

“The Manual”

This manual shows you how to help businesses, charities, organisations, clubs and individuals raise money. In return, you earn a 25% override on any funds they raise.

This manual details the 6 simple steps you need to follow to achieve success:

Step 1: Identify possible partners

Step 2: Find contact details

Step 3: Make contact

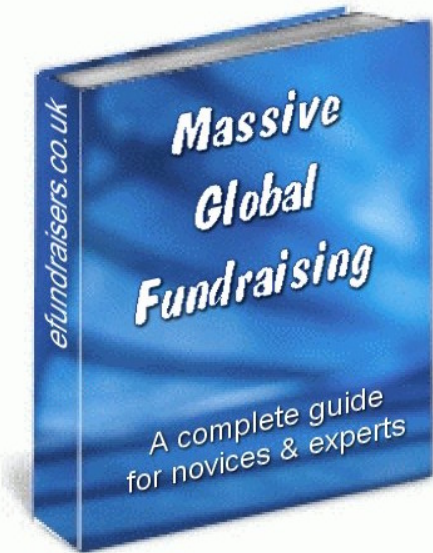
Step 4: Follow up

Step 5: Registration

Step 6: Help them raise money

IMPORTANT: Set aside 30 minutes to read this manual and make sure you are not interrupted - what you read in this manual could literally change your financial status, FOR LIFE!

This manual should be used in conjunction with the “Massive Global Fundraising” guide (see picture below).



The “Massive Global Fundraising” guide shows businesses, charities, clubs and individuals how to become super fundraisers. For simply introducing them to this amazing opportunity using this guide, you will earn an enormous 25% override commission on whatever funds they raise for themselves!

For example, if the organisations you introduce raise £500,000 a year, you will earn £125,000 a year etc.

Your task is to simply show businesses, charities, clubs and individuals how they can make money initially by doing nothing more than sending them a copy of the “Massive Global Fundraising” guide.

The manual you’re reading right now shows you exactly how to do this in 6 simple steps.

*No previous experience is required but it is highly unlikely you will have much success if you work less than 3 hours a week. Your results will be in direct proportion to the time and effort you put and are **unlimited**.*

Your Example Earnings:

You are rewarded with 25% override commission on any money raised by organisations you introduce.

The table below illustrates possible earnings based on various customer numbers.

Number of customers introduced by the fundraiser	Funds raised by the fundraiser	Your 25% override commission
100	£7,800 p.a.	£1,950 p.a.
500	£39,000 p.a.	£9,750 p.a.
1,500	£117,000 p.a.	£29,250 p.a.
5,000	£390,000 p.a.	£97,500 p.a.

Note: Commissions are paid for the lifetime of each customer's subscription. It's not a "one off" payment. The average customer spends around £7.50 a week on subscriptions. Note this is an illustration only and you may earn more, you may earn less depending on the average weekly subscription of customers:

How easy is it to earn a full time income i.e. achieve 1,500 customers (shown in red above)?

Suppose you introduce 3 fundraisers who have websites each receiving 33,000 visitors a month (there are thousands of websites generating these sorts of visitor numbers and this manual shows you exactly how to find them). If only 1 in 800 website visitors becomes a customer, that would produce 1,500 new customers each year.

Hence, it's possible you could earn £29,250 a year just by introducing 3 organisations with websites having 33,000 visitors a month or 2 organisations with 50,000 visitors a month or 1 organisation with 100,000 visitors a month.

This fundraising scheme is fully compliant with the UK DTI Trading Schemes Regulations. A Statutory warning is required by all companies in the United Kingdom operating in compliance with the DTI Trading Schemes Regulations and it reads as follows: **It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.**

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Step 1: Identify Possible Partners

First, go to www.google.com

Pick any topic you like and search for a 2, 3 or 4 word phrase.

The top 10 sites you see listed in Google will be receiving massive amounts of visitors.

Some example search phrases might be, “free ringtones”, “Robbie williams song lyrics”, “cheap washing machines”, “second hand laptops”, “Spanish homes for sale”, “car accessories”, “hotels in london”, “Britney spears”, “classic movies”, “how to catch a rabbit”, “weather in Japan”, etc. – the list is endless.

Now go to www.metricsmarket.com and put in the website address of the top 10 sites listed in the results you’ve just seen at Google.

