

## Pre approach email One - Business Approach

**Use this email** if you are making an approach to your contact list as an alternative to using the phone as an initial way of talking about the **e-Lottery Business Opportunity**. (Note, this is not as effective as making telephone contact first!).

To copy this text to an email, highlight the body of the text below by holding down your left mouse button and drag it across and down until all the text is highlighted. Then press the 'Ctrl' at the bottom left of your keyboard, and at the same time press the 'C' key. This will copy the text to your clipboard.

**To copy the text into an email**, open a new email using Outlook Express or your favourite email client, click in the body of the email, and while holding down the 'Ctrl' key at the bottom left of your keyboard, press the 'V' key (this must be done at the same time). The text will now be copied into your email. Enter your prospects email in the 'To' field of the email and use the subject line as shown below, click send and its gone!

**Suggested Subject lines of email:** Use *any* of the following subject lines by simply copying and pasting the text into the subject field of your email. **Use the subject line** which you think **will most appeal to your prospect** or is a best fit to your 'personality'. (Highlight using 'left mouse' and use 'Ctrl V', then 'Ctrl C')

- 1). Hi, (name) have I got news for you!
- 2) Hi (name) I've found a great way to earn extra money!
- 3) Hi (name) Take a look at this, it's fascinating
- 4) Hi (name) this is the smarter way to play
- 5) Hi (name) I've found a global business concept

**\*\*\*\*\* email body below (only highlight from 'Hi (name),' when copying to clipboard)\*\*\*\*\***

Hi (name),

I know that like me you are always looking out for ways to make extra income and as you have an open mind I knew that you would want to take a look at this. I have discovered an amazing business concept that I think you will find interesting.

It's a company that is UK based, yet has a global reach and global success

It exploits an existing global market of incalculably colossal size — but in the UK alone is estimated at 20 million adults spending £1 BILLION a year!

It has no direct competition — no other company offers this product. In fact, it's unique!

It is indirectly publicised in the media all the time — prime-time TV, radio, press, posters, and Web.

It can be promoted online as well as offline equally well — with a suite of promotional tools, a personalised website with the ability to capture instant credit card sales, 24/7 as well as a business development DVD.

(name), there is so much more to this so I'm going to send you a couple of emails to give you a chance to make an informed decision as to whether this might be something you'd like to take advantage of.

I really would value your opinion, so just click to confirm in the next email you receive from me with the subject line "The information you requested" and I'll make sure you get all the information you need to make an informed decision.

In the meantime have a look at this short Video Clip by clicking on this link

\*\*\*\*\* (place your 'Affiliate' or 'Player' Movie Link here. Log in to your Affiliate Area, click on 'Tools', then the e-Lottery Logo, click 'Page links' and then choose the 'Direct Link to Affiliate Movie' or 'Direct Link to Player Movie') \*\*\*\*\*

Let's catch up in the next 48 hours and you can let me know what you think. If you feel that you need more information call me and I will send you our fantastic business DVD, or I will answer your questions when I call you.

Look forward to speaking to you,

(Your name)

(Your Telephone and email details)