



In the January 2005 issue of *Entrepreneur* magazine [WSI Internet Consulting and Education](#) was once again awarded the distinction of the world's Number One [Internet Business Franchise](#) and saw its overall ranking jump a record 70 places to number 53 in the prestigious Franchise 500.

So, how did this upstart from Toronto, Canada become a leader in its field and the envy of so many other franchises?

We asked [WSI](#) President, Ron McArthur, why he believes WSI is such a good business opportunity and his answer was quick and simple: "WSI is a [franchise](#) based on a proven business model and an industry that has limitless growth potential."

But to fully understand his answer we thought it best to dig for the greater context behind WSI's continued success. So we asked him to explain 'why WSI' by answering the following questions.



## Join the revolution

A Look Inside What Makes the Number One Internet Franchise Click.

### Who is WSI?

[WSI Internet Consulting & Education](#) is the leading [Internet Business Franchise](#) in the world. As a franchisor, we train and support franchisees, certifying them as [Internet Consultants](#) (ICs). As internet business experts, our ICs then provide business owners in their local communities with profitable and affordable internet solutions tailored to the unique operational requirements of each business.

Our focus is helping small- to medium-sized enterprises (SMEs) develop an online strategy to expand their business and overall profitability. This includes the implementation of internet-based technology to support internal and external activities including website development, eCommerce and internet marketing.

### How has WSI become a leader?

WSI became the leading provider of [internet solutions](#) to the SME market by focusing on the individual needs of our clients. This means developing customized internet solutions that help them to expand their business, increase profits and reduce day-to-day operating costs.

By extensively researching our target market of SMEs, and building upon the lessons learned from a decade in business, WSI has developed a system that enables us to tailor our product and service offerings to help our clients address the unique challenges they face, regardless of their industry or previous experience with internet technology.

What's important to remember is that at WSI we don't just design websites; we approach the [internet from a business](#) perspective, analyzing all the angles and developing solutions that will produce measurable results.

### **What is WSI's proven system?**

To provide our clients with unique internet solutions that work, we designed an exclusive development and delivery framework, the Internet Solutions Lifecycle™. This patent-pending process uses a proven, repeatable formula that our ICs use to ensure the success of each and every client.

In the first step of the Lifecycle, the [Internet Business](#) Analysis™ (IBA), a client's business needs are assessed and the areas of a client's business that can benefit from internet technology are pinpointed. A solution is then developed and built by one of WSI's global Production Centers, strategically located in low-cost, high-tech regions, enabling WSI ICs to provide their clients with economical, feature-rich [internet solutions](#).

Unlike other internet solution providers, the role of the WSI IC continues long after implementation. Our unique consultative approach ensures every client is provided with ongoing support including technical support, monitoring of the success of the solution implemented and assistance with business initiatives such as marketing and training opportunities, creating an ongoing stream of recurring revenue for our ICs and happy clients eager to refer their trusted internet expert to colleagues and friends.

### **Why is now the best time to be in the business?**

[WSI](#) remains committed to innovation and 2005 is shaping up to be a particularly exciting year for us. We're focusing on continued improvements and enhancements to our eMarketing training and solutions and expanding our Internet Consultants' reach across the SME market in the UK.

Now is the best time to be in the business because the internet has reached a critical stage in its growth. It's an essential part of doing business in today's global economy, and succeeding online is now more affordable and therefore more attainable than ever before.

### **What is the most rewarding thing about being a part of the WSI network?**

There are many rewarding aspects to being a part of the global WSI team. Once trained in our proven system, a franchisee works to assist business owners in their community to grow and prosper online. As business owners themselves, [WSI Internet Consultants](#) are intimately aware of the challenges their clients face, which increases their ability to advise and guide them towards success.

A WSI [franchise](#) requires very little overhead and no inventory or staffing costs, making it an attractive option for anyone who's looking for a rewarding business opportunity. As a franchisor, WSI provides the most comprehensive training and certification available to franchisees, extensive business and technical support and the collective sharing of expertise across our network.

But, ultimately, the most rewarding thing about being a member of the WSI team is that our franchisees know that they are providing an important service and adding real value to an SME's business – a growing yet eager market whose time to join the internet revolution has come.

To find out more about this exciting, fast paced, financially rewarding opportunity, contact WSI at **1-905-678-7588**, online at [www.wsicorporate.com/franchisemagazine](http://www.wsicorporate.com/franchisemagazine) or by email: [franchisemagazine@wsicorporate.com](mailto:franchisemagazine@wsicorporate.com)