

Opportunity Not To Be Missed

The door of opportunity has been thrust wide open by Virtual World Direct to give anybody and everybody a chance of giving their financial resources a big boost.

Chances like this certainly don't come along often – but when they do you have to react quickly just in case they're not repeated for long.

Imagine having 88 chances every week to win the UK Lotto jackpot. 'Can't afford it', would be the probable response. If you can pay £5.00 a week – you can afford it!

That's all it will cost to play the Lotto draw on Wednesday and Saturday nights. Such a modest outlay will pay for 44 entries in each main draw. That adds up to 88 entries every week – and your chances of winning the jackpot are increased by 702%. How does that sound?

If you feel inclined, you can even play the EuroMillions lottery draw every Friday for another £5.00 a week and for that you get 36 entries or chances to scoop an estimated £20 million jackpot. The odds of winning are increased by 3,600% with VWD. You will receive a cash prize even if you only match one number.

This special opportunity is for those who only want to play the lottery. So now is your chance to switch from paying £1 for every entry to greatly improving your chances of being a winner – with Virtual World Direct.

Even if you're not already a lottery player, this unprecedented option is open to you, too.

In time, some may want to progress from being a player to becoming an affiliate member and being able to build their own individual business and to take advantage of the income generating potential. You can be sure the door will still be open to enable you to take such a step forward.

It's reassuring to know that the Virtual World Direct Member Support Team is always available to help so if you ever need advice or answers to particular questions just give them a call on 01492 540236 or fax: 01492 547854 or email: admin@vwdmail.com.

VWD co-founder Tom Brodie points out: 'We expect this new way of playing the Lotto and/or the EuroMillions lottery to quickly catch on because it's within reach of most people keen to 'strike it lucky'- and they have all the benefits of the e-Lottery System, including a member's website, to help them achieve just that.'

'MASSIVE ADVANTAGE' OF NEW WEBSITE

A much faster download speed along with a number of impressive, eye-catching enhancements and subtle changes have elevated Virtual World Direct's evolving, high performance website to a new sophisticated level of hi-tech achievement.

Ongoing progress is certainly a top priority in the operation of this site, developed specifically to operate quickly and efficiently even with a relatively slow 56k modem connection.

'That's a massive advantage,' says VWD co-founder Tom Brodie, 'particularly in this modern technologically conscious world, in which today's internet surfers want to be able to access information as quickly as possible. Who doesn't?' The download speed varies between 5 and 10 seconds.

The home page, which is the most prominent promotional tool, has been redesigned to create a more professional and appealing image to attract attention and stimulate interest in an exciting business which is relentlessly expanding across the globe.

The page fits ideally on an 800x600 pixel screen, the size that most people work with, so there's no need for a scroll bar.



A banner at the top of the page is a key feature, boldly underlining that this is, unmistakably, a lottery site with an innovative built-in opportunity, not only to win a multi-million pound (or equivalent) jackpot, but also to generate an envious lifestyle-changing income.

The banner also promotes the UK Lotto and EuroMillions draws and displays the estimated monetary value of each coming draw. There's also

a countdown clock which reminds players of the time remaining for entries before the next draw. This helpful feature should stimulate a sense of urgency, particularly when time is running out.

'Navigation is very simple,' explains Tom. 'There aren't loads of buttons to confuse people. The selected buttons provide access to the e-lottery information, affiliate programme and the newly introduced £5.00-a-week player option.'

'Visitors can easily and quickly find out what they want to know – whether they just want to be a lottery player or take advantage of affiliate membership. The choice is theirs.'

'Affiliates focus on playing both the UK Lotto twice a week and/or the EuroMillions lottery once a week while building a business. This means they can introduce new players, earn the benefits of commissions as well as pocketing any due lottery winnings.'

As players, members can play the UK Lotto and, if they wish, the EuroMillions lottery.

'VWD has entered a new exciting era of worldwide development,' emphasizes Tom, 'and indicators clearly point to a bright and successful future.'

Huge Boost For EuroMillions

The EuroMillions lottery, launched jointly earlier this year by the Camelot-run UK National Lottery, Francaise des Jeux of France and Spain's Loterias y Apuestas del Estado, has been given a huge boost.

The lotteries of Austria, Belgium, Ireland, Luxembourg, Portugal and Switzerland have just joined the game, making it the biggest of its kind in the world. This level of expansion has prompted an 11% increase, based on sales, in jackpot funding. Now the value of each weekly jackpot prize is estimated at more than £20 million.

