



Thomas Baxter's
Prospecting
Guide

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FOREWORD

Hi and welcome.

The fact that you're reading this eBook means that you've actively made the decision to bring about an exciting and potentially life changing chapter to your life by joining the wonderful world of Virtual World Direct. Well done.

Since joining VWD, I've enjoyed literally dozens of lottery wins and now make a substantial residual income from home. You can too, and this eBook was put together by a good friend of mine, Thomas Baxter. He developed the systems outlined in this eBook to help other VWD members to start building their teams. The information contained in this eBook is based on personal experiences, including prospecting techniques developed by Tom, motivational ideas, and genuine advice that I hope you will find useful.

Please feel free to pass this eBook on to your downline members.

I wish you all the success in your future business with VWD.

Steve Kenny.

WELCOME

So you've decided to enter the world of Network Marketing. Of course, you may be new or you may have come from another business with a similar structure. Our business is promoted entirely through word-of-mouth which is possibly the greatest form of advertising out there.

You may have heard people talking of 'pyramid' schemes/scams and questioning whether VWD fits into this category. Let me clarify the difference for you: Pyramid schemes are programmes in which you pay money to someone for no product, also known as 'gifting'. Rephrased, you pay money to another person (usually completely faceless) under the promise that you'll receive money from the people who join the pyramid under you.

Of course, when I say 'no product', that also includes eBooks, email blasters, message board blasters and so forth which don't hold any real value. Well known pyramid schemes include the infamous 'TURN £3 INTO £10,000 IN 30 DAYS WITH PAYPAL' scam. Others include 'Dollar Blaster', 'Dollar Randomizer', and 'The Forced Matrix'. All will lose you money, all will inevitably have an angry person swearing at you through email demanding their money back, and all of these schemes can lead to prosecution.

Network Marketing or NM (sometimes known as Multi-Level Marketing or MLM) on the other hand is where a valuable product is bought by customers, and in turn, customers can opt to become distributors to other customers themselves (a bit like Avon, Kleeneze etc.). Of course, the business model takes on a pyramid shape, but the main difference between NM and the pyramid schemes is that people lower down in the pyramid have the potential to make MORE than those higher up. The National and EuroMillions Lotteries are a part of most people's lives, and with VWD, we increase customers' chances of winning by 702% (UK National Lotto) and 3600% (EuroMillions)!!!

Of course people will be interested. At £5/week for both the Wednesday and Saturday draws (UK National Lotto) and £5/week (EuroMillions), we meet the average price most people pay a week on the lottery for just ONE draw. Once you have a firm grasp of all the facts and figures and have some confidence behind you, you'll be able to interest prospects as if it's second nature. For now, I'm going to give you my recommended reading and viewing list which I would like you to take a look at. The books I've listed can be picked up for next to nothing on eBay, and the films are easily purchased from retailers such as HMV, Play.com and Amazon.com.

THE RECOMMENDED READING AND VIEWING LIST

BOOKS

Being The Best You Can Be In MLM (John Kalench)

Possibly the greatest book on Network Marketing that you'll ever come across. Written by the late John Kalench, the book shows you practical techniques and is the greatest motivational resource I've ever read. A must buy.

The Basics: The Napkin Presentations (Dan Failla)

This book shows how you can interest a prospect with just a few napkins, a pen, and a little enthusiasm. Very good.

Listening For Success (Steve Shapiro)

Teaches you how to master the most important skill in Network Marketing. Shows you how to customise your business plan for individual prospects.

FILMS

Boiler Room (Ben Younger)

Possibly the best film education I could recommend. Boiler room shows how a bunch of hungry stock-brokers will stop at nothing to achieve millions. This film I recommend you buy whole-heartedly. The speeches given are perfect examples of how enthusiastic you should be in every sale, some of the advice given is harsh, but quite true in Network Marketing, plus the film also shows what happens if you become complacent. Also a good film for teaching you how to know when you're stepping over the line on the phone, or closing sales in general.