Metrics Market will give you a surprisingly accurate figure of how many visitors any site has received in the last 30 days.

Any site with more than 5,000 visitors a month is a potential goldmine waiting to be tapped – both for them and for you.

Whilst any site with over 1,000,000 visitors a month is tempting, let’s be realistic – it’s going to be far harder to find the decision maker, but if you are used to dealing with large organisations then go for it!

Note: Do NOT approach the major UK Football Clubs or Cricket Clubs – they have all already been approached.

Step 2: Find contact details.

The best way to find the contact details on a website is to go to the “Contact us” page (good sites will make it easy for you to contact them).

If you can find a telephone contact number all the better.

You will make much faster progress with a short telephone call than by sending an email. Most email these days never gets read!

If you cannot find an email address or a phone number then whatever you do, do NOT send a random email in the hopes it might get delivered – this is SPAM and your affiliate account will be terminated!

Step 3a: Making Contact Via Telephone

Golden rule in telephone sales: Be yourself, and be polite.

Make sure the person you are calling is not busy. It's far better to call another day than to try to talk to someone at an inconvenient time and don't expect everyone to want to talk to you, even if you know you can help them raise a lot of money!

Helpful hint - you only need interest from 1 in 10 people to make a lot of money i.e. if 9 out of 10 people say they're not interested, don't be put off.

The key objective of the first phone call is purely to see if someone is interested in raising extra money and to get permission to send some free information. That's all. **Do NOT try to sell anything.**

Here's some example conversation starters:

You: "Hello, I was wondering if you can help me, my name's John of XYZ Associates. Can you tell me who decides the content of your website please? (or who is in charge of your fundraising) (or who is in charge of your marketing etc)?"

Receptionist: "Mr X".

You: "Is it possible to speak to Mr X at the moment?"

Receptionist: "yes/no".

If the answer is no, then ask the best time to call again.

You: "Hello is that Mr X?. It's John of XYZ associates here. I'm just wondering if you are the person I need to speak to. We've got a great new programme that's proving to be a great success in raising funds for similar (businesses, charities and individuals – choose dependent on the person/organisation you are contacting) like yours and I was wondering if I could send you some information by email?"

Mr X: "OK".

You: Thanks. What's your email address? I'll send the details right now. Can you access to your email in the next 15 minutes?. (email them a copy of the "Massive Global Fundraising" guide).

You: It's only a short document but hopefully contains everything you need to know. Can I give you a call in an hour to see if it's of interest to you?

Do not ask for anything else – you simply want permission to send them the document and arrange for a good time to call them back.

You may find some people automatically start asking questions – try not to get caught into a long conversation answering questions before they have even seen the guide. Tell them the document should answer most of their questions.

Important: When you send them the guide, **make sure you ask them for the best time to call back.** Do not leave it open for them to say “I’ll give you call when I’ve read it”. If they do, then say “Fine, is it OK if I call you back if I haven’t heard from you by tomorrow?”

Also, you could point out it only takes about 5 minutes to read the document and ask them “when do you think you’ll get a chance to read it?” When they quote a time, say “Excellent. Is it OK if I give you another call, about 3pm?”.

Step 3b: Making contact via Email

If you cannot contact someone by telephone (or simply lack the confidence) then email is your best option but bear in mind your “strike rate” will be far lower, simply because most emails are never even seen, let alone read!

The key objective of the first email is **NOT to sell anything**, it’s simply to make contact and find out if there is an interest in raising funds or making extra money.

Use the following email – or feel free to compose your own, but **keep it short and simple** and keep in mind the objective of the first email – simply to get permission to send more details. **Nothing else!** Do not hype this introductory email. This is a truly fantastic opportunity for them, but remember most people believe if something sounds too good to be true, it probably isn’t.

For a subject headline try variations of the following – if you can find a contact name, always include it in the subject headline.

Here’s a few examples:

“David, a new fundraising opportunity to discuss”
or “Phil, a new affiliate opportunity”
or “We’re looking for joint venture partners”
or “Are you losing sales from your site?”
or “Attention Sales - an advertising query” (if they offer advertising on their site sometimes the sales people are worth talking to for a starting contact and ask if they are interested in joint venture schemes.)

