

 **MOTIPLY**  
***PARTNERS***



*Take Advantage of the Mobile Marketing Boom!*

## Motiply Partners

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### Introduction

Hi, this is Joe, the owner of Motiply. I want to take a moment to personally thank you for signing up to receive more info on this life-changing franchise opportunity! In this information packet you will find everything you need to know about how Motiply works, why the mobile app and website industry is ultra-hot right now, and how you can take advantage of this opportunity for the easiest residual income you've ever made!

I know it may sound like there is a lot of hype surrounding Motiply but there is a good reason for that. The mobile app and website industry is in its infancy and growing rapidly. With Motiply you have the opportunity to take advantage of this by getting in early and establishing yourself amongst the many lucrative clients out there who desperately need this service.

So what is Motiply?

Motiply is a platform that offers you all the tools and training you need to provide businesses and web entrepreneurs with something they desperately need: mobile apps & mobile websites. With the trends in Internet use shifting towards mobile devices, businesses need mobile websites and apps to stay relevant...

...and are willing to pay people like YOU big money for these websites/apps.



What is the difference between a **mobile app vs. a mobile website**?

The answer is simple: A mobile website is accessed through a mobile device's browser whereas a mobile app can be downloaded to the mobile device's homescreen. When you create a mobile website with Motiply, you are also getting a mobile app as well because it can be downloaded from the mobile website

Never made a mobile website before? No problem!

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The great thing about Motiply is that you don't need any experience or skills when it comes to web design! Our backend platform provides you with the tools and training you need to create these ultra-valuable mobile websites fast, easy, and effectively.

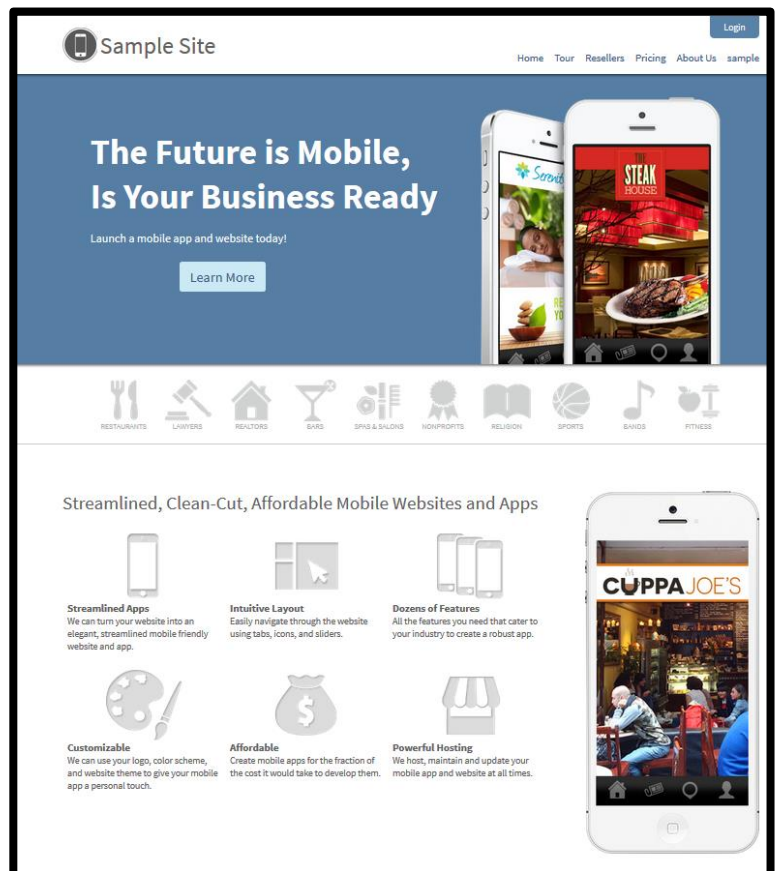
You can then sell these mobile websites to lucrative clients for a one time down payment and a reoccurring "maintenance" fee. We let you keep 100% of your profits and you get to set your own prices; the sheer money making potential at your fingertips is practically unlimited!

