

1-2-3... STEPS TO SUCCESS

Get off to a fast start with the hottest guide!

STEP 1: BECOME AN AFFILIATE!

The biggest mistake a new Affiliate can make

Keep it simple

Two things you should do in your first 24 hours

STEP 2: GET PEOPLE TO PLAY

The best way to find new players

What you don't need to do

The question to ask people

How to make it more likely people will join a syndicate

STEP 3: NOW DUPLICATE IT!

Good news

How to get your players earning commission too

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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 their chances of winning a share of a cash prize; people may not understand it, they may not believe you and it may raise more questions than you can answer. Statistics are very difficult to explain and can be manipulated - plus 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 4 lottery jackpots is won by syndicates. All you need to do is ask friends and relatives a simple question:

“Would you like to join a lottery syndicate?”

Sounds too easy? Well, that simple question is exactly what got many of our leading Affiliates to become members.

TWO THINGS YOU SHOULD DO IN YOUR FIRST 24 HOURS

1. Make a realistic goal for yourself that you want to reach with your e-lottery business.
2. Talk to people!

So how do you do this? It's a fact that 70% of the adult population plays the UK National Lottery on a regular basis, and we have already mentioned that 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 which guarantees to match numbers in every draw, lets you share lots of entries for only £5 per week, and even lets you earn commission if you wish?

Well, there are your partners, parents, brothers, sisters, cousins, aunts, uncles, neighbours, workmates and friends... Then their parents, brothers, sisters, cousins, aunts, uncles, neighbours, workmates and friends... plus your children and their friends (if they are over 18) and their friends' partners, parents, brothers, sisters, cousins, aunts, uncles, neighbours, workmates and friends... the list could go on and on.

Ok, so how do you start?

Remember what your goal is.

STEP 2: GET PEOPLE TO PLAY

THE BEST WAY TO FIND NEW PLAYERS

Your main focus should be to tell as many family and friends as you can about your 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.

WHAT YOU DON'T NEED TO DO

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 earn commission, 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: to show, NOT convince.

THE QUESTION TO ASK PEOPLE

*So the question you always should be asking is:
"WOULD YOU LIKE TO JOIN A LOTTERY SYNDICATE?"*

HOW TO MAKE IT MORE LIKELY PEOPLE WILL JOIN A SYNDICATE

YOU REGISTER THEM.

So, you have asked a friend or a relative to join an e-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 remember and go out of their way to sign up.

Once someone has said yes, don't waste any time; sign them up there and then. If you are not near a computer, use the offline application form. In fact you should have offline application forms on you at ALL times.

Ok, you have your first player; what now? Simple! Keep asking and signing people up...

STEP 3: NOW DUPLICATE IT!

GOOD NEWS

Once you have successfully repeated this process enough times that your commission is more than your lottery subscription, CONGRATULATIONS, you're in profit!

HOW TO GET YOUR PLAYERS EARNING COMMISSION, TOO

Now that you are earning commission, do you think the players you have sponsored would like to earn commission also? And 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 also earn commission by becoming an e-lottery Affiliate.

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

“I can do that!”

If you make it complicated with facts, statistics, fancy websites, etc., they will think,

“I can't do that, so I won't do it!”

6 SECRETS OF DUPLICATION

Besides showing your players how easy it is to be an Affiliate, you might also like to help your new Affiliates to sponsor new 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 1.
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”, 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. 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 sharing small amounts more often and having better odds of sharing the jackpot.