Erin Brockovich (Steven Soderbergh)

This film should be watched to make sense of my Door-To-Door technique called the 'Brockovich Approach'. The film shows how sometimes the professional business-like approach (in terms of language and dress-sense) can sometimes be completely destructive in certain situations. In my opinion, there's nothing like the 'person-next-door' image when it comes to prospecting.

LET'S PROSPECT!

1. STREET PROSPECTING

Street prospecting is an art in itself and does need to be mastered, although some will pick it up naturally (e.g. those who have studied drama or performing arts). The truth is that street selling is just like performing. You have to be as entertaining, confident, enthusiastic and sincere as possible or nobody's going to buy what you're saying.

Obviously you can street prospect with nothing but business cards or leaflets, but if you count how many of your cards automatically get binned or crushed seconds after they're received, you'll soon realise just how costly this kind of advertising can become. By pre-approving passers-by through just a few lines of dialogue, you'll soon realise that you can maximise your success rate and save a fortune too.

The best thing to do first is find a spot in your local city or town where a regular crowd of people gather (of many different ages), and position yourself with a few cards. The following steps may then be started:

1. **Make Eye Contact** (Nobody Can Walk Past Someone After This Contact)
2. **Use An Appropriate Opening Line** (Hi There, Do You Play The Lottery?)
3. **Continue To The Follow-Up** (Would You Like 88 Lines A Week For £5)
4. **Move On The Answer** (Yes, Give A Leaflet. No, Thanks Anyway!)

There's nothing to it. If you're a keen follower of independent thought, you'll find new and interesting spots in town to position yourself; have you ever thought about standing outside your local newsagent on a Saturday night, around 6-7pm ... ?!

One thing you'll find interesting about most VWD success stories is that the people who have built massive teams are not usually the office-bound execs, they're people who are out there getting down to the nitty gritty. Being perfectly honest, I would expect someone who had a team made up of nothing but stockbrokers to have less success than someone with a team of market sellers (see how much passion most fruit sellers have!). Again it comes down to the 'Brockovich Approach'. Most people talking to stockbrokers hang up, but most people stand and chat away to market sellers don't they?

If you're really ambitious and want to concentrate 100% on street prospecting, maybe you could try putting on a small performance during the summer. Once, when I was street prospecting for another of my business ventures, I performed 6 pages from Arthur Miller's 'Death Of A Salesman' just for fun, and at the end of it, I tried to turn the crowd into prospects. I got 12 new customers out of that and there's no reason, other than your self-respect, not to try it yourself. It keeps the job interesting after all!

2. PHONE PROSPECTING

This is probably the most daunting out of all the different types of prospecting, but it's one of the more direct methods. Over the phone you can be clear, concise and enthusiastic without having to shave 😊. The presentation you give must come out at its best or the prospect will automatically hang up. If you're thinking of calling a prospect ten minutes after you wake up, you're going to sound like a gremlin. If you think of calling one after drinking 3 litres of fizzy juice, you're going to sound dried out and belch through the conversation.

So if you're planning on starting to phone your prospects, make sure you're fully awake and your mouth is loose enough to be understood down the line. Ready to start? Good.

The first thing you'll need are the phone numbers and full names of the people you're going to be calling. Therefore, pulling names out of a phonebook is going to get you nowhere (though, on that note, I have known people who have successfully pitched people down the phone after taking their names from the Thomson Directory).

The reason I say this is how many times have you put down the phone after the person says 'Is that Mr/Mrs'. In fact, my Dad would always ask 'Did they say my name?' before I passed the phone to him, as he doesn't accept anything other than personal calls.

So the first tip is to get full names and numbers. But, does that mean that phoning the leader of a gambling addicts group is going to get you a viable sign up, even though you have their details?? Absolutely not!

You need to screen the prospects before you call them. Obviously we have the fantastic VWD prospector in our back office that automatically collects prospects for us from our other forms of advertising (e.g. the Free Draw To Win £1000, failed signups, results by email subscribers). You may also buy lists of people who regularly play the lottery from certain mailing list companies online. The prospects who belong to these lists and those who have arrived in your prospecting system are THE hottest leads you can have. These are the people who have an interest in the lottery (it may only be small, but it's there) and won't be too surprised or upset at you calling them.

