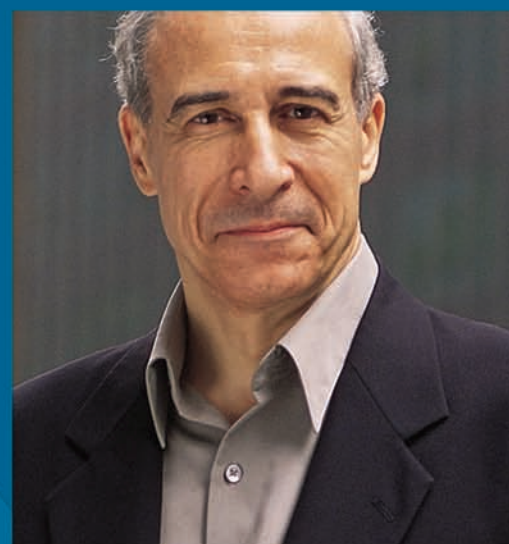
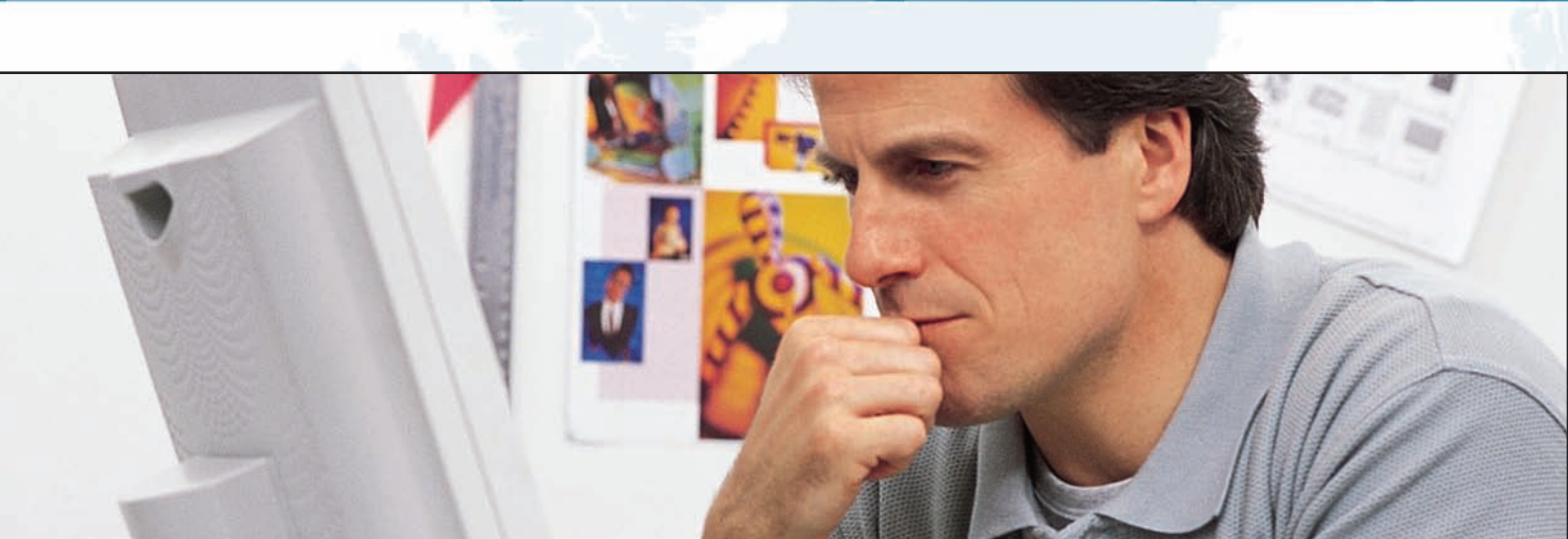


