



NOVEMBER 2012

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Internet Marketing Power Pak Enhanced

New Prospecting Funnel Added To Internet Marketing Power Pak & Sales Page Re-Design

As you know, as an Internet Marketing Power Pak Subscriber, you can send prospects to lottopaysme.com/?A0000 (replace A0000 with your club ID#).

The capture page shows a teaser video and asks for prospect's contact information which shows up in your back office. Once a prospect opts-in, we send email messages on your behalf to that person encouraging them to join and directing them to our sales page at freelottomagic.com.

While that page has been effective for lottery players looking for a better way to play, conversions have not been so hot for prospects with sales experience (realtors, insurance agents, and people already in network marketing).

We have developed a new sales funnel for these types of people at www.58billion.com. It works the same way as lottopaysme.com and is available now at no additional cost to all Internet Marketing Power Pak subscribers. So, you now have a choice as to where to direct your prospects. To use the new page, simply send prospects to www.58billion.com/?A0000 (replace A0000 with your club ID#).

Make Sure Your Email Address Is Up To Date!

For the past two years, we have used the Lotto Magic Facebook Page to communicate company announcements, such as conference calls.

Due to Facebook changes, posts to the page are only reaching 10% of you (unless we pay to promote them). This is ABSURD! You all liked the page and want to hear from us, so from now on, we will only pay to promote posts that increase exposure to the company.

We ask you to make sure your contact email address in the back office is up to date so that you receive important company announcements and links to all our calls. Some-

times schedule changes occur prior to our monthly newsletter delivery, so it's important you stay in the loop. Please be sure to make sure our domains are whitelisted, added to safe senders, or trusted senders lists with your email client so that messages don't end up in your spam and trash folders.

We have also started a Private Facebook Group, specific for announcements and member related posts. The link is in your back office as soon as you log in. Be sure to leave notifications for the group set to on after you join so you receive all updates.

Conference Call Schedule For November

There will be **no** calls scheduled for Nov 14 (scheduling conflict) and Nov 21 (Thanksgiving Holiday). On November 28, we will be discussing strategies for using the new prospecting funnel with your prospects and biz-opp leads.

Coming Soon In December

Mike Caruana has an upcoming book that will be available to the entire network marketing industry. The book discusses his experiences in the industry for the past twenty plus years: what has changed, what works, what doesn't -- and most importantly -- techniques he has studied from Fortune 500 Companies and best business practices that work in network marketing, yet are not implemented by over 95% of Network Marketers.

A back-end product of the book will be a program for success that will be available for sale to the public, but Lotto Magic Members will get everything **FREE** (except for some third party tools that enhance the system)!

All of the December training calls will feature a sneak preview into what's coming and how Lotto Magic Members can take advantage of this **BEFORE** anything is released to the public. Stay tuned...

Lotto Magic is a Member Benefits Club

Lotto Magic offers you a unique way of playing in every single Florida Lotto and/or Powerball drawing from anywhere in the world. Their turn-key marketing system ensures your complete success...

- ✓ Rated "A" with the Better Business Bureau, worldwide **since 1996**.
- ✓ You earn \$60 per referral **monthly** as a Power Captain.
- ✓ Also earn \$4 monthly per down line member in **levels 2 through 5**.
- ✓ Top earners are receiving **over \$5,000 monthly** in commissions.
- ✓ Your tickets are played in the twice-weekly 42 state **Powerball** plus the **Florida Lottery**.
- ✓ Get 50% from your own **winning tickets** and 10% from your down line for 5 levels.
- ✓ **100% Free** team advertising, marketing and support. Yea, we really do work for YOU.



Not a Lotto Magic member yet? Then join one of our team members now and get started immediately!
Already a Lotto Magic member? Then grab your second position with us today and finally start winning!

➡ For the inside scoop on the Lotto Magic Team... [visit the team site now](#) - Don't you miss out!



Whitney

Team Leader - Florida Lotto Magic

"You can't win if you don't play!"

P.S. I joined Lotto Magic back in 2005 and I've worked "for the team" ever since!



Get Your FREE "Win That Lottery" E-Book. It's 48 pages packed with information about the lottery.



- ~ Lottery History
- ~ Lottery Filters
- ~ Lottery Wheels
- ~ Lottery Facts
- ~ Lottery Statistics

▶ GET IT!



"When everyone is moving forward together, then team success takes care of itself"