Of course, ALWAYS begin your call by asking if it's a good time to talk. Nothing worse than disturbing someone in the middle of a meal, game or sponsored silence. When you've made sure that it's a good time, you can continue with one of the following questions:

If you're calling prospects from the VWD Prospecting System, it's quite alright to begin with: 'Hi [name], sorry to bother you. I'm from Virtual World Direct, the e-lottery syndicate company. I noticed that you recently attempted to become a member/entered the Free Draw To Win £1000/subscribed to receive results by email, and I was just wondering if you'd be interested in receiving 88 lines a week on the National Lottery for £5?'

If you're calling prospects from a lottery mailing list, your line of speech is more likely to tend toward: 'Hi [name], sorry to bother you. I'm from Virtual World Direct the online National Lottery syndicate company, and I'm just calling up people who have registered an active interest in the National Lottery. Would you be interested in increasing your chances of winning by 702%?'

Obviously you'll get many different responses but the thing to keep in mind is that the prospects from the prospector will be easier to talk to, as they have a better idea of who you are compared to the normal prospects. As far as the regular mailing list prospects are aware, you could be someone just trying to get their credit card details, so it's important that you DO NOT take their details over the phone (the old Egg Credit Card advert with the Global Lottery confirmed people's fears). Instead, send them to the website or offer to send them an information pack in the post. This way, you build their trust and are less likely to end up getting ear damage down the phone when the prospect thinks they've 'figured out a scam'.

For the next part of this section I'm going to refer directly to the film 'Boiler Room' (which I've listed in the viewing materials guide). I recommend that you watch the film before you continue reading so that you can see exactly what I mean.

Boiler Room is undoubtedly one of the best resources in Network Marketing. It's got edge, heat, and a lot of lessons to teach you. By no means do I want you all to go out there and start defrauding people out of millions!, I want you to pay heed to the training Ben Affleck (Jim Young) gives, as well as getting a firm grasp of the amount of effort the trainees put into their phone sales.

ACT AS IF

Jim Young says you must act 'as if you are the vice president of the company'. The speech he gives at this point in the film rings true. If you believe yourself to be a cog in the machine rather than an 'INDEPENDENT MEMBER' or 'SYNDICATE CONSULTANT' like it says on all your badges, you won't persuade anyone to join the company. You have to believe you are representing the company for YOUR prospect list. There's no direct competition to your list so you are the ONLY rep looking after it. You need to give everything you've got when it comes to selling the idea of VWD and 'well it's alright' just isn't going to cut the mustard!

You have to take what you want out of the company, multiply it by a thousand, and fire it down the phone. Of course, that doesn't mean lie like Seth did, but sell the 702% and 3600% greater chance of winning the UK and EuroMillions Lotteries, sell the play for free option. All these are fantastic attributes to the company and more importantly, they're not false, so you don't need to sugar coat anything. Just give the prospects the facts with as much optimism as possible. Yes, it's not a 703% greater chance, but then it's not a 701% greater chance is it?

Do what you love, not what you're told! VWD helps you achieve that, why not tell prospects that. Fair enough it takes some hard work and a lot of bottle, but in the end, it will be worth it.

3. FACELESS PROSPECTING

When I talk of faceless prospecting, obviously I mean the prospecting where you don't need to talk to anyone. It's the 'fat-man's way to riches' as they say. Faceless prospecting is good, and a good way of getting new signups but obviously not good NM practice. At some stage you will have to talk to your downline so it's always good to have done some real prospecting before you do. So what kind of faceless prospecting is there on the net?