**WHY YOU NEED A *WSI* INTERNET MARKETING CONSULTANT  
ANSWERED IN 10 QUESTIONS OR LESS...**



we simplify  
the Internet



## WHO IS WSI?

- **WE'RE INTERNET INNOVATORS:** WSI has been developing profitable Internet Solutions for businesses since the mid 1990s. Back then in the early days of the Internet, we recognised that a website offered little value to our clients if no one could find it. Our solution was to develop a comprehensive directory system that leveraged off the high visibility of our own sites to drive leads to our clients' websites. It was a significant advantage in those days, long before the arrival of search engine optimisation or the other advanced Internet marketing techniques we use today. This kind of innovation is just one example of the unique benefits a business receives by working with one of our local Consultants.
- **PROVEN EXPERIENCE WORKING FOR YOU:** Over the years we have seen the rise of the website as a service and distribution channel, the fall of the dot-coms and the explosive growth of e-Commerce. As the Internet continues to evolve, so do our systems, our products and our services. Today, emerging Web technologies and marketing techniques allow our Consultants to take their clients' Internet presence to the next level, while never losing focus of our key goal—increasing a company's profitability by building affordable Internet Marketing Solutions that work.
- **CUSTOMER FOCUSED:** WSI listens and seeks to understand our customers' businesses better, utilising customer and Consultant feedback and expert research to find out what you need to grow your revenues online. We have learned that you want a trusted advisor who can simplify Internet marketing and help you choose the best options for your business needs. While WSI is constantly monitoring customer needs around the world, our Consultants are located where your business operates and understand local business conditions and opportunities.

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**Over the years our Consultants have helped thousands of businesses around the world to grow and prosper online and they are ready to help your business too.**

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## WHAT IS AN "INTERNET CONSULTANT" AND WHY DO I NEED ONE FOR MY BUSINESS?

- **YOUR TRUSTED EXPERT:** Our Consultants are the new breed of business advisors. Like your lawyer, your accountant, your stock broker—each a trusted business partner whose expertise you rely on to succeed—an Internet Marketing Consultant is in your local community to ensure your business realises the full profit potential offered by Internet technologies. In a nutshell, they are specially trained and certified Internet marketing experts, ready to deliver products and services that best meet your business needs and your budget.
- **WE SHOW BUSINESSES HOW TO GROW ONLINE:** It is important not to confuse our Consultants with Web Designers as they do not simply design websites. They specialise in building customised Internet Marketing Solutions to help your business generate more revenue, and increase your online profitability, no matter what industry you are in. They understand the needs and motivations of a business owner because they are business owners themselves. It is their job to look for opportunities to increase your revenues and build your customer base by introducing cost-effective Internet marketing strategies to your business.

## **BENEFITS OF INTERNET MARKETING**



With Internet marketing you can target more customers and expand your market without having to open additional locations—all for a fraction of the cost of the advertising methods you may be using today.



**Direct large amounts of traffic to your website from visitors that actually want what you are selling.**



**Put your offering in front of customers at the exact moment they are looking to buy.**



**Send messages to customers based on their specific interests and buying preferences for higher conversion rates.**



**Combine offline marketing with online methods for greater overall results.**



**Enhance the awareness of your brand locally, regionally even worldwide quickly and affordably.**

Over the years our Consultants have helped thousands of businesses around the world to grow and prosper online and they are ready to help your business too.

**“It’s not just about  
websites anymore”**

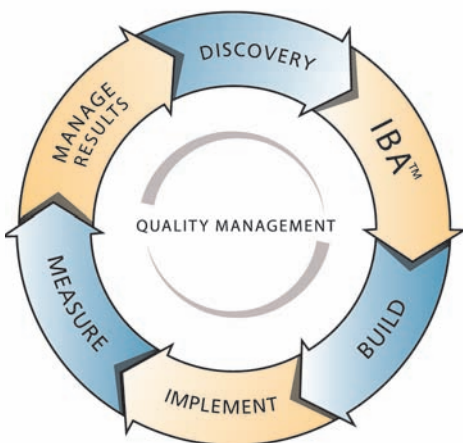
## WHY SHOULD I BUY MY WEBSITE FROM WSI (INSTEAD OF ANY OTHER INTERNET SOLUTION PROVIDER)?

