



# Growth Triggers Office Move

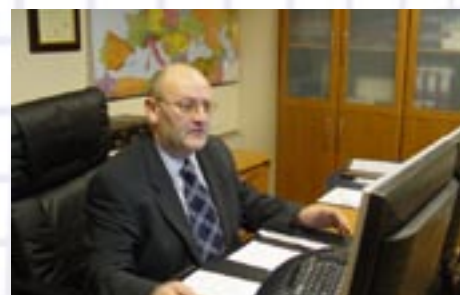
The expansion worldwide of Virtual World Direct since its launch in April, 2002 has resulted in the company moving to larger office premises in North Wales.

'The business has been growing at such a rate that the move was inevitable,' explained VWD co-founder Len Fitzgerald. 'The need for extra working space to maintain the high standard of service to members and keep pace with technological advances and demands has been on the cards for some time.'

'Now we have the space to increase the number of membership support team personnel and the room to expand in the foreseeable future.'

Apart from offices, the accommodation also includes a boardroom and conference room, which members can also use for recruitment and promotional purposes, group meetings and other VWD business sessions. Arrangements beforehand are requested.

'The facilities reflect the ongoing growth of the business, which is expanding faster than ever, and are there for the benefit of all members,' added Len. 'Looking ahead, 2005 promises to be a really good year.'



VWD co-founders Len Fitzgerald (above), and Tom Brodie



**The new address and contact details are listed below.**

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VWD's New 'Home'



In new surroundings - the VWD Member Support team: Melissa Northcott, Cerys Cook and Kelly Bennett with news bulletin editor and PR man Graham Williams



# VWD's Amazing Global Growth

*It's 2005 – another year – another chapter in the amazing story of Virtual World Direct's relentless growth from a go-ahead, visionary UK organisation to a successful worldwide recognised operation with members in 133 countries around the globe.*

The unique e-Lottery way of playing the UK Lotto or the EuroMillions Lottery, or even both, is certainly gathering momentum – spurred on by the newly introduced membership structure which has increased the rate at which new members are joining.

There is no joining fee for the player option launched last September and intended for those who simply want to play either or both lotteries. All they have to pay is £5.00 a week for 44 entries in each of two weekly UK Lotto draws or 36 entries in the EuroMillions draw playing with the e-lottery advantage.

### Introducing Affiliate Members is Even Easier!

#### Membership Fee:

Affiliates paid £4.99 for a year's single syndicate membership or £9.98 for joining both the EuroMillions and UK Lotto syndicates. Since the beginning of the business cycle starting on the 24th January this year new affiliates now pay only £4.99 to join both syndicates – a saving of £4.99.

#### Ongoing Payments

When joining, affiliates were required to pay for the first 4 weeks' lottery fees up front. **Well no more.** In line with the new player option an affiliate can now pay weekly.

#### Entry Protection Deposit

The Entry Protection Deposit of £20.00, which secures a member's syndicate position should there be a delay with future payments, has been mandatory for affiliate members. **But no longer.** The EPD is now optional for new affiliate members but remains vital in securing your position should a payment delay occur.

#### Take Advantage NOW!

You can sponsor new affiliates, who now only have to pay relatively small joining fees of £9.99 or £14.99 should they want to play in two

syndicates. This represents tremendous value for money compared to the previous fees of £44.99 or £89.99. And that's not taking into account the state of the art tools affiliates have at their disposal for just £4.99, which is the annual membership fee

**VWD co-founder Tom Brodie said:** 'Never have I seen a business that offers so much to it's members for so little. The restructuring of the affiliate fees will have a dramatic impact on the growth of each affiliate's business. VWD is certainly expanding across the globe and the encouraging rise in new member numbers is a clear indication that our strategy is not only working but opening new doors of exciting opportunities. We have developed the business even more and this will catapult further.'

'Many players are opting for the affiliate position, realising that they can play for free simply by introducing five new players and/or affiliates, and that lays the foundation for them to build their own individual businesses and generate a worthwhile residual income.'

'To maintain our high level of member services and support, we have strengthened our admin team to ensure that the interests and needs of members, wherever they may be, are taken care of.'

'This has involved relocating staff to larger office premises and installing more advanced technological devices which are essential in an international environment. A conference/ meeting room will be available for all members to use in developing their VWD businesses.'

'The potential for continuing growth is huge,' emphasised Tom. 'We promote both the UK Lotto and EuroMillions Lottery, not just in Europe but across the world and as more countries get involved the multi-million pound (or equivalent) jackpots will get bigger and more appealing.'

He added: 'The combination of both lotteries, with jackpots varying from £3 million GBP to £30 million GBP (the equivalent of 43 million Euros), has had a major impact on the way people view playing the lottery. That means we're definitely on track for continuing growth. So 2005 really looks very promising – and all for the princely sum of £4.99!!!'

**'Little wonder this business is spreading and growing across the world!'**



# 'Together Everyone Achieves More'

**Company directors David Beavis and his wife Marilynn, were used to being kept busy but spare time was 'non existent' after the birth of their first child and the subsequent arrival of their second.**



With a traditional business to run and a family to care for there really wasn't time to look at the VWD opportunity which emerged in the form of an email sent by someone I didn't know, recalled David.

'Anyway, I carefully looked at the concept and contacted the company directly for answers to certain questions and then joined.'