PAY-PER-CLICK

The most expensive way of advertising online. You buy keywords or rather 'bid' on keywords in search engines (e.g. lottery) and when someone searches on that term, your advert usually pops up on the top of the page. Different pay-per-click companies offer advertising in different places, and by bidding on a search term you get put in a queue of adverts. Whoever has bid the highest gets the highest position on the search term's page, and whoever has bid the lowest appears at the bottom. As you can imagine, you need to keep an eye on your campaign to see how much it is costing, so the preferred option is to pay an up front amount until it's spent, and then 'top up' your account when your ready to continue your campaign again. The key is to get your keywords just right by adding extra terms (e.g. using the keyword national lottery instead of lottery) and writing a very concise advert (usually 190 characters is the maximum). In truth, PPC is a skill that must be mastered, and if you're good with words, there's no harm in trying it at least once; it can yield some excellent results. The only tip I'd give is that sometimes you don't need the highest position to get decent clicks. Experiment a little.

Top PPC Sites:

<http://www.overture.com>

<http://www.findwhat.com>

<http://www.goclick.com>

EMAIL LISTS

This is a very touchy area for the known reason that 'Spamming' is completely unacceptable with VWD. If you're found to be doing this, your membership will most likely be terminated. There are a lot of lottery player and gambling lists out there. Some of them are legitimate, but many are not. Basically, you write an advert and send it to the list. The people in the list get paid to visit your site and most of them leave comments. Worth looking into and usually more effective than pay-per-click.

Top Email List Sites:

<http://www.htmail.com>

<http://www.rent-a-list.com>

SOLO ADS

Solo adverts can be taken out in online ezines, and although I've never tried using them myself, I hear they're quite effective. If you do a search on ezine through a search engine, you'll find literally hundreds of pages. Just find a lottery players one and take out an ad. They usually cost around £70+ but that means around 700-1000 subscribers will be receiving your advert.

BANNER ADS

The success you receive with banner ads completely depends on what site you put them on, their placement on the site, what the audience's interests include, and how many impressions they receive. For example, putting a banner on a golfing website may have little impact on the audience compared to a banner on a lottery forum site. There are pre-designed banners in your VWD back-office. Why not try a few out on your own sites or sites of your friends?

4. DOOR-TO-DOOR PROSPECTING

One of the greatest things about prospecting on people's doorways is that the people you talk to are in their neutral comfort zones. They're relaxed, chilled out, and at ease (of course, this is assuming you're not banging on their door at 8am on a weekday). On the down side, it's a lot easier for them to slam the door in your face, however, we choose not to focus on the negative (read the eternal optimism section). Many people have asked me what my routine is to get such a high success rate in my door-to-door sales (about 50% of people I've approached have registered an interest) and, although it really comes down to how enthusiastic and excited you appear, I've attached my decision chart for you at the bottom of the page.

Just now, we're going to talk about presentation. Obviously if you turn up to a regular 9-5 office job wearing your favourite 'Frankie Says Relax' T-shirt and 501's, you're not going to go down too well. In door-2-door marketing, I believe the whole thing works in reverse. If you turn up wearing your best shirt, tie, suit and carrying a briefcase, you're going to get the door slammed in your face. Think about it the other way round, are you more likely to close the door on someone wearing a suit? Exactly. This whole concept led me to come up with the Brockovich Approach to marketing.

THE BROCKOVICH APPROACH

The Brockovich Approach idea stems from the great 'Erin Brockovich' who, as you'll know from watching the film, proved that sometimes casual chit-chat and dress-sense can be the most effective form of marketing there is. Erin managed to convince all of the plaintiffs in the Hynkley case to put their faith in her despite her lack of legal knowledge, professional manner or white-collar dress-sense. The plaintiffs respected her and listened to her because she was a normal, regular, down-to-earth person compared to the other corporate mannequins. This is emphasized later in the film when Theresa, a well-educated Law professional upsets all of Erin's hard work by visiting the families. This led me to conclude that people are more likely to open up to those who are like themselves, and thus turning up on someone's doorstep wearing 501's and a 'Frankie Say Relax' T-shirt could just bring you in 10 signups who may otherwise have said no.