> **APPLES TO ORANGES:** Before you choose a website for your business, stop and take a moment to see what you're really getting. Many off-the-shelf websites and "do-it-yourself" site builders are just generic shortcuts that lack important features, especially when it comes to optimising them for search engines. They also leave you with little to no real support after installation, which can be a frustrating experience when you need to make a change or something goes wrong. In the end, unless you have the many hours it takes to become a Web expert, you will just end up costing yourself time and money.

When you work with WSI you will get a customised, flexible website that has all of the features you need, as well as ongoing support and measurement tools to ensure your website is really working for your business.

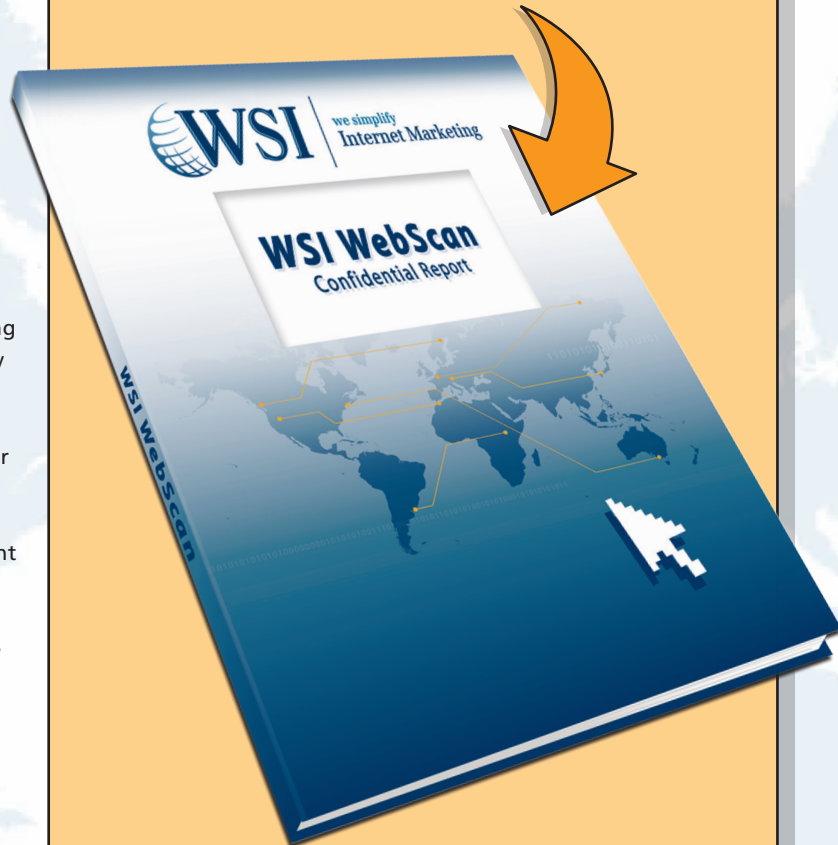
> **INTERNET BUSINESS PLAN:** Putting up a few pages about your products and services is not enough. Our years of experience in this industry have shown that an effective, profitable Internet Solution is the result of careful planning, informed development and ongoing support. There are countless companies that are capable of building you a website, but if you are truly serious about online success for your business then you deserve our total-service approach. We call it the Internet Solutions Lifecycle™, a proven, six-phased development plan that has produced thousands of successful Internet Solutions for businesses of all sizes worldwide.

> **YOUR BOTTOM LINE:** When all is said and done, your website should not end up costing you anything, it should produce a measurable return on your investment. Our Internet Solutions Lifecycle™ does just that (phase 5, in case you were wondering), something you will not get with do-it-yourself site builders or standard website packages.