Also being a Motiply partner comes with a lot of perks and features that will help ensure that you're always as successful as possible.

### Features of Becoming a Motiply Partner:

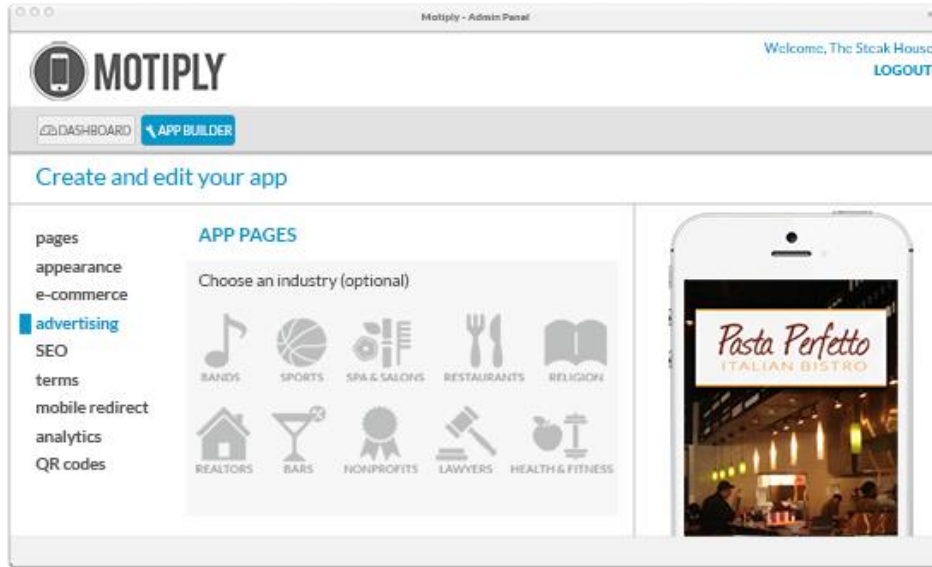
- A professionally designed website to market your business from and manage all of your customers. See an example @ [www.samplemobilemarketing.com](http://www.samplemobilemarketing.com)

- Training material on how to build high-value mobile web apps and sites from scratch fast and easy.
- Training material on how to market your business to lucrative clients who will pay you over and over again for your services.



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- Client accounts for your customers to manage their own websites or for you to manage for them. (you can charge them an ongoing “maintenance” fee for this service)



- Maintenance, updates and hosting for your webpage.

- Flyers and other marketing materials for your business so you can attract as many lucrative clients as you want.

- An owner’s manual to help you manage your customers with ease.

Your customers are mobile. Is YOUR business mobile too?  
Launch your App and Mobile Website **TODAY!**

- 1 Create an ALL-IN-ONE Web App & Mobile Website**  
Easily create an eye-catching Web App/Mobile Website that looks and functions as though you spent thousands of dollars on a custom native app. Web Apps work on iPhones, iPads, Blackberries and most other phones.
- 2 Connect With Mobile Customers**  
Provide faster access to key information like Contact Information, Location, Hours, Products, Services and more!
- 3 Make Your Mobile App Viral**  
Sharing and social media features allow you to reward your customers for sharing deals and your Web App/Mobile Website with their friends.

**Did you know?**

- By 2012 there will be more smartphones connected to the internet than PCs.
- 42% of the US uses a smartphone.
- 14% of smartphone users look for businesses on their phones.
- iPhone users spend 45% of their time on the mobile web or in apps.
- 500 million people never use a PC.

**Benefits to your business**

- INCREASE TRAFFIC** - Improves visibility on search engines like Google, Yahoo and Bing
- Increases EXPOSURE** - Smartphone users ALWAYS have their phones with them compared to PCs and laptops
- IMPROVES CONVERSION RATES** - Turn visitors into customers, with features such Call Us, Find Us, and Tell-A-Friend.
- INCREASES REVENUE** - Offer special deals and coupons

**Benefits to your customers**

- OFFERS INSTANT ACCESS TO INFO** - Customers get what they

- The ability to accept credit card payments on your website making transactions fast and easy. (Your clients will love this!)

