



## **Step by Step Wealth Guide**



### **Why You Should Let the DVD Do the Talking** **A step by step guide for those who want to promote**



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## **Step by Step Wealth Guide**

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# Step by Step Wealth Guide

## Congratulations & Welcome!

*Congratulations!*

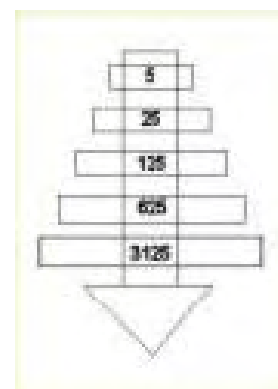
Congratulations on joining, or thinking about joining one of the most powerful home businesses available today.

In this simple manual, we're going to show you some of the easiest and fastest ways to grow your e-lottery organization, and income, using our powerful marketing DVD.

The hard work, testing and honing of these methods, has already been done for you. All that's left for you to do is follow the easy steps included in this manual and then train the people you introduce to e-lottery how to do the same things you do.

In an inexpensive yet rewarding business like e-lottery, "duplication" is the key to building an explosive organization that spans the entire globe. Duplication simply means "using and teaching methods that ANYONE in your organization can follow and use successfully".

It's fun when you figure out and use some new high-tech method of promoting e-lottery that's "your little secret" to referring a lot of people, but those kinds of methods are not likely to make you a Millionaire any time soon.



The methods that can make you rich beyond your wildest dreams are the ones that are effective, easily teachable and easily learnable. If you are successful in assembling a team of affiliates who can duplicate your recruiting and training efforts, you're in for a VERY pleasant surprise faster than you may realize.

Don't worry, no matter what your personal likes and dislikes are, or even if you don't like to leave your home office - we have a method that will work for you.



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### Why You Should Let the DVD Do the Talking



Our DVD was created after MONTHS of research, hard work and production. We took all the most powerful selling points for e-lottery, and compiled them into a professional package that does all the selling, telling and explaining for you.

The DVD contains a full explanation of our product, the wonderful e-lottery "multi win syndicate system" home business opportunity, and video testimonials from some of our hardworking affiliates who are experiencing success already. And, better yet - when you hand someone a DVD to look at, you're doing something that they can also see themselves doing.

It's important that the people you are introducing to the e-lottery business realize that THEY are capable of doing the same simple tasks you are doing to earn money, and just as important to show them that it can even be an enjoyable way to make money.

If you know our product and opportunity backwards and forwards, and you've made some great money already, you might be able to close your prospects with your smooth talking alone. The problem is, they won't be excited new affiliates who know how to succeed.

When you've introduced someone to e-lottery using our DVD, they gain valuable knowledge on one of our most powerful marketing methods even before they refer their first new affiliate. Not only are you helping yourself by saving time and effort (by letting the DVD do the talking), you're also giving your new affiliates a head start by "passively" training them on how to use DVDs, even before they have joined the business.



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### Face-to-Face DVD Marketing

It's fun to make money while you meet new people each and every day, and at the same time, you get to see all the people who are still working 9-5 jobs for a fraction of what they are really worth so you can be reminded of your reasons for joining e-lottery and working on your own terms. For these reasons, **marketing e-lottery in person**, face-to-face, is a preferred method of many of our affiliates.



Here are some important things you'll need for this method:

- A few copies of the e-lottery DVD
- A notepad and pen (or pencil)
- A great attitude and a smile!



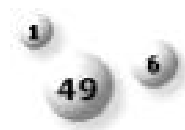
The best thing about using this excellent method is that you can fail 80% (or even more) of the time and still build a VERY SOLID BUSINESS - and in very little time.

Face to Face DVD prospecting can be a truly rejection-proof way to explode your e-lottery organization into something that will provide a full time, lifelong income.

The key to the whole DVD prospecting method is to be on the lookout for the prospects who display a genuine interest in the business AFTER watching the DVD.