## IS YOUR WEBSITE WORKING?

If you already have a website for your business, contact us for a no-obligation WebScan™ analysis to find out how well it is really working.



The WSI WebScan allows us to create an accurate picture of where your website is positioned against other businesses within your industry on the Web including:

- **Your business' current ranking in the top search engines as compared to your competitors**
- **A high level review of key elements on your site that may be hindering your business' ability to attract and convert visitors into customers**
- **Recommendations on what you can do to improve your competitiveness on the Internet**

Do not lose the competitive edge to your competition; contact us today for your customised WebScan report!

# WHY YOU NEED A WSI INTERNET MARKETING CONSULTANT ANSWERED IN 10 QUESTIONS OR LESS...



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**Our Internet Marketing Consultants provide you with the ongoing support and measurement tools needed to ensure your website is working for your business.**

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## HOW WILL IMPLEMENTING A WSI INTERNET SOLUTION BE A BENEFIT TO MY BUSINESS?

- **FISH WHERE THE FISH ARE:** More and more people are turning to the Internet as their primary method of research for the products and services they buy everyday. And not just for products they will buy online, but also for things they buy locally in-store. It is not hard to understand why; the Internet allows consumers to quickly and easily compare selection, services, prices and more before they ever leave home. By the time they are ready to head out, they have already made a buying decision. That means not only what they are going to buy, but also where they are going to buy it.

The fact is, if consumers cannot find you online, it is a safe bet they will find your competition. Can you afford to lose that business? It is an important consideration, and a WSI Internet Marketing Solution can help you remain competitive in this changing market.

Even the 'Yellow Page' phone books now have their own websites because consumers prefer searching online for local businesses instead of leafing through heavy directories. The shift to the Internet as the marketplace of choice is well underway, and being found online is a necessity no matter which industry you are in.

## WHAT TIME AND RESOURCES ARE REQUIRED FROM ME, THE END-USER?

- **SAVE TIME, SAVE MONEY:** Working with an Internet Consultant will actually cost you less time than if you were to attempt a do-it-yourself website, or tried to figure out how to customise a ready-made package. At the onset, your Internet Consultant will want to spend time with you at your place of business to conduct an Internet Business Analysis™, our patent-pending business evaluation tool. After this question and answer period, your Internet Consultant will have enough information to create a unique Internet Solution proposal for you.
- **YOUR INPUT:** As you move forward in the process, you will have the opportunity to review customised design concepts and provide the content for your site. This is the fun stuff and your Internet Consultant will ensure your website's design is something you will be proud to show your customers. Everything else is done by your Internet Consultant and our production facilities until it is time for you to test the new site. It is an easy process and your Internet Consultant will always be on hand to offer experienced advice and guidance.





## HOW WILL MY BUSINESS AND CUSTOMER BASE GROW AS A RESULT OF MY ASSOCIATION WITH A WSI INTERNET CONSULTANT?

By developing a customised Internet Marketing Solution for your business, your Consultant would have identified key areas of opportunity to reach new customers, increase sales and boost your profits.

As an example, think of the savings you could achieve by replacing postal mail advertising with a targeted email campaign, or replacing your printed catalogs with full-color images online that can be updated anytime. These are significant savings you can reinvest in making your business grow. And not only will you reach more prospects with Internet marketing, but they will be more qualified prospects instead of the hit-or-miss nature of traditional advertising.

## WHAT IS GOING TO BE MY RETURN ON INVESTMENT? (ROI)

This depends on what type of Internet Marketing Solution you decide to invest in. We can recommend a number of great starter packages to get you online and start seeing results quickly. It is not uncommon for business owners to begin with a basic solution and then upgrade over time, adding new marketing options to achieve their increasing profit goals.

