

## A Day in the Life

As a WSI Digital Marketing Consultant, you'll manage your day using our proprietary GNS enterprise system – a virtual, private network and client management solution that provides you access to an unparalleled network of resources – accessible from anywhere you are, with only an Internet connection.

### CONNECT

Send emails, communicate with clients, request proposals from WSI eMarketplace suppliers and network with other WSI Consultants.

### CONSULT

Provide reports to clients regarding the success and progress of implemented solutions, consult with clients regarding their results and future needs.

### LEARN

Access articles on the latest digital marketing trends, attend live webinars, access video training and read about best practices.

### REACH OUT

Offer analysis to new clients using the proprietary Internet Business Analysis™ (IBA™) and WebScan solutions, conduct seminars and workshops to meet new clients, schedule new client appointments to present WSI solutions, interface with Lead Generation Partners for new client acquisition opportunities.

Executives manage their days. WSI Consultants LIVE them. The efficiencies and success of our proven systems and solutions will allow you to realize the life you desire. Spend time with family – build a business with family. Achieve balance, stay fit, participate in the world around you, and take control of your independence and your freedom.

# DAY IN THE LIFE

## A Network of Collaboration

One thing we've learned from 15 years of experience with successful franchisees is that collaboration maximizes opportunity. At WSI, we've built our infrastructure on the concept of collaborative effort, and have the systems, online resources and culture to turn collaboration into a powerful tool for mutual success.

### WSI MENTORSHIP PROGRAM

Starting a new business is a big step and it is reassuring to have someone to call for advice and counsel; someone who wants to listen and knows what you're going through. The WSI Mentorship Program offers franchisees the opportunity to benefit from direct hands-on training from other experienced and successful WSI franchisees. Since most franchisees have strengths in some areas, as well as weaknesses in others, the mentoring program has been designed to fill these gaps by offering help in sales, marketing & consulting, digital marketing products and services, client relations and business administration.

The mentoring program does not replace the WSI training and support programs. As an additional resource, it provides support and assistance to new or existing franchisees, enabling them to become more successful.

### WSI ADVISORY COUNCIL

As part of our commitment to a collaborative culture, WSI has created the WSI Advisory Council comprised of 12 elected franchisees from around the globe. WSI recognizes that the better we understand the needs within the franchise community, the more capable we are of allocating resources to meet these needs and to capitalize on opportunities.

As demonstrated throughout the history of franchising, and from our many years of experience as a franchisor, some of the greatest ideas come from franchisees in the field. The Advisory Council is the embodiment of this belief and has proven to be an effective conduit for the open exchange of ideas between WSI's home office and our consultant network worldwide.



## Regional Offices

As WSI grows, the company has awarded a limited number of Area Representative and Master Franchise licenses. These franchisees further the collaborative culture of WSI by providing a regional point of contact for franchisees and the brand. Having insights into the specifics of the market, these franchisees act as a "voice" of the region and work to ensure the WSI brand is developing regionally and bringing value to SMEs.

Becoming a business owner may be one of the most important – and difficult – decisions you'll ever make. Now that you've seen who WSI Consultants are, what they seek and what they do, it's the perfect time to ask yourself what you want.

### RE-ESTABLISHING PRIORITIES

Has what's important to you shifted? Or have you never given the appropriate amount of time to the things that matter most? Are you satisfied, fulfilled, and challenged by your current career?

### REPLACING OR BUILDING INCOME

Does your current career provide you with the income you desire? Have you reached a ceiling in your current position? Are you looking for rapid income replacement? Are you hoping to build a business with exponential ROI?

### ACHIEVING PERSONAL FREEDOM

Are you searching for independence without giving up interdependence? Do you desire control and personal freedom? Is your day your own – and would you like it to be?

### BUILDING PRIDE

Would you enjoy helping businesses grow and succeed? Would you like to be a leader in your community? Would you take pleasure in guiding, counseling and teaching business leaders?

### OBTAINING BALANCE

Are you looking for a balance in your work and home life? Are you seeking a business opportunity that could involve your spouse, partner or family members? Are you interested in building a legacy for your children? Do you seek time for health, enjoyment, fitness and recreation?

As one of the most unique opportunities in franchising today, we believe that WSI Consultants enjoy a lifestyle that affords balance, executive-level income potential and the pride and esteem of leadership. And of course, as the owner of your own business, you'll be free to choose the lifestyle that suits you best.