

STEP 1

BECOME AN AFFILIATE!

Ok that's the hard part over with.

THE BIGGEST MISTAKE A NEW AFFILIATE CAN MAKE.

This is a simple business AND AN EASY ONE! There is no selling involved - if you are trying to sell the business you are doing it wrong.

Don't try to explain to people about the 3,600% or the 702% increased chances of winning; people will not understand it, they will not believe you and it will raise more questions than it answers. Statistics are very difficult to explain as everyone has an opinion and you will find you have to explain and then you end up selling!

Keep it simple! Everyone knows what a lottery syndicate is, so leave it at that.

Lots of people play in lottery syndicates, in fact 1 in four lottery jackpots is won by syndicates. All you need to do is ask friends and relatives a simple question:

“Do you want to join OUR syndicate”?

Sounds too easy? Well that simple question is exactly how Maureen Bell became a member.

“One day I received a call from Tony Gill and during the call he told me they had won the lottery at the weekend! I was delighted for them! At this point he asked if I played the lottery, to which I answered NO. For five years I belonged to a syndicate for which I paid £5 a week. We won NOTHING and after five years the guy who ran it stopped – so I stopped!! Tony then asked if I would like to belong to his syndicate, so I asked how much it was. He replied £5 a week BUT you got 88 lines – 44 on a Wednesday and 44 on a Saturday. I told him I would join and would send him a cheque of £20 in advance every 4 weeks – to which he replied “You can join online!

In my first year I earned almost £7,000! Not bad for a very part time business! In my second year I MORE THAN DOUBLED it, earning over £16,000. The following year I increased it again by over 25% to earn almost £21,000 (how many of you get a 25% rise in a year?) This is my fourth year with the company and my income is about to TREBLE - I am on target to earn £65,000 - £70,000. THAT IS AN AMAZING BUSINESS!”

You see that one simple question in a normal conversation was the key to Maureen playing e-lottery.

TWO THINGS YOU MUST DO IN YOUR FIRST 24 HOURS!

1. Before you do anything else your first goal should be to play in the UK lotto & EuroMillions effectively for FREE!
2. Talk to people!

So how do we do this? It's a fact that 70% of the adult population play the lottery on a regular basis, and we know one in four lottery jackpots are won by syndicates. It's something everybody understands and likes to spend money on, and don't people just love to talk about it?

So who do you know that, like you, would want to join a lottery syndicate with an increased chance of winning and would also want to PLAY EFFECTIVELY FOR FREE as well?

Well there are your parents, brothers, sisters, cousins, aunts, uncles, workmates and friends. Then there's your spouse's brothers, sisters, cousins, aunts, uncles, workmates and friends plus your children's friends or parents and those are just your immediate family.

Ok, so how do you start?

**Remember what your first goal is!
FIND 5 PEOPLE AND PLAY FOR FREE!**

STEP 2

PLAY 4 FREE!

HOW? FIND 5 OTHER PEOPLE WHO ALSO WANT TO PLAY WITH YOU IN A UK LOTTO & EuroMillions SYNDICATES WITH THE E-LOTTERY ADVANTAGE.

THE BEST WAY TO FIND NEW PLAYERS.

Your main focus should be to tell as many family and friends as you can about our lottery syndicate. You don't need to put thousands of flyers out, build websites that take days, or spend days, weeks or months learning about internet marketing! All you need to do is one simple thing - talk to friends and relatives.

Don't get clever, keep it simple! Just think, if one of your friends meets you in the pub and asks you to join their lottery syndicate, you'd probably say yes, but if they then started telling you about how you could play for free and how you can make money...it would just confuse you and give you more questions than answers.

The best thing to do is be cool about it, don't hassle them or bombard them with figures. Just let them judge for themselves. You have one job, show NOT convince.

**So the question you all ways should be asking is
“DO YOU WANT OT JOIN OUR LOTTERY SYNDICATE”?**

HOW TO GUARANTEE PEOPLE WILL PLAY!

“YOU REGISTER THEM”

So you have asked a friend or a relative to join your lottery syndicate and they have said yes, what next?

Do you:

- A. Give them your e-lottery business card with your web link and expect them to sign up?
- B. Tell them you will send them an email with a link to your e-lottery site and wait for them to sign up?
- C. Register the person as a player there and then with the nearest computer or by using an application form.

Of course the answer is C. Don't expect people to do this for you once someone has said yes, don't waste any time and sign them up there and then. If you are not near a computer use the offline application form. In fact you should ALWAYS have application forms on you at ALL times.

Ok, you have your first player what now? Simple! Keep asking and signing people up till you have your first 5 people playing in both the UK lotto and EuroMillions.

STEP 3

GOOD NEWS

Once you have successfully repeated the process you should have 5 people playing e-lottery... and YOU ARE NOW PLAYING IN BOTH GAMES EFFECTIVELY FOR FREE!

PLUS YOU ARE NOW A GROUP AFFILIATE!

How to get your 5 playing for free

Now that you have 5 people and you are playing effectively for free do you think they would also like to play effectively for free as well? And who better to show them how to do it than you!

The next step is to show your 5 players exactly what you did and how they can also play for free.

Now you will see why keeping it simple has its benefits. You see when people are considering becoming an Affiliate they will think back to HOW YOU introduced them to play it and how simple and easy it was, they will think...

"I can do that"!

If you make it complicated with facts, stats fancy web sites they will think...

"I can't do that so I won't do it!"

6 SECRETS OF DUPLICATION.

Whilst you are upgrading your first 5 players into Affiliates you should also be helping your new Affiliates to sign up their first 5 players.

How do you do that?

1. Make sure your new Affiliates have offline application forms.
2. Make sure they keep it simple as in step one.
3. Make sure they understand the value of signing people up there and then.
4. Make sure they are always talking to people about e-lottery.
5. Give moral support if they get No's. Not everyone will say "YES" because the timing is not right for them.
6. Act as a leader.

One of the main pieces of moral support is keeping new Affiliates' perception on track. Being in e-lottery is not about winning the big one, it is about winning small amounts more often, having a greatly improved chance of winning the jackpot and also receiving free syndicate places for recruiting new Affiliates.