Always try to relate the email subject and content to what you see on their site and what they already offer.

Dear XXXX

We are currently looking for limited number of specialist websites interested in raising funds through a joint venture scheme. A quick analysis of your site visitor profile indicates you could earn substantial amounts of money with this programme.

If you would like more information, let me know and I will forward the full details.

Many thanks and best regards,

Joe Bloggs

Business Development

XYZ Associates

Tel: 01234 567890 (Direct Line)

Tel: + 44 1234 567890 (International)

When they reply, send them the “Massive Global Fundraising” guide attached to an email like this:

Hello John,

Thank you for requesting more details about our new affiliate fundraising scheme. Please can you get back to me as soon as you've read the overview document attached. I will try to contact you in the next 24 hours to answer any questions you may have but feel free to contact me as soon as you've read it.

Looking forward to raising substantial funds for you,

Best Regards,

Joe Bloggs

Business Development

XYZ Associates

Tel: 01234 567890 (Direct Line)

Tel: + 44 1234 567890 (International)

Step 4: Follow up

By now you should have sent a specific person a copy of the “Massive Global Fundraising” guide showing them how much money they can make for their own business/organisation.

You MUST follow up the lead, ideally by telephone, but by the very least, email. **This is absolutely crucial.**

You should have established a time when said you will re-contact them you sent the guide – usually within 24 hours or better still within an hour or two.

At the follow up stage they will usually have a few questions. If they are not interested, just thank them for their time and ask if they know anyone else who may be interested (one of the best leads I ever had was from someone who didn’t want to do it themselves, but were more than happy to refer someone else to me!).

You must answer all their questions before you can expect them to sign up as a new affiliate fundraiser. In sales jargon it’s called “handling objections”- see later in this document for typical objections raised and some answers you may find helpful.

If you don’t know the answer to a question, don’t panic, just say “I don’t know – but I can find out for you. Is it really important?” **NEVER** make up an answer. Always be honest and say you don’t know but will find out. It’s far better to delay than to lose a prospect completely.

Step 5. Registration as a fundraiser

OK, you've sent them all the info and handled all the objections (if any) – if there are no other questions it's time to **ask them to join as an affiliate/fundraiser**.

If they say “not just now” it means there is at least one objection still to be resolved so you need to find out what that objection is and cover it with them.

Make sure you know how the registration process works as there is no reason not to guide someone through the process over the telephone right there and then.

By the way, you shouldn't have even shown them the affiliate fundraising site until they are ready to sign up – if you give them access to too much information they are likely to delay registration due to information overload. If you do let them see the site before they register, make sure you have a specific time to get back to them to be able guide them through the registration process.

I have seen so many people fail when the prospective fundraiser says “Yeah, it's great – I'll do it tomorrow”. There is no reason at all for someone not to register as an affiliate straight away if they have access to a PC. Be VERY careful if someone delays – it could mean there is an objection you haven't identified.

We all know that if we put something off for a while, the chances are we'll never get round to it so always try to get them to join whilst you are on the phone with them – you can have a screen open on your own PC and talk them through the 2 minute process.

Step 6: Help them maximise their fundraising efforts.

The best thing once an affiliate has registered is to give them a quick crash course on the affiliate members back office and in particular through the “tools” section where all the banners, links and other tools are found.

You'll find some webmasters can put links on their websites before you've even finished your conversation, others will need time – but make sure you let them know you are there to help and guide them. The more you help them succeed, the more you succeed. It's a genuine win-win scenario.

It is vital having got an affiliate fundraiser to join to make sure they actually promote it!

That's it – you're done.

Repeat this 6 simple steps over and over and you will secure many big super fundraisers. Remember, the more you help other people make, the more you will earn yourself.

Once they start to get customers of their own, show them this guide and see if it's something they might want to do themselves and that will leverage your income even further.

Handling Objections

Objection: I don't play the lottery.

Answer: "That's fine. But don't forget millions of people do and it's a shame to miss out on such a massive opportunity just because you don't personally play. The fact is around half the population have played the lottery in the last 7 days and the demand is massive. Why not put it on your website and see how it goes for a couple of months?"

Objection: The lottery won't appeal to our website visitors, we sell widgets and that's all!