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### Pricing Plans - 14 Day Free Trial

- Full price control so you can determine how to market and sell your apps.
- A complete 'getting started' guide on your business that will show you exactly how you can get set up and earning ASAP!

Basic	Pro	Deluxe
\$49.99 <sub>/mo</sub> Set-Up \$99.00 (optional) <a href="#">Sign Up</a>	\$79.99 <sub>/mo</sub> Set-Up \$149.00 (optional) <a href="#">Sign Up</a>	\$120.00 <sub>/mo</sub> Set-Up \$299.00 (optional) <a href="#">Sign Up</a>
Up to 1 Locations	Up to 2 Locations	Unlimited Locations
Up to 6 Pages	Up to 12 Pages	Unlimited Pages
Up to 5 QR Codes	Up to 10 QR Codes	Unlimited QR Codes
Web Apps	Web Apps	Web Apps
x	Analytics	Analytics
Email Support	Phone Support	Priority Support
Photo Gallery	Photo Gallery	Photo Gallery
Video Gallery	Video Gallery	Video Gallery
Monetize Your App	Monetize Your App	Monetize Your App
Mobile Redirection	Mobile Redirection	Mobile Redirection
Maps	Maps	Maps
Customizable Appearance	Customizable Appearance	Customizable Appearance
		Custom Logos

As you can see, as a Motiply partner you get a complete business that you can build and expand in any way you see fit. You have full control over your business while we here at Motiply simply provide you with the tools and training you need to be as successful as possible.

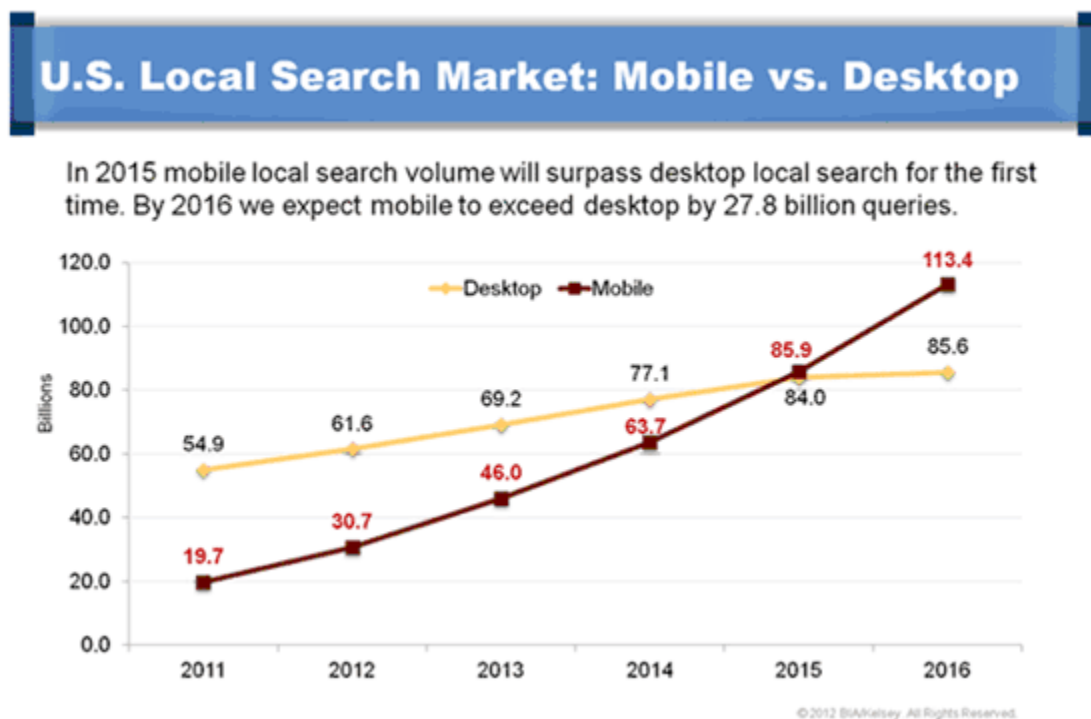
And don't forget, if you ever have any issues we're always on hand to help you out. We want to make sure you're always making as much money as possible because the more successful you are, the more successful we'll be as a franchise provider.

