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## **SOME MARKETING TIPS TO DWELL ON**

The following are some concepts that I use in my marketing of the “Share the Winnings” program:

Establish goals, as realistically as possible. An example would be:

Short range goal: Break even in 6 months.

Mid-range goal: Bring in 12 new people within your first year.

Longer range goal: Monthly income of \$2,000. These goals will vary depending upon your own budget, schedule, and winnings. You can readjust them over time.

Make a commitment to your success. Persistence pays off. Maintain an unwavering faith in your desire to reach your goals. See the results in your mind! The lack of persistence is one of the major causes of failure. Focus on wealth, prosperity and abundance and it will follow. Persistence is the direct result of habit. Do your marketing strategy on a regular basis, mail your fliers, send your emails, whatever method you are using.

Be patient. It can take quite a while for someone who receives your invitation to actually decide to join. They may also require several follow-up contacts before they fund their account.

No negative thoughts. Get out of the habit of thinking about lack of activity, slow sign-ups, etc. Yes, a few months go by, you are spending money, you don't have many joiners and you are starting to doubt yourself and the program. Think positively, dwell on your goals and think clearly about your plans for increased income.

We all have had bad experiences with various programs in the past. It's not the bad ones that count – It's the one good one that makes a difference. If you've failed in the past, use this opportunity as a chance for you to succeed...maybe for the first time!

Even though we are in a lottery pool, it is still a network marketing program and not a “get rich quick” scheme (although there is always the chance that we will hit the jackpot).

Also, we will earn a share of the winnings and commission from the members of our matrix. To really develop an income over time, **you should promote the program on a regular basis.**

Develop a simple marketing plan that you can adhere to. Perhaps start with mailing 2 fliers or postcards a day and maybe a co-op mail service for 500 or 1,000 fliers once a month. Whatever you can afford. Send an email invitation to your list once a month. Stick with it until you can comfortably increase the volume.

Get organized. Start a list of every person who sends you a flier or postcard for another opportunity. Check for an email address and add it to your own email list. These are your best prospects and leads. They are all “players” who joined a program, invested in their marketing and are not “tire kickers”. Make note of their contact information, the program they are promoting and “next action” for your follow up. These names will ultimately become your own “list” and you will have no need for other leads. Send them your offer once a month or as often as you can.

Use a well written cover letter in your mailings. This cover letter should explain briefly why someone should at least read your enclosed offer. It should **NEVER** be handwritten.

Your **desire** is the starting point for attaining what you want. It is simply a thought which can be converted into a physical reality. Anyone can do it. Persistence is the factor that brings your desire into reality. The more persistent the desire, the stronger and sooner the result.

If you would like a source for post cards and leads:

[777.smartzsupport.com/3159](http://777.smartzsupport.com/3159)

Also, Marsha Pearson can help you with fliers & postcards:

[marsha@marketyoursocksoff.com](mailto:marsha@marketyoursocksoff.com)  
215-518-5029

Check out: [www.lottotools.net](http://www.lottotools.net) for other resources.

Best wishes.....Ron