The game matrix has not changed. Players still choose five numbers from 1 to 50 and 2 Lucky Star numbers from 1 to 9.

'EuroMillions continues to offer the greatest range of prizes available in any National Lottery draw-based game, with 12 prize levels and overall odds of winning a prize of 1 in 24', emphasizes Camelot.

VWD co-founder Tom Brodie said: 'With nine national lotteries now involved in EuroMillions, the number of people playing the game is bound to increase dramatically – and the more people who play, the bigger the prize money will be. 'Our services have already expanded across Europe and beyond and so we are in an ideal position to help anyone who wants to participate, not only in the UK Lotto but also in EuroMillions.

'We have the experience of an established international operator and that know-how is something we can share with people interested in playing the lottery and improving their financial situation.

'The future certainly looks bright!'

VWD's integrity and credibility has been strengthened by its recent acceptance as a member of the Lotteries Council.

Flash Movie Update

The e-Lottery flash movie has been updated to include the launch of new membership developments.

A new tier has been created especially for lottery players, who pay just £5.00 a week for 44 entries in each of the UK Lotto draws on Wednesday and Saturday nights. Another £5.00 a week would buy 36 entries in each EuroMillions Friday lottery draw. That's if you want to play both lotteries.

The fees also cover the benefits of the e-Lottery System plus access to a member's website, which records confidential payments and statements along with lottery results and winnings.

This latest innovation, particularly appealing to people who only want to play the lottery, gives affiliate members an additional option in introducing new members and building their own individual businesses.

The cost of affiliate membership remains at £44.99.

VWD co-founder Tom Brodie is confident the introduction of ongoing new ideas will have a major impact on future growth.

The movie now has fewer graphics and will download more quickly even with a 56k modem connection.

DRAW WINNERS



Nine lucky draw winners were presented with their prizes by VWD co-founders Tom Brodie and Len Fitzgerald at the 'Develop Your Business Training Seminar'. They are:

Recruitment Draw

Dave Bromley
Paul Williams
Graham Cox

Laptop
DVD Player
Printer/Scanner

Free Syndicate Draw

Simon Stepsys
David Beavis
Alan Skinner

Laptop
Printer/Scanner
DVD Player

Attendance Draw

Pam Greenwood
Ray Ford
Alan Johnson

Laptop
Printer/Scanner
DVD Player



VWD On The Move...



Virtual World Direct will be moving office in November. The move to larger premises in nearby Colwyn Bay, North Wales, has been triggered by the continuing growth of the company.

More details will be circulated in due course.

'The World is Our OYSTER!'

Major announcements at the Virtual World Direct 'Develop Your Business Training Seminar' at the De Vere Park Hotel, Warrington, on Sunday, 26th September were described by elated members as 'fantastic, incredible and phenomenal.'

They travelled from across the UK, Ireland, Isle of Man, Belgium and Spain, and from as far afield as the USA and Australia to hear about new exciting developments and how the top business-building leaders have achieved success.

VWD co-founder Tom Brodie announced the:

- **Launch of the cleverly contrived £5.00-a-week player membership option**
- **New look easy-to-navigate website with faster download speed**

- **Incorporating a new Flash movie update**
- **New auto responder series**
- **New sales letter web pages**

These stimulating and motivational disclosures triggered positive responses from very enthusiastic members, some of whom were unable to attend the seminar.

The following are just a few early comments from members.

Gino Harteel, Belgium: 'Thanks for a wonderful meeting. Both VWD co-founders, Tom and Len, have inspired me. There are so many things I want to do to show other people this business.'

'I picked up so many important lines and ideas I have committed myself to promoting the business for at least one hour every day – and I'm doing that.'

Liz Milton, UK: 'I would like to convey my sincere thanks for the outstanding meeting. My husband (who also attended) and I thought it ranked as one of the very best meetings that we have ever attended in our long network marketing career. Dave Mingins, New Zealand: 'A short message to tell you that I love the new format. Well done!'

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Mark Edgar, UK: 'I was quite shocked by the new website but feel it is the way to go. I'm very excited about the whole thing. I expect you are now inundated with emails and calls.'

Dan Valter, Canada: 'Congratulations on the beautiful new website. It is slimmer, crisper and much more efficient.'