Anyway, let's jump right into this info packet so I can give you detailed information on how you can start earning easy reoccurring income with Motiply!

## Why You Should be Taking Advantage of the Mobile Marketing Boom

Back in 2008 “*Mobile to overtake fixed Internet access by 2014*” was a startling prediction made by Mary Meeker, a prominent analyst at Kleiner Perkins Caufield Byers who reviews technology trends annually. Well, 2014 has arrived, has this prediction come true?

In 2012, another well-known technology research and analysis firm, BIA Kelsey, revised Mary Meeker’s prediction summing it up in the graph below:



Ok, so in 2008 Mark Meeker may have been off by just a year compared to today’s more accurate prediction by BIA Kelsey, however, you cannot ignore these researchers predictions that mobile search traffic will not only eclipse desktop traffic, but will shatter it in 2016!

This is what Greg Sterling of searchengineland.com had to say about the explosion of mobile marketing:

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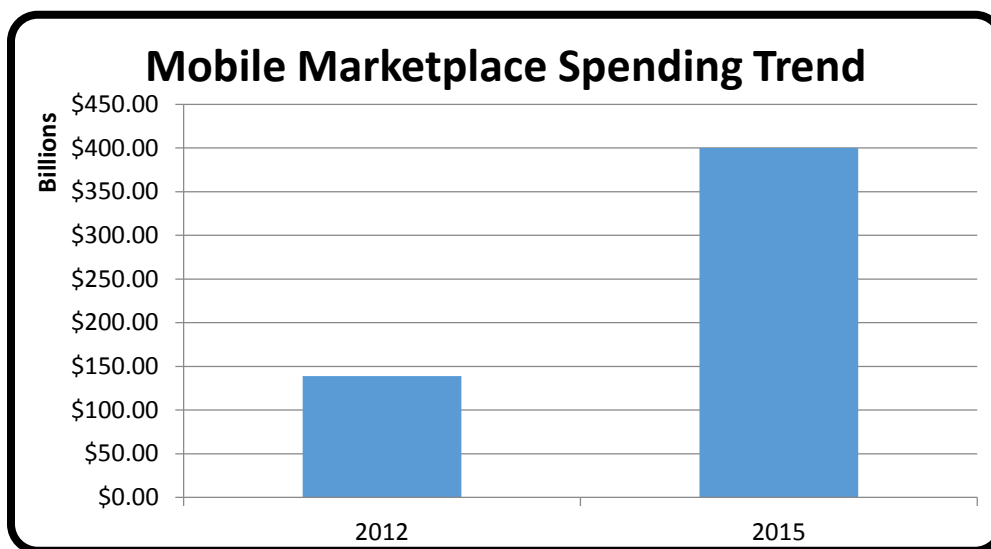
“There are roughly 2 billion PCs in the world and more than 5 billion mobile devices. Thus it is inevitable that both mobile internet traffic and mobile search will ultimately surpass the PC globally.”

To sum things up, mobile searches are quickly overtaking desktop and because of this, mobile marketing is hotter than ever before.

What does this mean for companies with an online presence? It means that those who jump on board this mobile marketing trend will have a huge advantage over their competition!

Here is a statistic that will blow your mind:

“the mobile market will generate 35% more spending by 2015 compared to 2012: \$400 billion versus \$139 billion.” – SearchEngineJournal.com



Now do you see why companies are so desperate for mobile websites and apps?

So, what does this mean for YOU? It means that the market is ultra-hot for mobile web development businesses. Companies need these mobile sites to stay competitive and they are willing to pay YOU a lot for these services!