Let the DVD handle all the potential rejection for you. We'll use a real-world example. For the purposes of this example, we'll say that your failure rate is as high as 80%, which means that only 2 out of 10 people who watch a DVD express an interest in the e-lottery opportunity.

Now, assume you're starting with an organization of only 10 people, and each of you makes a commitment to hand out just 3 DVDs per day. You'll only need to purchase about 10-25 DVDs each to make this happen, because they can easily be "recycled" and used again.



Let's look at some numbers.

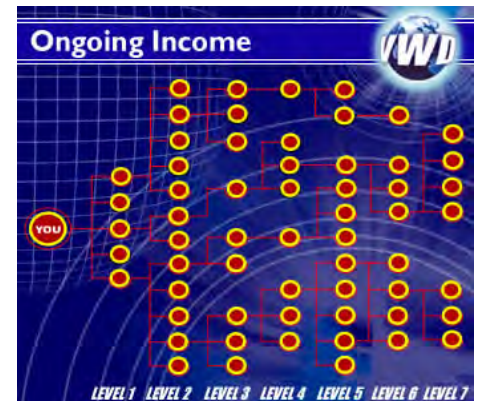
10 of your team members hand out 3 DVDs each, per day. That's 30 new prospects, each and every day. Imagine how little time you'll spend finding just a few people each day to hand a DVD to. Just minutes. 30 new prospects per day over the course of a year is 10,950 exposures to the e-lottery presentation.

Even with a high 80% rate of failure, your 10-person team could **generate at least 2,190 new e-lottery affiliates** using this method alone, and that's if NONE of the new affiliates you are recruiting ever did anything! But they will do something, because this method is easy to duplicate.

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AND: This would be 2000+ affiliates on your 2nd level alone. The big money comes on levels 3, 4, and 5, when those people duplicate your efforts. In time, you could have many thousands of affiliates under you within all 7 levels, and remember: for every active customer in your network, you will be paid £1 per month, which can equate to THOUSANDS OF POUNDS EVERY MONTH, whether you are working the business, or taking time off to be with your family and friends!

**Simply be on the lookout for people who look like they would succeed in this business.** If you know they are in need of money or that they have some computer skills, that's even better.



Introduce yourself, hand them a DVD, and then ask them if they would be willing to take some time out of their busy day to watch it and give you some feedback on what you believe to be one of the most exciting opportunities to earn some extra money that you've ever seen.



Make sure to carry a small notepad with you so you can write down names and phone numbers. That way you can call to follow-up, and at the least - you can schedule a time to get back with them and pick up the DVD.

By letting a prospect know that you'd like to get the DVD back from them in a few days, you're applying some gentle pressure that will make them more likely to watch the DVD while YOU are still fresh in their mind.

As we said before, let the DVD do the selling, telling and explaining. If a prospect asks you "What is this about?" politely ask them to watch the presentation on the DVD first, and that you'll be glad to answer any remaining questions they have after doing that. An effective and intriguing thing to say is:

***"That's the beauty of this business and why people all over the world are making great incomes by simply lending others copies of their DVD. It does all of the explaining of this amazing opportunity, so we don't have to!"***

In a few days, follow-up and get your DVD back. If your prospect is interested, they'll let you know. If they are not, you'll know that too. The important thing is that you didn't spend a lot of time explaining the e-lottery opportunity to someone who MAY or MAY NOT have had an interest.

You **let the DVD do the tedious work** and you're only answering a few questions from INTERESTED PROSPECTS and showing people how and where to sign up, and then sharing this same prospecting method with them once they are an affiliate.



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They'll know how little time and effort it took YOU to introduce THEM to the business, and they'll remember that. They'll already know how simple this method is, and they'll want to do it themselves.

When your team is using a TRULY SIMPLE method of prospecting, duplication comes naturally.

### 3rd Party Validation/Direct Send Method

When you let a friend know about e-lottery and the outstanding business opportunity being offered, they are likely to take a look at it based on your friendship alone. But unless you've been doing business online for a long time and that person knows you're successful at it, it's important to have **3rd party validation** working on your side to lend credibility to what you're saying.

