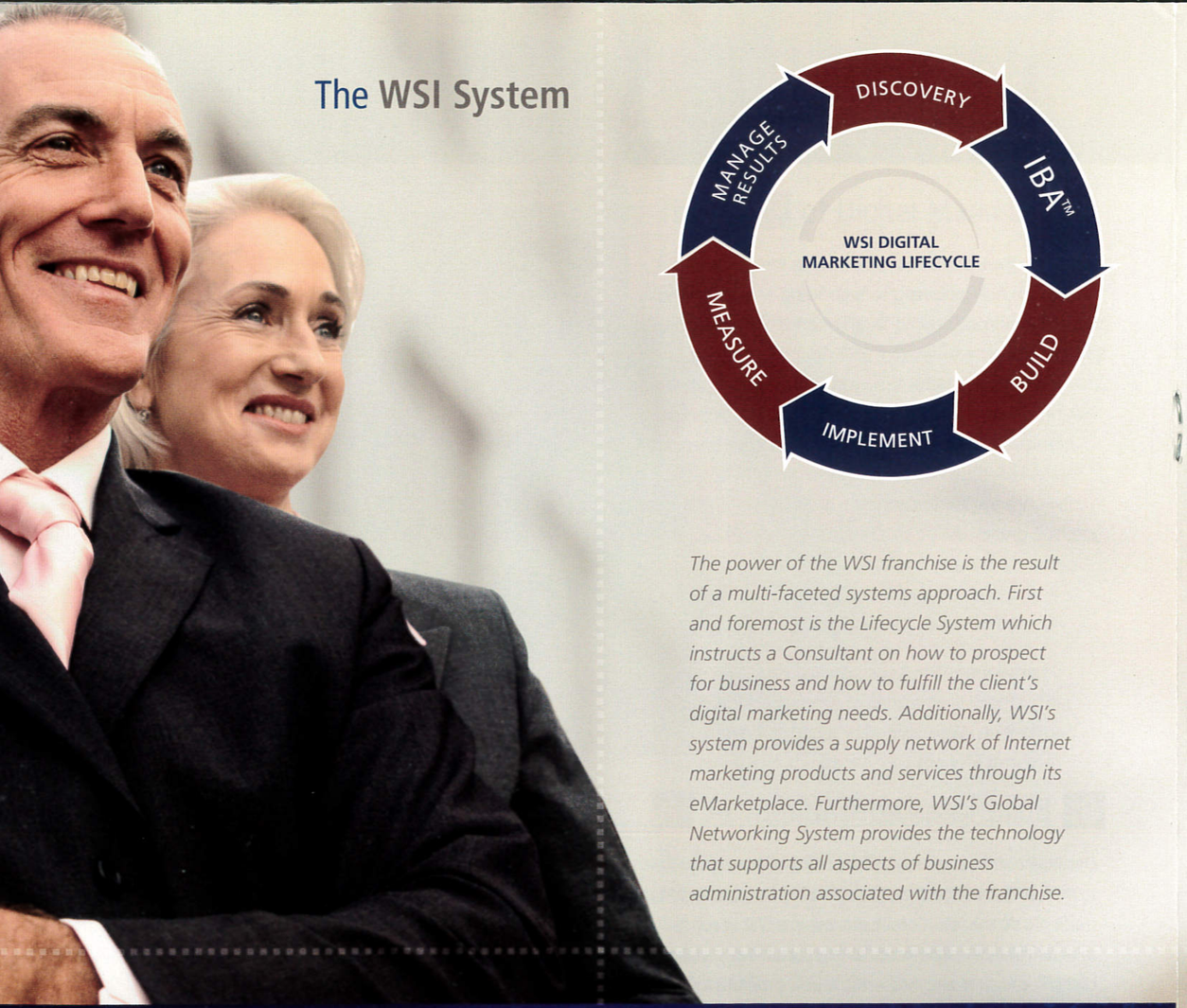

The WSI System

The power of the WSI franchise is the result of a multi-faceted systems approach. First and foremost is the Lifecycle System which instructs a Consultant on how to prospect for business and how to fulfill the client's digital marketing needs. Additionally, WSI's system provides a supply network of Internet marketing products and services through its eMarketplace. Furthermore, WSI's Global Networking System provides the technology that supports all aspects of business administration associated with the franchise.

WSI SYSTEM

ore Values

COMMUNITY	TRUST	GROWTH	LEADING EDGE	LEARNING	LEADERSHIP
To create a community built on sharing and collaboration for the benefit of all.	*To further an environment of mutual respect and trust where each person's effort drives success for the benefit of all.*	*To channel our energies and focus on optimizing the opportunities in the digital marketing, fundraising and*	*To pursue leading edge technologies and business solutions that optimize the profitability of all.*	*To demonstrate a passion for continuous learning within our community in order to drive profits and*	*To represent and conduct ourselves in our community in a manner that inspires excellence and*

WSI Lifecycle

To consistently deliver successful digital marketing solutions, a company must have a repeatable proven formula or methodology that ensures success is system-dependent and not person-dependent. It's similar to the assembly line concept introduced by Henry Ford. Each step of the process and all associated actions are defined and standardized, ready to be implemented by whomever happens to be working the shift. The WSI Lifecycle approach is the result of fifteen years of ongoing development, testing and refinement. Your willingness and ability to follow this proven system is critical in the operation of your WSI franchise. As an added benefit, it allows Consultants to establish credibility with clients and deliver value, even before deploying digital marketing solutions.

The WSI Lifecycle system is comprised of the following **6 DISTINCT PHASES:**

PHASE 1: DISCOVERY

This phase of the system guides Consultants on how to locate and qualify prospective businesses that need our services. Consultants use the WSI Webscan, a tool to assess the health of a prospect's current website, to uncover gaps in their online strategy. The tool compiles compiles an indepth report detailing site performance and recommendations.

WebScan

Used in conjunction with a competitive analysis, the WebScan helps gain instant credibility in early client meetings, establishing WSI Consultants as trusted advisors and industry experts.

PHASE 2: INTERNET BUSINESS ANALYSIS™ (IBA™)

In this phase, the WSI Consultant meets with the prospect for the first time. The IBA™ – a proprietary tool developed by WSI – was designed to enhance a Consultant's understanding of a prospect's business. The results of the IBA are then used as the basis of the digital marketing solution the Consultant will propose to the client.

PHASE 3: BUILD

The Consultant takes the findings of the Webscan, IBA and competitive analysis and involves the WSI eMarketplace suppliers to prepare digital marketing solutions.

PHASE 4: IMPLEMENT

This phase guides the Consultant in deploying the client's digital marketing solution. Everything at this stage "goes live" and the client should start seeing results quickly.

PHASE 5: MEASURE

In this phase, Consultants use advanced analytics to monitor the many facets of the client's solution and to ultimately assess progress toward the strategic objectives defined in the IBA.

PHASE 6: MANAGE RESULTS

Here, WSI Consultants follow the system in order to monitor the client's