Tom Brodie reiterated: 'We're all entering a new era of development and progress. Considering what we have already achieved, the world really is our oyster.'

How To Be Successful...

Four of the most successful Virtual World Direct leaders attended the 'Develop Your Business Training Seminar' specifically for the purpose of sharing their experience and business know-how.

Paul Monks, Ray St. Clair, Gigi Field and Neil Verlander disclosed, in turn, their individual approach to building a business and achieving lifestyle-changing success.

Paul started the ball rolling by referring to 'fantastic announcements' earlier and added: 'These will take the VWD business to another dimension. Tom and Len have so much enthusiasm. They are always looking to improve the way the business operates and we are really indebted to having a fabulous company behind us.'

I have been in the business for just over two years. This is such a huge opportunity. I started building my business, once I got my head around it, through word of mouth recommendation, which is the most powerful way of sharing an opportunity with others, like friends, family, work colleagues, in fact, anyone who plays or wants to play the lottery and, maybe, is also interested in making extra cash in their spare time.

We all like saving money and buying a bargain. As an e-Lottery syndicate member you get 44 chances of winning in every UK Lotto draw which amounts to 88 chances a week, costing just £5.00. For the same outlay you can have 36 entries in the EuroMillions weekly draw.

Each e-Lottery entry in the UK Lotto costs just 6p. Each e-Lottery entry in the EuroMillions lottery costs 14p. These figures, compared to normal charges, represent 94% and 90% savings respectively. And Virtual World Direct always pays (jackpot excluded) more in prize money.

Give prospects the link to your website and urge them to watch the movie. Better still, arrange to meet them and don't be afraid of seeking support from your upline. They are there to help particularly when you're meeting prospects.

Two relatively new members of my team have done phenomenally well. One, a 20-year old student, who joined VWD three months ago, has just sponsored his 90th person. His friend, whom he introduced, has sponsored 28 people in seven weeks.

This is a very simple business. Keep it simple. To be successful you need to be persistent and consistent and never take 'no' for an answer. This is a great opportunity not only to increase your chances of winning the lottery but also to generate a very worthwhile residual income.

Ray St. Clair Presenting the Opportunity One-to-One

There are many different ways of introducing VWD to people, such as internet websites, email marketing, newspaper advertising, leaflet distribution and using business cards. What I would like to cover is something we call 'B to B' marketing. It means Belly to Belly marketing.

You need some basic tools – a diary, a watch and, above all, a sales presenter. If you're going to talk to people you need some information with

you. The first rule is to make an appointment. Arrange a time when you can have the prospect's undisturbed attention. Never be late. Talk in a relaxed manner and show interest in what they say.

The real reason why we are all here is because we want a different lifestyle to what is projected by the so-called norm. The one ingredient we need to have that choice is money. I receive cheques from VWD and I show prospects a few as proof. It demonstrates that this business really does work.



The next thing is to explain the benefits. One of the main reasons for being a VWD member is that you win more money than playing the lottery on your own. For example, if you matched two winning lottery numbers you would receive nothing. With VWD you would have 82p. Match three numbers – win around £10. With VWD – win about £14. Match four numbers – about £56. With Vwd – around £115. Match five numbers – around £1,600. With VWD five numbers with one guaranteed number win jackpot.

Putting £5 a week into the UK Lotto gives you five

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How To Be Successful...

entries. £5 a week into the EuroMillions lottery gives you five entries. That's 10 entries for £10. Ninety percent of the population would probably be happy with that. But playing the UK Lotto and EuroMillions lottery the VWD way would give you 44 entries in the UK Lotto on Wednesday, 36 entries in the EuroMillions lottery on Friday and 44 entries in the UK Lotto on Saturday. So, for £10 you would have a total of 124 entries.

Which is better? All the people I've spoken to have said the VWD way is a much better way to play!

Gigi Field – Put Some Pace Into Your Business

The most important thing is not to quit. Tom has already mentioned people who do all the marketing work and then quit. It's the worst thing you can do, so don't ever contemplate it.

Attitude is something you need to work on. We are really hit from every corner of communications with negative stuff. It is a very negative environment out there, so you need to work on your own personal attitude to make sure you rise above all that and don't let yourself be pulled down by what's happening around you.

Always expect positive results. If you believe people don't want to join you, you will approach them in a negative way. So it's very important that you expect positive results, that everyone you speak to will join.