By "**3rd party validation**", we simply mean someone else - **ANYONE but you** – confirming the facts about e-lottery and letting your prospects know that this company is for real, and that the potential for profit is enormous.

Think about this for a minute. In the network marketing industry, ALL of the top recruiters have one thing in common. They use 3rd party validation to gain instant credibility with the people they talk to about their business. Whether that comes in the form of a conference call, a 3-way call with their sponsor and a prospect, or by using a professional presentation loaded with great testimonials from successful affiliates, this instant boost in credibility works like wildfire when it comes to getting people to take your business seriously.

Until now, making sure that every prospect takes you seriously required some planning. You had to schedule a time to do a call with someone else, or convince your prospect to dial into a conference call at a certain time. Even if you have been successful at it, you might have trouble getting the business builders in your organization to follow your lead and take the have because everyone cannot easily duplicate them.

And what if your prospect doesn't speak the same language you do? What do you do if they live 5,000 miles away and it's not convenient for them to use the phone at the same time you usually do? How do you find a way around it if a prospect won't let you get your foot in the door because they don't know you from the last person who contacted them?

#### **How can you gain that much needed credibility that will assure you that every word of your presentation is heard and believed?**

Here's how. Send a professionally produced DVD presentation, shipped to your prospects, you cannot make a better first impression.

With all the so-called opportunities floating around on the Internet today, it's important that you set yourself apart from the crowd. Wouldn't you be impressed and highly inclined to watch a brief business presentation that you've received in your mailbox?

You'll benefit from INSTANT 3rd party validation from other successful affiliates, the "Stories" section of the DVD contains many testimonials from happy players and affiliates.



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### The Phone/DVD Method Using Leads

A simple method you can use to contact prospects without fear, even if you're brand new to e-lottery! and don't know the first thing about how to explain the opportunity:

Most of our affiliates love the new marketing DVD we've produced, but many aren't sure who to give it to. Of course the best answer to that is to show it to the people you know personally, who will watch it on your recommendation alone.

But your prospects there are limited, so don't stop with just friends and family. There are many great ways to find prospects for showing a DVD to.

Here's a **simple and rejection-free method** we've found to work well.

e-lottery have high-quality leads available that have already personally verified with our quality assurance department that they are interested in learning about e-lottery. These are called Total leads and are available to purchase from your affiliate back office.



Call the people on your list to introduce yourself.

Tell them you would like to send them a DVD that explains a way to make money online that you believe would be of interest to them. This first call is NOT the time to sell; it's simply to make the prospect aware of you so when they do receive a DVD (or email) from you, they will not be likely to ignore it.

Before you agree to send a DVD, gauge their interest, and also confirm that the address you have for them is their correct shipping address.

For this method to be effective, you must be using quality leads. If you have your own lead source, that's great. The best lead types for this are "phone verified" or "surveyed" leads. Most of the time when you use these kinds of leads, you'll also have access to answers that have been provided to basic questions such as "when can you start?", or "how much money do you want to make per month?".

These answers can give you some basic insight into the aspirations of the prospect you are talking to. Use that to your advantage. Remember this motto, "You can get everything you want in life if you will just help enough other people get what they want." With this method, that is what you are doing.

You're showing people a way to get what they want in life. Instead of focusing on selling, focus on finding out what your prospects want, and then show them the e-lottery presentation. Chances are, the e-lottery opportunity will be a valuable tool in helping them get what they want.

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**ALWAYS follow-up with the people you send a DVD to, both by email AND by phone.**



You want to make sure they have watched the DVD, and if they didn't yet sign up, at least ask them for their feedback and some referrals.

This is not really a phone recruiting method as much as it is a phone prospecting method. You are quickly calling the people on your list, asking one simple question - "is it okay to send you a DVD" - and then making the decision on whether or not you want to send one.

You make the choice of who you want to show this opportunity to, and there is no law that says you have to invite EVERYONE to be on your team - but if a person seems receptive to receiving the DVD, then they will also be receptive to the presentation in most cases.

