

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

This depends on what type of WSI IM™ 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 visualize what kind of returns you can expect from a steady stream of new customers to your website, ask your WSI Consultant for a free interactive demonstration. You will be amazed to see how cost-effective Internet Marketing really is.

Whatever your needs are today, your WSI 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.

---

*"I was introduced to WSI by a business associate. We had an old site that just did not represent who we are and was under performing, but to build a new site would take a couple of months and we did not have the time. When I met with WSI they recommended a Micro Site and main site strategy. We launched our first micro site within 3 weeks of that meeting and brought in three new clients based on our target market. Now that's ROI!"*

*S. Davies, Merlin*

---

## ARE THE SERVICES PROVIDED WITH A GUARANTEE?

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

- Our Web hosting server networks are housed in secure facilities and monitored 24/7 by highly trained and certified support staff.
- We have established software and hardware partnerships with Oracle, 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 WSI 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!



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 franchise system. © 2007 RAM. All rights reserved.

WHAT WSI CAN DO FOR YOUR BUSINESS

IT'S NOT JUST ABOUT WEBSITES ANYMORE!

## WHY YOU NEED A WSI INTERNET MARKETING CONSULTANT

**ANSWERED IN 10 QUESTIONS OR LESS ...**



### WHO IS WSI?

**WE ARE 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 recognized 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 optimization 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 WSI.

**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 clients' businesses better, utilizing customer 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.

## 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 planners. Like your lawyer, your accountant, your stock broker – each a trusted business partner whose expertise you rely on to succeed – a WSI Consultant is in your local community to ensure your business realizes 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 specialize in building customized 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.

## WHY SHOULD I BUY MY WEBSITE FROM WSI?

**APPLES TO ORANGES:** Before you choose a website for your business, stop and take a moment to see what you are 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 optimizing 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 customized, 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. Something you won't get with do-it-yourself site builders or standard website packages.

---

*“Prior to working with WSI, we had an in-house person build and manage our site. Since the day we launched our new site with WSI we have seen our online business grow by more than seven times. We meet quarterly to discuss recommendations for further growth. Now that's value!”*

*T. Davis, Nisim*

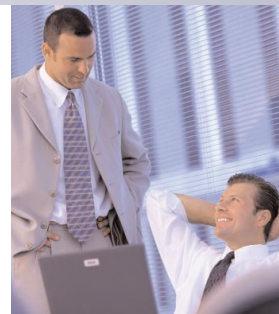
---

## 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, service, price 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 can not 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, a WSI IM™ 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 a WSI 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 customize a ready-made package. At the onset, your WSI 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 WSI 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 customized design concepts and provide the content for your site. This is the fun stuff and your WSI Consultant will ensure your website's design is something you will be proud to show your customers. Everything else is done by your WSI Consultant and our production facilities until it is time for you to test the new site. It is an easy process and your WSI Consultant will always be on hand to offer experienced advice and guidance.

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

Once our WSI Consultant has conducted the Internet Business Analysis™ and you approve the customized WSI IM™ Solution proposal, your specific requirements are assigned to one of our many production facilities for development. Your WSI 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 optimized for search engine marketing; and that it provides your visitors with an enjoyable experience.

Unlike other firms that deliver cookie-cutter websites, we specialize in building highly customized 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.

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

By developing a customized WSI IM™ Solution for your business, your WSI 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.