Since joining VWD in June 2003 David, with the support of his wife, has developed a strong business which continues to grow.

'I have always been interested in network marketing and been involved with two other companies. What attracted me to VWD was that everyone I knew played a lottery of some sort.

'I like networking because it generates a residual income. Traditional business doesn't do that.

'TEAM is a motto I like to use', he explained. 'My interpretation is: 'Together Everyone Achieves More.'

'I believe you need to help your team get what they want out of this business because without them you won't get anywhere.

'I really enjoy meeting new members of my group and building relationships with people, even if it's contact via email.

'I'm always in touch with members, encouraging and showing them what I've done so that they can duplicate my efforts.

'Networking has three important ingredients and if you follow them and don't change the order you will succeed!'

**PEOPLE:** Build relationships and don't regard them as £ signs.

**PRODUCT:** People will move the right product. How many millions of people play lotteries?

**PROFIT:** With the right people and the right product you will make a profit.

**'With those three ingredients my VWD business has been growing'**



## Nasser focused on success

Since August last year England businessman **Nasser Elaheebocus** has developed a sound Virtual World Direct team, having recruited people from Norway, Australia, France, Slovenia as well as the UK.

'So joining VWD has already been very worthwhile', he emphasised. 'The members' support team together with the user-friendly website are excellent and underline how easy it is to understand and build this stimulating and rewarding business.

'I've found it simple to progress mainly because my sponsor, David Beavis, has always been on hand to answer queries. On the few occasions when he was unable to help I received first class support directly from the VWD admin team.

'My aim now is to increase my group by five to ten new members during each business cycle.

'I don't think that is unrealistic because I see the potential of this business and I'm committed to helping others set their goals and achieve success.'

## Tom sees massive potential



Scottish university student Tom Baxter joined Virtual World Direct last June and has already built a strong, developing business that is generating a very worthwhile and welcome residual income.

'Before I joined VWD', he recalled, 'I had to work long hours in my local pub in a desperate attempt to pay off the debts I'd accumulated during my student life.

'When I came across my sponsor's VWD advert on the internet, I initially joined just for the increased chances of winning the lottery. After I found out about the fantastic affiliate programme I got to work promoting it. I firstly told my best friend, Dave Trotter, about the business and he quickly signed up. Then we both went out with a few hundred flyers and began promoting the opportunity to passers-by on the streets of Edinburgh.'

'After both of us had introduced our first five players, I realised the massive potential of the company and began a vigorous door-to-door and phone prospecting campaign. Now I have a team of more than 350 members. I make a comfortable income, work from home and I love it!'

'I'm looking forward to the future more than ever now and can see VWD getting bigger and even better. With our member base increasing and our inclusion as a member of the UK Lotteries Standards Council, we can only become stronger!'

## VWD's French Website Boosts Business

VWD members in France and other European countries have enthusiastically welcomed the launch of the French language website.

David Maret, of Sweden, who has developed a strong group in France as well as in other countries, described the site as being 'very good for all French speakers.'

He added: 'The EuroMillions lottery is now well known throughout Europe and beyond and I'm sure the VWD opportunity will interest many people and significantly increase the number of sign ups.

'There is already evidence of encouraging growth and I'm confident that this latest website will help those, who live in countries where French is the main language, to build their VWD businesses. This covers many countries, not only in Europe but worldwide.'

# VWD FEVER HITS DUBLIN

**Two enterprising members of VWD achieved incredible success when they promoted the opportunity to a massive number of people in Dublin, Ireland, over three days at the end of November.**

Ray St.Clair, who lives in Spain, and Irishman Ernest McBride organised a stand at the 'Toys4BigBoys' show which is held annually in Dublin.

The exhibition showcases toys, technology and gadgets from a wide range of companies and is considered to be the premier show of its kind in Ireland.

Ray explained: 'We decided to attend the show because it attracts massive crowds looking to spend money on leisure time activities.'

'We thought there would be a perfect target audience for VWD as the EuroMillions and UK Lotto are played by many Irish people.'

## **SOLUTION**

**'But tickets are not sold in Southern Ireland so VWD offers the perfect solution for those who want to play but cannot buy a ticket.'**

Ray and Ernest decided to work together on this project. They both felt it was a great opportunity to expand their businesses by pooling resources and knowledge.

Ernest negotiated with the show organisers and managed to secure a large reduction on the price of the stand. VWD supplied marketing materials to hand out to prospects.

Ray and his wife, Tracy, who is also building a VWD business, flew in from Spain with projectors and laptops.

## **TECHNOLOGY**

By utilising the technology available in the VWD members' area, the team was able to run the 3



Ernest McBride and Tracy St. Clair talking to prospects at the VWD stand.

minute VWD video on the stand. This attracted many people enabling Ernest and Ray to approach and show them the business.

The show attracted more than 30,000 people over the three days and was highlighted by national TV and the press.

The VWD team had a good number of sign ups and entered hundreds of people into their prospectus.

'It was great to have Ray and Tracy fly in all the way from Spain,' said Ernest. 'It shows that VWD members can help each other across the world

and I learned so much from the experience. Many more people now know about VWD.'

## **RECOMMEND**

Ray said: 'I would recommend this method to anyone as a way of marketing their business directly to an almost captive audience.'

'Not everyone is going to say "yes" but experience shows us that many do and some of the best people in my business have joined as a result of us attending exhibitions.'