TIPS:

- **Smile** (The key to unlocking people's minds is the smile)
- **Speak Casually** (No Corporate Speak, No 'WE'. Just 'I' or 'WOULD YOU?')
- **Be Enthusiastic** (Who wants your product if you don't want it?)
- **Be Truthful** (Everything comes back to you, so no false promises)
- **Know Everything** (Make sure you never answer 'I Don't Know')
- **Know The Time** (Turning up at 8am won't help. 6pm is the optimal time)

Hopefully this will help you attempt some door-to-door selling yourself, and for my personal decision chart, simply click [HERE](#).

5. CHAT ROOM PROSPECTING

This concept was entirely new to me and I'd never even contemplated trying it until a couple of other VWD members suggested it. I've found marginal success in this field and managed to gain around 4 signups in one week from it. I've only tried it a couple of times though, as it can be very time consuming and sometimes lead to nothing.

If you've got spare time of course, and you're willing to stop at nothing to get some personal signups, why not try it? It's free and may just make you a few new online friends in the process.

For good chat centres, I recommend visiting either www.yahoo.com (not .co.uk as there is a slightly more targeted audience on the .com site) or if you're on AOL, perhaps create your own business chat room.

On yahoo.com there are a number of different chatrooms (e.g. Business Chat, Career Corner) and it's worth trying out a few of them to target the appropriate audience. Obviously, most people in these rooms are from the USA or Far East, but thankfully, VWD can be sold to anyone worldwide, so there's no problem there. When you're in there, you may notice a few people spamming the forum with links to their products, *avoid this at all costs* as spamming is NOT acceptable in your advertising and can get you suspended/terminated from VWD.

The best way to begin your prospecting is starting a dialogue with whoever is in there about whatever they're talking about. This way you may find something that interests both of you and can somehow get to the all important question 'Well would you like to take a look at my business opportunity' or 'Do you play the lottery?'. If you have yahoo messenger installed you may even have people messaging you to ASK what your opportunity is, and why not try creating a yahoo profile so chatters can see your web address by clicking on your name.

Unfortunately it's impossible for me to give you any more info on how to prospect in chat rooms as it's a completely customised experience. If you're used to chatting away on your instant messengers you'll pick it up in no time. For those who like to have a more personal touch in their prospecting, however, it may be best to stick to the normal methods.

THE VWD CONFERENCE ROOM

Another tool at your disposal is the VWD Conference Room in your back office. Bring in all your prospects to the room at www.vwdconferenceroom.co.uk (log them in with username: guest and password: welcome). There, with the help of an approved moderator, you can show them a little more about how the e-lottery system works. It's free too!

6. THE 5 WORST AFFILIATE PROSPECTING LINES

The best advice I can give in talking to good prospects isn't what you SHOULD say to them, but rather what you should NEVER say. The following are the universally-recognised WORST things you can say to a good prospect.

1. It's Easy. Anyone Can Do It!

If it's that easy, why isn't everyone doing it? It's also a terrible cliché, and one that takes away any respect the prospect had for you before saying it.

2. You'll Make Your Initial Outlay Back In No Time!

Hype will kill you in the eyes of anyone with a brain, so avoid it at all costs. There's a very thin line between being enthusiastic and lying through your teeth, so make sure you know the score. If everyone made their initial outlay back in no time, why are so many failing at Network Marketing?

3. The Product Sells Itself

Oh dear, treading down this path leads the prospect to believe they don't need to talk to people to sell the product. Using this line will almost guarantee angry affiliates and larger dropout rates. Avoid.

4. This Is The Best MLM Ever

See Hype. How do we know it's the best one even if we think it is. We haven't been around forever, and we haven't been in every MLM.