This is a great time saver. Instead of doing all the selling, telling and explaining yourself, let the DVDs do it. Keep these calls short. Don't give out more information than you have to, just get the "okay" to send a DVD - and you'll be flying through lists of great prospects in no time and finding the diamonds in the rough.

**Like everything else worthwhile in life, when it comes to prospecting, you get better with practice.** Try this method out for yourself and we're sure you'll be surprised at how much more effective it is than cold-call recruiting. Call, introduce, ask, send DVD, follow up. Easy, right?





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### The Email/DVD Method Using Leads or Advertising

Perhaps you're confined to your home office for the time being. We've seen a variety of reasons, including stay at home mums, people without easy transportation, those of you who are physically disabled, etc.

Or maybe you just don't enjoy talking with cold prospects face-to-face.

So how can you work from home ONLY and still generate a lot of new signups?

**By far the easiest way to do this is by using DVDs** along with your email marketing.

A lot of you are Internet marketers at heart, and you wouldn't consider yourself an old-school network marketer that likes holding meetings or talking to random strangers. If that's the case with you, you'll be happy to know there are ways of finding good people to send DVDs to that work very well.

Many of you have asked us about using leads, and if it's okay to email your own lists of leads about e-lottery, specifically - leads that you have purchased through outside vendors. The answer to that question is that you certainly CANNOT enter mass leads lists into the e-lottery prospecting system.

However, there is a responsible way you can use your own leads to find great people to send DVDs to. Obviously, you won't want to send a DVD to every lead you have on your lists. It would never be cost effective, and a lot of the time, the mailing addresses (or even names) on lists of leads you purchase are incorrect.

So, before you ever send a DVD to a lead, **you'll first want to sift and sort.**

By this, we simply mean that you'll want to use your list in a way that will help you determine the good prospects for sending a DVD to, and that will assist you in weeding out all the bad prospects, or those people who didn't provide valid contact information.

**If you're going to use this method, here are some important tips and rules YOU MUST follow:**

Remember, you are offering a FREE DVD about the e-lottery syndicate and how to make money online in exchange for that person confirming their interest and letting you know their contact information is CORRECT.

- You CANNOT mention Virtual World Direct or link to ANY of their Websites from within any email to a prospect who doesn't know you personally. Please review the spam policy.
- You MUST provide a method for a person to remove their email address from your mailing list if they want to.
- You MUST let your prospects know that the email you are sending is a commercial email and provide a valid mailing address for your business or home office.



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We recommend using only SURVEYED leads. You should already have the lead's first and last name, email address, phone number, mailing address, the IP address for their computer, and the date and time stamp for their request for information.

Remember that any emails you send to prospects not purchased through e-lottery are your responsibility, and you must accept the associated risks. When you are offering a free DVD (not blatantly promoting a business) in your initial message and using quality leads, you should not have many problems.



"The leads here at oppseekers.com are setting a higher standard in the industry! I have experienced a greater response rate and faster team growth since I started using their leads! I have also taken it a step further and recommended these leads to my entire team and now I am getting them for FREE! What a concept! Thanks Oppseekers.com!"

Ernie Gilmore  
Knoxville, TN

[To become a FREE Affiliate to take advantage of these great prices and quality leads click here!](#)

The key is TO NOT SELL. You are simply offering a DVD about the e-lottery system and making money online. When someone replies and lets you know they want a DVD, and that their mailing address and contact information are correct, send that person a disk out of your own DVD inventory that you have on hand. When mailing out your own DVDs, be sure to write or type your own membership number and link to your affiliate website on the DVD and the sleeve it's packaged in.





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Here is a sample email to a prospect named "John Smith":

Hello John,

Because you have shown an interest in receiving information about online business opportunities, I'd like to mail you a free DVD that my company has produced. It fully explains an exciting new way to profit both online and offline.

