

Welcome from the President

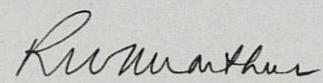
Thank you for your interest in WSI. In 1995 our company was founded by three entrepreneurs who experienced a void in the market when looking for a firm to assist them with promoting their small business on the Internet. They were unable to find experienced professionals who understood their business needs and could translate them into strategies for online success. Today, thanks to the vision and action of these young entrepreneurs, small to medium sized businesses around the world can seek the advice and counsel of WSI Digital Marketing Consultants in over 80 countries – each of whom is prepared to deliver actionable online results leading to a measurable return on investment.

Rated the number one franchise in its class since the 90's, WSI is focused on consistent growth for global success. We believe this sustained growth benefits our clients, our franchisees and our shareholders. WSI franchisees world-wide share commitments to staying ahead of the curve, assisting in the growth and health of small to medium sized businesses, and following a proven system that leads to predictable results. These commitments are reflected not only in the quality of service to our clients, but in WSI's global brand reputation and core values.

WSI was built on the entrepreneurial spirit. It is something we understand and it continues to drive our progress today. You've likely contacted us because you have that entrepreneurial spirit. While no opportunity could be completely described in a single document, this overview along with access to our Applicant Learning Center, all the information and clarification your Franchise Development Director will provide you over the next couple of weeks, and the opportunity to speak with WSI Digital Marketing Certified Franchisees was designed to ensure you have gathered all the necessary information to make a well-informed business decision. We invite you to learn more about WSI through this prospectus and to experience our unique selection process.

I'd like to thank you for your interest and wish you all the best.

Sincerely,



Ron McArthur
President, WSI



The Digital Revolution	2-3
WSI - The Global Leader	4-5
Market Potential	6-7
The WSI Opportunity	8-9
The WSI System	10-13
WSI Lifecycle	10-11
WSI GNS	12
WSI eMarketplace	13
Training	14
WSI Consultants	15
A Day in the Life of a WSI Consultant	16-17
A Network of Collaboration	16
Social Responsibility: Make Child Poverty History	18-19
Joining WSI's Global Team	20-21