5. You Just Have To Sell To Family And Friends

In my opinion the so-called 'Warm Market' can be a dangerous place to play. Every big-shot MLM leader out there tells you to sell to family and friends when you first join, and although they are the easiest prospects to talk to, what happens if the MLM goes bust (which does and has happened). I know several people who have fallen out with family members after getting them involved in a doomed MLM. Obviously, VWD is a lot more stable than many other MLM's due to the low running costs, a popular product that 1,000,000's are familiar with and the initial affiliate outlay is only £44.99, but it's still a good tip to have. Why not go back to family members when you've seen the potential of the business for yourself, or even take them on as 'Players' and approach them with the business idea after they've seen the results. Having said that, all of my immediate family are involved, but then I have been doing this for many months and have made a success out of it.

7. ETERNAL OPTIMISM

One of the rules of my team is to remain completely optimistic. I say rule, it's more of a general guideline. Never let yourself get depressed or sulk about things you have no control over. It's not your fault someone dropped out because they didn't win the jackpot after ONE draw, nor is it your fault that someone dropped out because they don't believe in Network Marketing!

It amazes me how upset some team leaders get when ONE person playing ONE draw drops out after just a week or two of playing. At the end of the day, one dropped out, yes, but how many stayed? If you constantly get strung up in the negative side of things, you'll find yourself constantly dissatisfied. Someone I knew in a previous MLM constantly whinged about never getting any customers/affiliates, so I showed him a way of getting some. Then he started getting 3-4 a week and complained because he felt that wasn't enough to meet his expectations. I showed him a new method of prospecting and he started getting 6-7 new customers a week, and he then complained that he wasn't getting any business builders!!!

The truth is that a recent poll by one American company pointed out that almost 97% of people fail in home businesses. If this isn't down to negative thought, then what is it down to? In the words of Ice Cube 'You can do it if you put your back into it'. Never get disheartened by how well others seem to be doing or have done. If you keep smiling no matter what, you'll have every chance of surpassing them and be a better person all round.

Don't Judge Yourself On Other People's Success Rates

This should be obvious! So Joe Bloggs is making £10,000 a month after 10 months and you're on £50 after 5 years. Does that mean you're a failure? Of course it doesn't! It means you're £50 better off than you ever were before. You should never judge yourself on other people's success rates; judge yourself on how much better you're doing now than you were before you started.

Remember A 'No' Is A Pending 'Yes'

Okay so you've asked 10 people to join the business? They've all said no? Do you honestly believe that means 'No, not in a million years'??? Of course not!!! What it means is that the person you asked wasn't ready to answer the question, or wasn't willing to look at the opportunity at the time you asked them. At any given second, that person could be thinking something completely different. Perhaps they were in a bad mood because they were queuing for the toilet when you asked, or maybe you asked them on the 3rd week of the month when everyone's skint! A fellow VWD top-performer mentioned at the recent VWD Business Development Meeting that every time someone says 'NO', you should reply with 'FANTASTIC!!!'. Absolutely correct! At the end of the day, every NO takes you closer to that YES. You've only got about 6 billion chances of getting the right answer, and you can always go back! I know this through personal experience ...

OTHER TIPS

1. GREED AND NETWORK MARKETING

We all want to do well, financially as well as mentally, and in VWD we have a fantastic business opportunity that, with enough effort, can help us achieve harmony in both. Network Marketing, however, has been tarnished with a bad name. Why?, because most people in the business are only out for themselves and have but one intention; to become filthy rich.

The people I talk of are the ones who'll tell you exactly what you want to hear to get you to part with your cash. Once you're on board they'll ignore you or even worse, continue to milk your money by trying to get you to sign up with their other programmes, claiming they are sure-fire ways of improving your downline.

You may come across some perfectly legitimate programmes, but keep your wits about you, if it's another MLM/NM, then the likelihood is that they're probably after your cash. If they're talking about programmes that can genuinely help, be sure to carry out your due diligence and investigate thoroughly.

If you intend to turn VWD into a viable business, then please, don't become one of the greedy sharks. Of course you're in NM for the money, we all are. But that doesn't mean we're in it JUST for the money and if you are, you'll find yourself losing your good nature very quickly. I've watched several friends fall into the hands of greed. Most of them are only interested in how much they're making and how much everyone else is making in the company.