I hope you are still interested in receiving this kind of information. Since these DVD's cost me money to send, I will not mail the DVD until I hear back from you so you can confirm that the mailing address I have on record for you is correct. Please review your information below:

John Smith  
123 A Street Road  
Some City, ABC 123

If this is correct and YOU DO want me to rush you this exciting DVD as soon as possible, just reply to this email and let me know. If you would rather have me send the DVD to a different address, make sure to include that information in your reply.

I strive on using responsible marketing practices, so if you are no longer interested, then please help me keep my mailing list clean by removing yourself from it. Simply reply with your removal request and I'll promptly take care of it for you. Or, mail your request to my office at 123 My Road, My Town, Somewhere, XYZ 123

Thanks John! I look forward to hearing from you.

Best Regards,

Your Name Goes Here  
Your Telephone No.  
Your email address

If you are not comfortable with sending personalized mails to your prospects, or you do not have the capability to do so, you can create a web page with similar content and advertise that, or even run a print classified ad offering the DVD.

The purpose of this explanation is to give you ideas, and to let you know that there are various ways that you can drive sales, and find new prospects to send DVDs to. It's limited only by your imagination, and you don't have to employ face-to-face marketing techniques in order to grow your business.

Please make sure you are being responsible with your marketing. DON'T SPAM and do not make any false claims or promises of income.



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### Summary:

You now have the information but anyone can get the information, so why is it that some people succeed when others fail?

Why is it that no matter what you do it doesn't work?

The answer and the secret to any network marketing business is this...

- **Consistency and Persistency**
- **You must be consistent and persistent.**
- **You must keep on keeping on**
- **You must have a DMO – A daily method of operation**
- **You must take action – massive action**
- **You must actually DO IT!**

**You have the tools, you now know what to do with them, but the only variable is YOU**

**You will have to work harder on yourself than any other aspect of this business**

**It's a number game...**

You may have heard of Bill Britt, one of the most successful distributors in Amway. Some years ago, 20/20 did a feature story on Amway. They spent 19 minutes interviewing whiners and complainers -- several distributors who had failed and showed the garages full of products they couldn't sell.

During the last minute of the show, Mr. Britt was interviewed in front of his palatial home. He was asked, "Mr. Britt, this business has obviously worked for you. What's your secret?"

He replied, "There is no secret. I simply showed the plan to 1200 people. 900 said, 'No.' and only 300 signed up. Out of those 300, only 85 did anything at all. Out of those 85 only 35 were serious, and out of those 35, 11 made me a millionaire."

Like Mark Yarnell (who made millions with NuSkin), Bill worked through the numbers.

Like we always say - ANY business is a numbers game, plain and simple!

Remember that & be persistent & you WILL succeed.

You now have all the instructions you'll need to build a stable, life-long income, with unlimited potential for growth. Remember to stay in touch with your upline members, especially your direct e-lottery sponsor, and of course, do not hesitate to me if you have any questions.

John Trayhorn.



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## Some Valuable Resources

### Need More DVDs?

You can order more DVDs at any time through your member back office [click here to log in](#) then go to "Online Shop"

### Need envelopes, labels etc to post your DVDs?

You can find a full range of these and all other office equipment at <http://www.staples.co.uk>

### Need Free Leads?

<http://oppseekingleads.biz/2216>

### MLM EASY MONEY BUSINESS MANAGEMENT SOFTWARE

<http://www.mlmeasymoney.com/>

### Automated internet marketing all in one solution

[Marketers choice](#)

### Reliable and cheap web Hosting and domain names

<http://www.123-reg.co.uk/affiliate.cgi?id=AF183199>

### Search Engine Optimization

[Click here](#) to download your copy of this amazing manual.

### More e-lottery training available at...

[www.v-w-d.co.uk/gst-index.htm](http://www.v-w-d.co.uk/gst-index.htm)

<http://www.elotterytrainingcentre.com/index.htm>

### e-Lottery forum

<http://www.vwdforum.co.uk>

### Other recommended business opps

<http://www.jtfuelsavings.com>

### Skype

Ultimate free online communication tool, free telephone calls worldwide at [www.skype.com](http://www.skype.com) a great tool for making free calls and meeting new prospects!