Answer: "I understand your concern. But remember, around half the visitors to your website already play the lottery." Point out they can focus on the benefit of the lottery syndicate system to their visitors. For example if their site sells golfing equipment, a simple link such as: "Would you like to spend more time playing golf? click here" could be very effective.

Same goes for any other product area: e.g. a wedding site. "Would you like someone to pay for your honeymoon? Click here". or a motorbike shop "Want to ride the motor bike of your dreams? click here". Etc.

Objection: I don't want to be a lottery player, I just want to be an affiliate.

Answer: It's good to experience the "product" yourself as it will help you understand it and sell it better and hence raise more funds for your organisation. Example: It's a lot easier to recommend a film if you've actually seen it!?

Objection: I don't want to pay to become an affiliate.

Answer: If this is their **only** objection and they are genuine that £4.99 is too much money (really?!) or they simply have a principle to not pay to become an affiliate, then let them know you'll pay the £4.99 for them!

Objection: Can I re-brand the site in my own company brand?

Answer: Yes, it's possible, but don't rush into a full blown re-branding exercise. It may be an unnecessary effort.

You should first try the product as it is. Remember, a danger of re-branding a product as your own is that the customers may hold you liable in the unlikely event of a problem.

If the affiliate insists on re-branding, then contact head office and discuss the various options available.

Objection: Can I register as an affiliate direct with the company?

Answer: No, new affiliates can only register by invitation from an existing affiliate. There is no advantage in being "introduced" by the company directly and the company does not accept direct affiliate registrations. All affiliates are treated equally and all earn the same commission. This is a massive advantage to all fundraisers as they may introduce people who may introduce other fundraisers, raising even more funds for the organisation.

Objection: Do you work for the company?

Answer: No, I am an independent consultant and work for myself. All agents for the lottery system are independent. Since I am not an employee of the company, I can be more open with you as I only earn money if I help you make money!

Objection: How many customers do you have personally?

If you've only just started:

Answer: I've only just started, but I can see the very real potential with this product and my plan is to specifically help major organisations such as yours raise substantial funds over the next few years.

If you've got lots of customers:

Answer: I've got lots of customers personally but my plan is to specifically help major organisations such as yours raise substantial funds over the next few years

Objection: What's in this for you?

Answer: I get an override commission on every new customer – but it doesn't affect your fundraising commission which is 20%. The advantage of this is that it's in my interests to help you maximise your fundraising.

Objection: This sounds like a pyramid selling scheme!

Answer: Pyramid selling is illegal. This is not pyramid selling. The parent company is fully compliant with the UK DTI Trading Scheme Regulations. Unlike illegal pyramid selling schemes, no one gets paid anything to recruit other agents. All commission comes from customers subscriptions. Unlike an illegal pyramid selling scheme, it doesn't matter when you join, there will always be millions of people who will benefit from the lottery syndicate system.

Top tips for success:

- 1) Do small amounts of work, regularly.
- 2) Set yourself easy to achieve targets e.g. Telephone 3 people a day or email 10 people a day.
- 3) Keep good records of what you have done so you can chart your progress.
- 4) Make sure you follow up enquiries – you will be surprised how many people know what they are supposed to do, but just never get round to it. A very short call can make all the difference.
- 5) Give yourself a realistic chance to make it work – make sure you contact at least 30 prospective fundraisers by telephone or 200 if you're only using email.
- 6) Don't worry if you have the occasional "bad day". Don't do this if you don't feel like it – it should be enjoyable. Just make sure you give it a fair chance.
- 7) Keep in touch with the person who introduced you to this opportunity – they will be able to help with new ideas etc.
- 8) Make sure you clearly identify your "reason" for doing this. Perhaps it's to quit a job you hate, perhaps it's to give yourself more time with your family. Whatever it is, make sure you know what your reason is. Without a genuine and clearly defined reason you will lose your motivation and almost certainly fail. You cannot blame anyone else for your failure. Others have exactly the same product and opportunity and are making six figure incomes.
- 9) Do not expect overnight results – this will take time, but the reality is it will work if you work.
- 10) Never assume someone else knows more or less than you. Do not pre-judge anyone as being suitable or unsuitable for this opportunity.
- 11) If you don't know the answer to a question, don't guess – ask someone.