Some of them don't want to have any contact with their downline members. They just want to be able to put an advert on the internet or their local bus stop and watch the signups roll in. Obviously that is possible with VWD because our personal sites are easy to access and you can remain faceless, but can you honestly feel good with yourself by leaving your downline to 'figure things out for themselves'? After all, their success is your success ...

When it comes to my downline, I make sure all of them are well looked after and if there are any problems, they can call me at any time 24/7. I hope that by doing this I can teach them to do the same with their downlines. One of my personal signups in particular is now a good friend, and he has remained completely grounded despite the massive increase in his cheque size every month. He's still there to help his downline and offer them support, and I feel I've succeeded in settling him into this fantastic company.

Another thing I hope all my downline members avoid doing is becoming 'NM Celebrities' as I call them. What I mean by this is that they believe they should receive special attention for the number of people they bring into the business. If you're bringing masses of people in, well done, but that doesn't make you the company's saviour. The company owes us nothing in my opinion. It's not like we're bringing new members in as a favour. We are doing it because we're getting paid. In my case, I worked long hard hours at my local pub and now I'm pulling in a generous 4 figure monthly income which I was never doing before.

The bottom line is this, please don't let your success go to your head. This isn't brain surgery, and we have one of the greatest community spirits in the world of Network Marketing ...

Let it be fun!!!

2. WHAT DO I DO IF SOMEONE DROPS OUT?

- Get in touch with them
- Ask why they are leaving
- Ask if you can help to resolve any concerns they may have
- If yes, resolve them; if you can't, contact your upline or VWD Member Support
- If no, thank them for their involvement with VWD, remind them of the benefits should they wish to return, and then let them go ...

There. Did you expect something complicated 😊

THE CURSE OF THE COMPUTER VIRGIN

If it were a perfect world, we'd all know the difference between a mouse and a modem, but unfortunately you CAN and WILL find that many people who join your team won't have a clue. You may find that your patience is tested to the bone by some team members who just can't grasp the concept of logging into their personal sites. You may rip your hair out when someone asks for the 100th time why they haven't had a signup, despite the fact that they haven't done any prospecting or advertising. One thing that you must remember is that you were in their shoes once, so please keep your cool!

The truth is that the ones who constantly ask the questions and complain about everything are just afraid they've got themselves into a pyramid scheme. They haven't, but how do they know that?

The best thing you can do is help them as much as possible, as once all their questions and concerns have been addressed, you may find they become your most active team members. What goes around comes around ...

3. POPULAR QUESTION COMEBACKS

Sometimes you'll get questions that can be a little hard to answer, so I've compiled a small list of the most popular ones and how I answer them. If you've got any you'd like to add, please email them to me at info@thelottosystem.com.

Is It A Pyramid Scheme?

No and I'll explain why. The main difference between a pyramid scheme and the company I'm with is that a pyramid scheme has no product and you can only make money by introducing people into the pyramid. Pyramid Schemes are illegal, and I'd recommend staying away from them. At Virtual World Direct we have a fully legitimate product (approved by [The Lotteries Council](#)) and you don't have to join the business side of things if you don't want to. We're exactly the same as a company like Avon Cosmetics, except the only difference is that our products aren't physical, they are National and EuroMillions Lotto Multi-Win Syndicate Memberships.

Why Do I Only Have 5 Numbers? (UK National Lottery)

Because the 6th number is always guaranteed by Virtual World Direct. They do this by placing 44 tickets on the National Lottery draw which all have the same 5 numbers, but a different 6th number. That way, we have a 702% better chance of winning.

Why Do I Only Have 5 Numbers? (EuroMillions)

Because the 'Lucky Star' numbers are always guaranteed by Virtual World Direct. They do this by placing 36 tickets on the EuroMillions draw with the same 5 numbers, and then placing different combinations of the 'Lucky Star' numbers so that every possible outcome is covered to guarantee that they come up in every single draw. That way, we have a 3600% better chance of winning.

TOM'S DOOR TO DOOR TECHNIQUE (USING THE BROCKOVICH APPROACH)

