have unlimited, 24/7 access to the team!
- Clients can request to work with preferred support technicians!
- You have access to this team as well!
- They are a huge part of the service we provide, so make sure to promote them!



YOU SCHEDULE AN APPOINTMENT WITH A WEBSITE PROSPECT

SALES SUPPORT HELPS TO SELL THE WEBSITE FOR YOU

DESIGN CENTRE CAN DESIGN THE SITE FOR YOUR CUSTOMER

CUSTOMER CARE WILL HELP MAINTAIN THE SITE FOR YOUR CUSTOMER AND PROVIDE SUPPORT FOR ALL OF OUR MARKETING TOOLS

Think about all the business owners you already know!

Where are some of the places you do business with?

Ex: Your favourite restaurant.

It's as simple as making a phone call or walking in and asking a few questions.



"Hey Joanne! This is Sue, I'm a huge fan of your restaurant. Listen, I was going to share your website with a friend but couldn't find it. Do you have a website? Oh really? Well..."

Now here's the magic part where you simply edify the teams of professionals and

Set The Appointment

"You know Joanne, I work with a great company that has an entire division that specialises in helping small businesses leverage the internet. If you'd like, I could get you an appointment with one of the product specialists to see if they may be able to help you out with that!"

It's that simple.

Sell the appointment. Leverage the teams.



THE WCT 101 & 201 CLASSES COVER MORE IN DETAIL:

- Goal Setting
- Our Product & The Market Place
- Lead Generation
- How to Talk to Website Prospects
- How to Leverage our Sales System
- How to Expand your Business with WebCenters
- How to Use Your WebCenter

YOUR WEBCENTER PROVIDES YOU WITH ALL OF THE TOOLS YOU NEED TO LEVERAGE OUR PROVEN SYSTEM FOR SUCCESS

All maWebCenters include:

A FRONT-END WEBSITE TO MARKET YOUR WEBSITE SALES BUSINESS

AN INTERACTIVE SALES CALENDAR TO SCHEDULE APPOINTMENTS

ACCESS TO DOMAINS AND EMAILS, EMAIL MARKETING

CUSTOMER RELATIONSHIP MANAGEMENT TOOLS, SEARCH ENGINE TOOLS, SOCIAL MEDIA TOOLS, MOBILE WEBSITES AND MORE!

ACCESS TO SALES SUPPORT, DESIGN CENTRE, CUSTOMER CARE

STANDARDISED LIVE TRAINING AND ONLINE TRAINING

WCT 101: "SUCCEEDING WITH SIMPLE SALES"

The maWebCenters Certification Course 101 is designed to give you a simple and duplicatable system for building your unFranchise as a WebCenter Owner. You will gain a foundational understanding of our product, simple sales system and business building techniques. This course also features a section on navigating your WebCenter, an action plan for success and valuable workshop moments for you to gain practical experience in the classroom.

WCT 201: "ADVANCED SELLING & NETWORKING"

maWebCenters 201 class is designed for WebCenter Owners who have taken the 101 course and are ready to take their business to the next level. This course features more advanced selling and business building techniques along with more advanced knowledge of the WebCenter, marketing materials and other tools. It features valuable workshops for goal revision, sales techniques and even a call workshop to set appointments while you learn.

WEBCENTER ONLINE RESOURCES



ONLINE WCT
www.maec411.com/online_wct.jsp



WCO BLOG
blog.maec411.com



DISTRIBUTOR SUPPORT WEBSITE
www.maec411.com



FACEBOOK 90 DAY SUPPORT GROUP
[Facebook.com/groups/WebCenterPartners](https://www.facebook.com/groups/WebCenterPartners)



WEBINAR SERIES
www.maec411.com/webinars.jsp



maWebCenters NEWSLETTER
newsletter@maec411.com

WEBCENTER ONLINE RESOURCES

 YOUTUBE (Distributor) <small>www.youtube.com/user/officialmaac</small>	 GETTING STARTED GUIDE <small>www.unfranchise.com</small>	UNLIMITED ACCESS TECH SUPPORT <small>help@unfranchise.com (t) 1-800-649-581</small> <small>Live Chat Support 24/7</small>
 90 DAY FAST TRACK GUIDE <small>www.unfranchise.com</small>	 UNLIMITED ACCESS SALES SUPPORT <small>1-800-649-581</small>	 BROCHURES, PRODUCT CARDS, FLASH DRIVE ETC. AVAILABLE IN YOUR WEBCENTER

BECOME A WEBCENTER OWNER!
 Login to your UnFranchise and select "Order Products" Enter in Code

Purchase a WebCenter <small>AU code: 76040 Cost: / AU\$350 BV: 300</small>	WebCenter Reactivation <small>AU code: 76040RA / Cost: AU\$150 BV: None</small>
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Get a New Business Partner Started!
AU\$439.00

- Master UnFranchise Business (300 BV & 3 BDCs)
- Independent UFO Subscription Kit
- Business Building Materials
- maWebCenter backed by maWebCenters Teams of Professionals



LET'S GO AHEAD AND RE-ASK THOSE IMPORTANT QUESTIONS!

- ❑ **PROFITABILITY**
Substantial retail profit & BV potential with opportunities to build in depth domestically & globally.
- ❑ **THE PRODUCT & SERVICE**
An all-inclusive, superior online marketing solution to help businesses leverage the internet & market their business
- ❑ **THE SYSTEM**
A simple sales system, supported by teams of professionals
- ❑ **SUPPORT**
Standardised trainings, webinars, MeetOn, printed materials, teams of professionals
- ❑ **HOW TO GET STARTED**
Fast Start Kit, Become a WebCenter Owner, Internship

REMEMBER, ALL THE KNOWLEDGE IN THE WORLD IS USELESS UNLESS YOU TAKE ACTION!

CHECK OUT WWW.MAWC911.COM	CHECK OUT THE WEBINARS	TALK TO THE PERSON WHO INVITED YOU
GET TO A WEBCENTER CERTIFICATION TRAINING	BECOME A WEBCENTER OWNER	START YOUR JOURNEY FOR SUCCESS!

THANK YOU

ma WebCenters®
