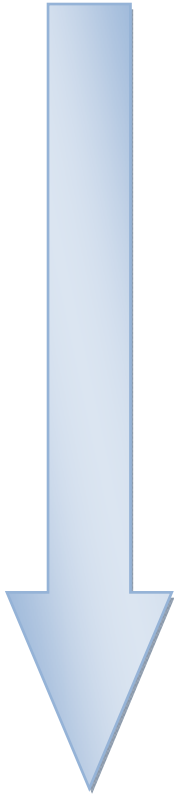




**FAST START** **3** Steps **2** success



### **Step 1 – Become an e-lottery Affiliate**

- ✓ How do you start to build your team?
- ✓ Keep it simple
- ✓ Two things you should do in your first 24 hours

### **Step 2 – Show people how to play**

- ✓ The best way to find new Player Members
- ✓ What you don't need to do
- ✓ One question to ask people
- ✓ How to improve your success rate

### **Step 3 – Now duplicate it!**

- ✓ Very good news
- ✓ How to get your friends and Players earning commission too
- ✓ 6 secrets of e-lottery duplication

## **Step 1 - BECOME AN E-LOTTERY AFFILIATE!**

So, you watched the one-minute movie, and you entered your name and email address - that's the hard part over with! You now have an Affiliate Back Office, complete with Marketing Tools and a business management system, and you are ready to begin building your team.



### **How do you start to build your team?**

You probably know lots of people who could do what you just did! You can start with your partner, parents, brothers, sisters, cousins, aunts, uncles, neighbours, workmates and friends. Then their parents, brothers, sisters, cousins, aunts, uncles, neighbours, workmates and friends – the list could go on, but we think you've got the picture! Everyone has family and friends, and they are the perfect people to share e-lottery with.

You can use the “Tell-a-Friend” feature on the homepage of your Member’s Website for a simple way to tell everyone you know about e-lottery. Simply type in your username and password to allow “Tell-a-Friend” to send a personalised invitation to your Yahoo, Hotmail, Gmail (etc..) contacts. Your contacts will be invited to view the same one-minute movie that you watched. Then, if they join too, they can start the process for themselves. It’s that simple!



### Keep it simple

**You don't have to explain what the product is or how it works.**

Most people already know what a lottery syndicate is, so leave it at that. The 6-minute movie explains it all, so you don't have to. Let the movies do the talking for you!

Lots of people play in lottery syndicates all around the world. In fact, according to the UK Lotto's operator, Camelot, 1 in 4 lottery jackpots is won by syndicates.

When looking for Players, all you need to do is ask friends and relatives a simple question: "**Would you like to join a lottery syndicate?**" Then, give them (or email them), you Player Website address.

Sounds too easy? Well, that simple question is exactly what got many of our leading Affiliates to become Player Members. Could you do anything easier

than that? **YES - put all your contacts into "Tell-a-Friend"!**

You can find the button on your e-lottery home page.



### Two things you should do in your first 24 hours

1. Set yourself a realistic goal for your e-lottery business. As an example, how many Player Members you would like to have in your team.
2. Talk to people! Share the one-minute movie with everyone you know using "Tell-a-Friend".



## **Step 2 - SHOW PEOPLE HOW TO PLAY**

### **The best way to find new Player Members**

It's simple - you **don't** need to put thousands of flyers out, build websites that take days and cost a fortune, or spend hours on end learning about Internet marketing. All you need to do is one simple thing: tell all your family and friends about e-lottery syndicates. The best and quickest way to do that is from your website, using "Tell-a-Friend", and in day-to-day conversation.

### **What you don't need to do**

You don't need to over-explain everything. Just think, if one of your friends was to ask you to join their lottery syndicate, you'd probably say yes. But if they then started telling you about how you could earn commission, it would just confuse you and give you more questions than answers.



The best thing to do is be cool and calm about it, although we know you'll be busting inside with excitement! Don't hassle them or bombard them with facts and figures. Just let them judge for themselves. Simply show, don't try and convince. Send them the link to your website using "Tell-a-Friend", and let the system do the rest.

### **There's just one question to ask people**

So the question you should always be asking is:

**"Would you like to join a lottery syndicate?"**

Don't be tempted to try and explain how it all works, let the movies do that for you. When you get a YES or a MAYBE simply send them the link to your Player website. Or if you are already in front of your computer you could show them how to join from there.

### How to improve your success rate

Although you don't *have* to join a syndicate yourself, you can't expect your friends or relatives to join an e-lottery syndicate if you haven't done so yourself. Join at least one syndicate so you can make a genuinely enthusiastic recommendation.



It's very simple to do. Just click any of the "Play Now" buttons from your Member's Website. It could be a UK, Euro or Spanish Superdraw Syndicate, or maybe all three. Remember that you'll have a better chance of sharing in a lottery jackpot win, and you might even get one of the Golden Ticket prizes as well.



### **Step 3 - NOW DUPLICATE IT!**

#### VERY GOOD NEWS

The people who join your team will probably do what you do, and if you want to earn commissions from your business, people in your team need to be Player Members in one or all of the syndicates.

Once you have successfully sponsored enough Player Members, your commission could be more than your own e-lottery subscription. And then, CONGRATULATIONS, you're in profit! The amount of action you take could dictate how quickly you get into profit. So from the start, take massive action and get your business into "explosive mode" quickly!

#### How to get your friends and Players earning commission, too

Now that you are earning commission, do you think the Players you have sponsored would also like to earn commission? Well, who better to show them how to do it than you!

The next step is to show your Players exactly what you did and how they can do the same, by becoming an e-lottery Affiliate.

Now you will see why keeping it simple has its benefits. When people are considering becoming an e-lottery Affiliate or Player Member, they will think back to how you introduced them to e-lottery, and how simple it was.

## **FAST START** **3** Steps **2** success

They will think: "This is simple! - *I can do this!*"

If you make it complicated in any way with facts and figures, statistics, fancy websites, and so on, they will think "*I can't do that, so I won't try.*"

All you need to do is give people your e-lottery viral link, enter them into the system using "Tell-a-Friend" or simply ask them:

***"Would you like to take part in a "free to join" online business?"***

### **6 secrets of e-lottery duplication**

Besides showing your friends and existing Players how simple it is to be an Affiliate, you might also like to help your new Affiliates sponsor new Player members.

#### **How do you do that?**

1. Make sure your new Affiliates use "Tell-a-Friend", and encourage them to be Player Members themselves. Remember to lead by example – it makes it much easier to give advice if you have experience in what you're saying!
2. Make sure they keep it simple, as in Step 1.
3. Make sure they understand the value of immediate massive action.
4. Make sure they are always sharing and NOT selling e-lottery – they don't want to confuse things.
5. Give moral support if they suffer a rejection. Not everyone will say "YES" straightaway, perhaps just because the timing is not right for them. Many of our Members said "no" at first, but eventually they said "YES", and have told us how glad they are that they did.
6. Be a leader. If this is new to you, simply "act as if" you are a leader already. You'll soon get the hang of it as your team grows.

We're delighted to be able to welcome you as an e-lottery Affiliate, and we wish you every success! Just remember that you have a fantastic support network, including your Sponsor (whose contact details are in your Welcome Email) and a fully-trained and dedicated Member Support team.

*Remember to update all your contact details and address, so that we know how to contact you, and where to send any commission or prizes that might be due to you. Just go to the "My Details" section of your Member's Website. For full details on how you make commission as an e-lottery Affiliate read the e-lottery commission plan document.*