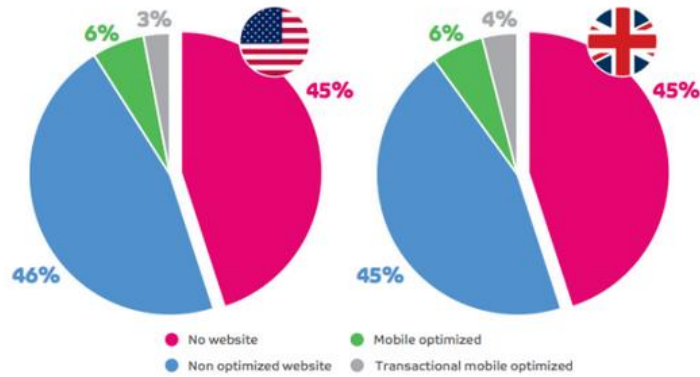
Now let's take a moment to look at what you are losing out on by not having a mobile website!



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- 40% will click another mobile result if a site's not mobile friendly (Icebreaker Consulting)

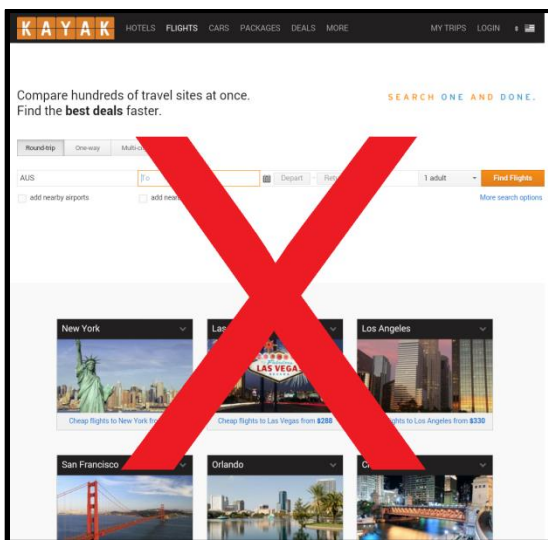
### SMBs aren't mobile-optimized



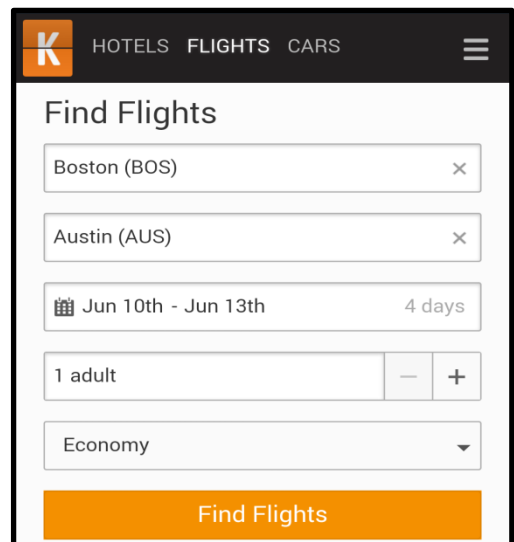
Source: Hibu

- 46% of mobile users say they are unlikely to return to a website they had trouble accessing from their phone (Gomez)

**NOT THIS!**



**THIS!**



- 34% percent said they would visit a competitor's site instead (Gomez)

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- 45% of US and UK SMBs [small and medium sized businesses] said they don't have a website, and in both cases only 6% of respondents with websites said they were mobile-optimized. (HIBU)
- More than 90% of SMB websites didn't display a contact email address, and nearly half lacked a phone number on their homepage. (vSplash)

As you can see, NOW is the time to take advantage of this rapidly growing mobile marketing trend. With Motiply you can provide lucrative clients with the mobile apps and websites they need and get paid VERY handsomely to do so!

### Motiply Company Overview

At this point you probably have a lot of questions regarding Motiply as a company. What is Motiply's business model? Who are its owners? What is its history?

These are all great questions and I'm going to answer them for you. My goal is to always have a high level of transparency and to never present Motiply to you as some faceless corporate entity.

That being said, let's go over the basics about Motiply.

#### The Owners

Let me start by introducing myself, I'm Joe Federl, owner of Motiply. I have been an entrepreneur ever since I was a teenager. I have owned several successful businesses, from a mobile car detailing service, a variety of internet marketing businesses, and now Motiply Partners!