It's amazing how living in chaos can affect you. So go into your office and have a good blitz and change it so that you feel good when you go in. Watch your environment, control it and stay very positive and in tune with the good things going on.

Developing good action habits is one of the most important elements of this industry. If you put action into place, I promise you will get results in this business and that is the key. So look at the activity you're doing and then make that a habit so that you are actively going out and doing things to develop your business. When you start to do that, you will start seeing results from the action you have put in.

You need to look at your diary and ask yourself a very serious question. What have I done in the last two weeks to grow my VWD business? If you don't have any results, you've probably spoken to nobody and that is reality. If you put in enough action you will most definitely get results.

Once you have achieved results you will believe in the VWD business and belief in yourself will go up. Once that happens you will begin to see massive potential. Do something every day to build your business. Set yourself a target.

You meet people every single day. We have a shop window, if you like, of our product on the website. We can give people our web address and they can take a look.

Who's done door knocking? How many people can you talk to in a day?

There are lots of different ways to promote VWD. Keep in contact with your upline and downline members. Make sure your energy and enthusiasm is really strong. The website we have is phenomenal. We have unbelievable business back-up. Make time to find out what your business has and what it has to offer so that when you talk to people you can talk confidently about it.

We have all the online expertise and know that works, but if we add some massive offline activity this business will go through the roof.

If you have any objections from people, this is the way to deal with that situation. It's called FEEL FELT FOUND. A prospect says: 'I don't think this is going to work.' You reply: 'I know how you feel because I felt the same way until I got myself up and running with this business and received my first few cheques. Then I knew it was going to work.'

Remember, what you're reaping right now is what you have been sowing!

Neil Verlander – Motivation/Vision and Focus

I left school in the 60's and worked as a mechanic and probably had about 21 jobs before I was 21. Then I left civvy street and joined the army. I couldn't settle and subsequently returned to civvy street. I met a chap and went into business with him – running a squash club.

I later realized it was a mistake. It all went topsy-turvy. In 1987 the business went down the pan and I lost everything and still owed £25,000. It was a nightmare. Fortunately, I had been part-time in the networking industry for about 18 months. I was starting to learn the fundamentals of how it

worked but I had no choice, I had to go out and earn a living to pay back the money I owed. I had to get myself out of this hole and get my life back on track.

Believe you can have anything you want and do something about it. When you do that you develop your belief and strengthen your focus. So what helped me get through my own personal problems? Simple, my vision!

Some people expect so much but do very little. So analyse your results at the end of each day and each week. They will tell you whether you are doing enough or not enough and that will be reflected in the number of cheques you receive.



A lot of people I know spend too much time asking questions and they analyse and analyse for months. Just try and be comfortable with information. Be confident. It's all about knowing what you need to know and getting on with the job.

VWD can't make you successful. It's down to every single one of us to take responsibility. There are lots of people out there who can do this. We have to find them.

This industry is enormous and network marketing is also enormous and we have the world to go at. It really is a phenomenal opportunity. It's time to get busy and take our message to the billions of people on this planet.

VWD co-founder Tom Brodie said: 'It's been a fantastic day thanks to all the speakers, who have done a tremendous job – inspirational could be more appropriate. It's events like this that make us strong as a group.'

STAMP OF APPROVAL

Virtual World Direct has received a prestigious 'Stamp of Approval' from the Lotteries Council, which recently approved our application for membership. Peter Jones, who was appointed secretary of the Lotteries Council in 2001, attended the VWD 'Develop Your Business' Training Seminar at the De Vere Park Hotel, Warrington, on 26th September.

He said: 'I've been involved in lotteries for nearly 30 years and I can tell you I quickly realized that Virtual World Direct is one of the most exciting and best opportunities I've come across.'

'Since I became an active member of Virtual World Direct I have been impressed by Len and Tom's enthusiasm and I'm pleased to welcome VWD as a member of the Lotteries Council. The new VWD website will carry the council's logo! LC, as it is widely known, was formed 25 years ago with the aim of representing the common interests of organizations, large and small, working to comply with gambling laws.'



The council works closely with the Gaming Board for Great Britain and provides the authority and credibility required to support a lottery operation. All members are regulated by a Code of Conduct and can be regarded as being responsible lottery operators by the public, legal authorities and potential contributors.

VWD co-founder Tom Brodie said: 'To be recognized in this way by the Lotteries Council certainly reinforces our credibility.'