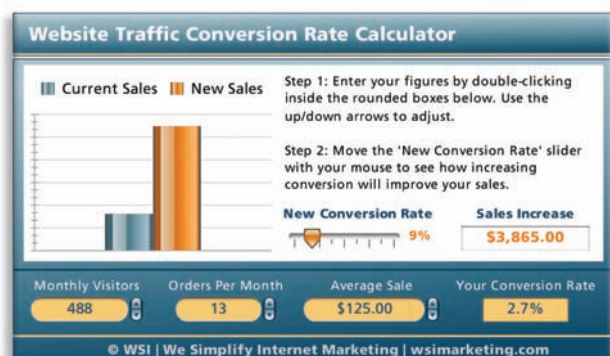
To help you visualise what kind of returns you can expect from a steady stream of new customers to your website, ask your Consultant for free interactive demonstration. You will be amazed to see how cost-effective Internet marketing really is.

## HOW DOES THE DEVELOPMENT PROCESS WORK? WILL THE PROCESS BE CUSTOMISED FOR MY BUSINESS? HOW WILL THE INTERNET SOLUTION BE ADAPTED TO MY INDUSTRY?

(That is three questions, but who is counting?)

Once your Consultant has conducted the Internet Business Analysis™ and you approve the customised Internet Marketing Solution proposal, your specific requirements are assigned to one of our many production facilities for development. Your Consultant works closely with the production facility to ensure that: your solution meets all of your business' specific needs; that your site is ready to be optimised for search engine marketing; and that it provides your visitors with an enjoyable experience.

Unlike other firms that deliver cookie-cutter websites, we specialise in building highly customised solutions using our advanced Modular Development Technology™. Based on years of extensive customer research we identified which features the majority of all businesses needed for an effective website. We then built an entire library of those feature modules in advance so they are ready to be assembled on-demand. Using MDT™, we can quickly and affordably develop a wide variety of website solutions using any combination of these feature modules—including the right combination for your business.



Whatever your needs may be today, your Consultant wants to develop a long-term business relationship with you. As a member of your local community, they will be there to support you as your needs change and as your business grows.

# WHY YOU NEED A WSI INTERNET MARKETING CONSULTANT ANSWERED IN 10 QUESTIONS OR LESS...



## ARE THE SERVICES PROVIDED WITH A GUARANTEE?

Your satisfaction is important to us and you can always expect personal and professional service from your Internet Marketing Consultant. The following are highlights of our support system:



**Our Web hosting server networks are housed in secure facilities and monitored 24 hours a day, 7 days a week by highly trained and certified support staff.**



**We have established software and hardware partnerships with Microsoft and IBM to achieve the highest levels of reliability.**



**Strict security and privacy policies are followed to ensure your data is always kept safe and secure.**



**Our Service Level Agreements specify 99.7% system uptime—documentation that will be supplied with your website.**

We hope to have answered many of the questions you may have about why WSI is the right choice for your business. To learn more, contact your local Internet Marketing Consultant to schedule your no-obligation Internet Business Analysis.

We will develop a straightforward strategy to get you online, attract qualified prospects and turn more of your website's visitors into paying customers!

## COMPANY OVERVIEW

WSI has been developing profitable Internet Solutions since the mid 1990s. Our network of certified Internet Marketing Consultants is the largest of its kind and we are ranked the #1 Internet Services Business in the world by industry-leading Entrepreneur magazine.

WSI is committed to improving the profitability of our customers through the use of leading-edge Internet technologies, delivered by knowledgeable and service-oriented Consultants. As more businesses realize the importance of the Internet to their continued success and financial growth, WSI is ready to serve their needs with effective Internet Marketing Solutions.

Thanks to the trust and support of our customers over the years, our network has grown to over 1500 Consultants serving small- and medium-sized businesses worldwide.

The products and services described herein are the property of Research and Management Corporation (RAM), its affiliated or related companies and are provided by a franchisee of the WSI IM franchise system.

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For further information, contact your local Internet Marketing Consultant.