About halfway through college at the University of South Carolina, while majoring in Entrepreneurship and Supply Chain Management, I started a search engine optimization (SEO) company. My entrepreneurship and business background came in handy here as I helped companies to improve their online presence by gaining top placement on search engines like Google.

It was during this time that I came to realize just how important lead generation is for many companies to be successful. It was a tough decision but I decided to close down my SEO company and open a new company

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that would provide lead generation/distribution for local businesses. This proved to be my most successful business venture yet.

At this time I also got back into contact with my college roommate Travis Killian who is my current co-owner of Motiply. He was a very bright Math and Statistics major who also had a great mind for business. He joined me as a partner in my lead generation company and together we reached new levels of success by expanding our business into 20 different industries.

Following this we discovered an even more promising business opportunity: Motiply.

### **The History of Motiply**

In February 2014 Travis and I acquired the company Motiply and all its resources. Understanding just how big the current mobile marketing boom is and the potential for a company like this, we knew we had something that was going to be BIG in the mobile marketing industry.

Originally founded in 2011, Motiply is an online platform that allows the quick and easy creation of mobile apps and websites. When we acquired this company we realized that we had to take it to the next level by adding more features and making the product more streamlined.

On top of that, our goal is to provide you with a new level of commitment to success by adding tutorials and marketing material to help you find lucrative clients of your own. Additionally we also provide full customer support so that if you ever need anything we're always here for you.

Moving forward we see Motiply becoming the most competitive, feature packed mobile app development platform in the world and our partners reaching new levels of success in the mobile marketing industry.

### **Our Mission Statement**

As the owner of Motiply I want our relationship to be based off of trust and cooperation towards a mutually beneficial business venture in the mobile marketing industry.

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Here at Motiply it is our mission to provide you with everything you need to take advantage of the mobile marketing boom and make money by providing businesses with the mobile apps and websites they need to stay competitive.

We also make it our goal to be second to none when it comes to providing you with the tools and training you need to do so. We want to ensure that there is NEVER a skill or experience barrier that could keep you from making as much money as possible.

Furthermore we want all of our partners to always feel comfortable working with us and as such you are able to cancel your account at any time, no questions asked.

### **Company Vision**

Our vision for Motiply as a company is to become the world's leading white-label mobile app and website development platform that entrepreneurs like you can use to build a successful mobile marketing business with limitless income potential.

Ultimately the more successful you are, the more successful we will be. This is a fact that our business model is built on and one that will allow us to form a mutually beneficial relationship towards success and prosperity for our businesses.

### **Motiply Eligibility**

As Motiply is a very goal oriented and success minded business venture, we unfortunately cannot accept just anyone as a partner. The good news is that since you are reading this, chances are you will meet our eligibility criteria.

Before we move on I must stress that possessing experience and skill at mobile web development is NOT a requirement for eligibility. Furthermore you don't need any marketing/sales experience either. We will show you exactly how to do all of this from the moment you sign up, to landing your first (of many) clients.

Now let's take a look at the qualities we look for in potential partners.

#### **Persistence**

We are looking for people who don't give up when things don't turn out completely as planned. When you run a business it is important to be able to keep your eye on your goals and not become distracted or discouraged by any issues or problems that arise.

The good thing is that those who are able to keep pressing forward are the ones who ultimately experience the most success. This is the kind of mindset we need you to have because we are dedicated to helping you be as successful as possible.

What it comes down to is that we're not asking you not to make mistakes. We're asking you to take the time to learn from them and allow us to help you keep moving forward. As with any business, things won't always go 100% as planned but we will ALWAYS be here to help you with any issues that arise and ensure that you continue making as much money as possible.

#### **Goal Oriented**

Trying to be successful in business without clearly defined goals is like trying to win a game of darts without a dartboard. We're looking for individuals who are able to define goals for their business and work towards meeting them.

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Another reason this is very important is because here at Motiply we do everything in our power to help you achieve as much success as possible. But in order to help we have to understand what it is that you're trying to accomplish. Is your goal to make \$10,000 a month in passive income? Is it to work your way up and land big jobs with Fortune 500 companies?

We need you to have a clearly defined goal and know exactly what you want to accomplish with Motiply. It doesn't have to be anything huge either; your starting goal could just be to land your first client and we can show you how to do it. From there you may develop bigger and more ambitious goals that we can help you with.

The bottom line is that if you can define a solid concrete goal for your business, chances are we can help you accomplish it.

### **Success Driven**

When it comes to capitalism there is one goal: make money. To do this you have to be success driven and stay focused on your goals, as we just went over. We're looking for people who possess the desire to succeed and are ready to work towards that success. This is perhaps more important than any other quality.

You see, while Motiply is the easiest way to break into the mobile marketing industry and make a ton of money doing so, it isn't going to magically make money appear in your bank account. This is a serious business opportunity and must be treated as such.

Ultimately you have to be self-motivating. We can show you how to build high-value mobile web apps and websites with a few clicks of a mouse but we can't actually do it for you. We can show you exactly how to get valuable, high paying clients but we're not going to call them for you.

In other words we're not your boss. We'll hold your hand the entire time and make sure you have everything you need to be successful but we can't force you to take action. You have to be your own boss.

The benefits of this is that you get to make your own schedule and work as much or as little as you want. You get to set your own goals, determine

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how much revenue is acceptable, and work only with clients that you choose to work with. This fact alone is what drives many people to become entrepreneurs as you probably know.

In the end the old saying “*you can lead a horse to water but you can’t make it drink*” is very appropriate here. We at Motiply will do everything in our power to make you successful and allow you to enjoy a sizeable passive income but we can’t force you to take action and do what is necessary to achieve that success. But I have the feeling that this won’t be a problem for you.

### **Eligibility Summary**

If you’ve read through the previous section and feel as if these qualities apply to you, there is a very good chance that you’re qualified to become a Motiply partner.

Also let me reassure you that you can cancel your Motiply membership at any time for any reason. We want you to feel 100% comfortable at all times as a Motiply partner.

At this time we are currently accepting new partners. If you would like to go ahead and take a look at the application form [click here](#).



## **How Motiply Works**

Motiply is a very simple concept. The mobile web design business is booming so we created a platform that allows entrepreneurs such as you to easily and quickly create high-quality mobile web apps/websites to sell to businesses who are willing to pay very handsomely for these services.

Though we do charge you a small monthly fee to use our platform you get to keep 100% of all the profits you make selling mobile apps/websites to clients.

The best thing is that you will have no public connection to Motiply, your mobile web development business will be completely unique and of your own branding. This makes standing out from the crowd easy as you gain a reputation among your various clients as their go-to mobile marketing developer.

To help you with this white label approach to branding we will even build you your own website from which you can market your services to clients. All you will need to do is buy your own domain name from a registrar like GoDaddy or a similar domain company. Once you have the domain name we can then construct your marketing website for your business which will look something similar to this: [www.samplemobilemarketing.com](http://www.samplemobilemarketing.com)

If this sounds complicated, don't worry it's not. We provide you with an assortment of training materials and tutorials in the Learning Center which is a part of the Motiply backend platform.

These newbie friendly tutorials include training on how to build a mobile web app from scratch, how to use the snipping tool to gather images from websites, and more.

Now that you have a business, a website, and know how to build high-value mobile web apps all that's left is to find some high paying clients who will put money in your bank account over and over again! Don't worry; we're going to help you with that too.

## How to Find Lucrative Clients as a Motiply Partner

The key to being successful as a Motiply partner is finding clients who will pay you to provide them with high-value apps and mobile websites. This is something that we will fully train you to do so that you can begin making as much money as possible, as soon as possible.

### ***We Provide You with Leads!***

Instead of tirelessly searching the internet to see what companies need a mobile website created, we have a program that will find ONLY the companies that DON'T have a mobile website. We will provide you with leads consisting of the name of the company, phone number, address, website, and industry.

Just let us know what area you want the leads in, and we will generate them for you! The leads are only **\$0.20/lead!**

Then you can contact these companies to see if they want to launch a mobile website and app. Motiply gives you the entire platform to easily and effectively create streamlined apps and mobile websites and we now have the resources to get your business off the ground and running with targeted leads!

### **The Learning Center**

In the Motiply backend platform you will find an area called the Learning Center. Here you will discover a variety of materials that will help you learn exactly how to get those lucrative clients that will pay you again and again each month as well as an upfront fee for your services.

Marketing training materials contained in the Learning Center include:

- End User Customer Pitch
- Direct Retail Pitch
- Follow Up Techniques
- Sales Tips

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- And more!

The best part about the Learning Center is that you can pick and choose which types of training are best suited to your own particular marketing style. This allows you to choose a method that you are both comfortable and effective at using.

Also don't forget that we are going to add even more content to the Learning Center as a part of an ongoing continuity program. One of our biggest upcoming features will be a newbie friendly marketing “**boot camp**” program that will take you from your first day with Motiply to landing your first paying client ASAP!

In addition to the training you'll also find some incredible marketing materials such as flyers, brochures, and more in the Learning Center. These provided materials will help you to market your mobile web business so that you have an easier time landing clients. Our continuity program also includes adding more materials to this section of the Learning Center as time goes on.

## **How the Motiply Account Management System Works**

Along with getting your own marketing website and a variety of training materials, another perk of becoming a Motiply partner is our easy to use account management system. Not only does this allow you to easily keep track of your clients and what they are paying you, it also allows for you to set up a variety of deals to offer your clients.

For example, you might have an offer where your client pays an upfront fee for the website or app then pays a smaller monthly fee to be able to log into their account and manage it. On the other hand, you could charge them a higher monthly fee if you offer to manage their app/website yourself.

It's your business, you can run it however you want!

Another incredible feature is the ability to accept credit card payments on your website. This makes transactions fast and easy. On top of that, it can also lead to you closing more sales as your clients will appreciate such a convenient way of doing business with you.

Overall the Motiply account management system provides you with everything you need to run your business from one convenient location. This allows you to stay organized and stay profitable easier than ever before.

## The Motiply Pricing Structure

As mentioned before with Motiply you get to keep 100% of the profits you make from your clients who buy mobile websites from you as well as any other fees you charge them. We only charge you a small monthly fee to use the Motiply platform to create these mobile websites.

Here is how our pricing structure breaks down:

### Monthly Fee - \$199/month

This small fee allows you to build up to 50 mobile websites/apps for your clients, easily covering it. In fact, you could possibly cover this fee with just one client provided you charge them a \$199 monthly maintenance fee for their mobile site.

However, if you need more than 50 sites, we have a pricing structure for that scenario as well:

- 50 apps- \$199/month
- 100 apps- \$398/month
- 200 apps- \$597/month
- 300 apps- \$796/month
- And so on...

Our entire goal with this pricing structure is to ensure that you never have trouble covering our small monthly fees. As you can see, you will always have the ability to build and sell more than enough mobile app/websites to cover the associated fee.

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### Become a Motiply Partner Today!

We're privileged to be living during a time period where mobile marketing is taking off thanks to the explosive growth of mobile device usage. With Motiply you can take full advantage of this mobile marketing boom and own a highly profitable mobile app/web design business that makes earning residual and passive income easy.

Once again I want to stress that no marketing or web design experience or skill is needed to take advantage of this business opportunity and become a Motiply partner. All you need is a desire for success and the will to succeed. As long as you possess those qualities we can help you reach your goals and achieve the success you deserve.

Right now for a limited time we're accepting new Motiply partners. If you would like to join us and own your own mobile app/web design business, go to the sign up page by clicking here:

[www.motiplypartners.com/joinnow](http://www.motiplypartners.com/joinnow)

If you have any questions or comments you can contact me at:

Joe Federl  
800-491-3080  
[joe@motiply.com](mailto:joe@motiply.com)



Thank you again for your interest in Motiply. I wish you nothing but success in all your future business ventures!

Joe Federl



Sign Up Today at [www.motiplypartners.com/joinnow](http://www.motiplypartners.com/joinnow)