

COMPENSATION PLAN

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Introduction

What industry made more money than the MOVIE, MUSIC, NFL, MLB and NBA combined?
THE STATE LOTTERIES. THAT'S RIGHT, THE LOTTERY!

In 2016, more than **\$70 billion dollars** was returned as net profits to lotteries throughout North America. each year, more than **\$4 billion dollars** will be paid to 200,000 North American lottery retailers in commission for selling lottery games. Earlier this year, ABC News did a special on lotteries, one of few businesses that had a 13% increase in sales in a down economy. The fact of the matter is that state lotteries have been around for over 40 years and have made billions each year.

HISTORY ON LOTTERIES: Sources tell us the first state-organized Lottery with cash prizes was in Italy around 1530, then England in the early 1600s, and later across the Atlantic with the first settlers, which is now the United States of America. Sources say the first lottery was held in Jamestown in 1612, which provided half the budget for the town. The United States' first president, George Washington, used a lottery to support the Revolutionary Army, and Thomas Jefferson used a lottery to fund public projects. Today's lotteries operate in 41 states, plus the District of Columbia , and revenues fund a variety of initiatives and programs.

Winners Only Lotto: Although it is impossible to predict the numbers everyday, Winners Only has formulated a system over the last 10 years around the law of averages to increase your chances of winning any state, PICK 3 or PICK 4 lottery GAMES..

With most states offering PLAY 3 and PLAY 4 games twice per day with a **500%** return (**\$500**) on a **\$1.00** straight play with no maximum bet. So if your investment were **\$10** on a straight play it would return **\$5000**. PLAY 4 games with a **5000%** return (**\$5000**) on a **\$1.00** straight play with no maximum bet. So if your investment were **\$10** on a straight play it would return **\$50,000**. Here's your Media-HYPE. PICK 3 OR PICK 4 GAMES SIMPLY HAVE THE BEST ODDS AT WINNING!

Start Winning and Earn Money In A 70 Billion Dollar Industry!

What is Affiliate Marketing?



Some people remember the 1990's as a tremendous period of growth for grunge music and Jim Carrey films. While this is true, most people will probably tell you the 90's were responsible for this big, beautiful, technology called the World Wide Web (aka the internet, the web, the vast digital ocean of information at our finger tips). And with any new technology or media, companies quickly realized they had a new opportunity to market their products and services to consumers via the millions of websites they visit every day. With the emergence of search engines in the mid-1990's, the internet ballooned into a massive e-commerce and information

machine. Website owners were creating valuable content and providing tremendous benefits to their visitors, and these website owners wanted to be compensated for their hard work. Early forms of online advertising like CPM or fixed placement started seeing competition from emerging, more accountable forms of online advertising, like affiliate marketing. So, what is affiliate marketing?

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WHO DOES AFFILIATE MARKETING: SHORT LIST 1000'S OF COMPANIES:



Affiliate marketing v. advertising.

Affiliate marketing is simple to understand. An affiliate marketer, like a salesman, real estate agent, or trial lawyer is compensated based on the outcome he obtains. If you link to a product containing an affiliate link, you receive a commission for each sale. If you don't close the deal, you don't get paid.

Advertising is a bit trickier. Advertisers pay you whether or not you make a sale., although they won't continue advertising with you if their ROI is poor. These companies much rather pay you or us than the billions they spend each year on advertisement! **Hint (1)30:SEC SPOT DURING THE SUPERBOWL \$5,000,000**

Affiliate marketing at its very core is about relationships!



In the world of affiliate marketing, an advertiser can be a company selling a product like electronics, airline tickets, clothing or car parts, or an advertiser could also be an insurance company selling policies. The most important thing to remember is that you are an advertiser if you are ready to pay other people to help you sell and promote your business.



A publisher is an individual or company that promotes an advertiser's product or service in exchange for earning a commission. Advertisers contractually agree to work with a publisher, then provide the publisher with creative – in the form of links, banner or text ads or even unique phone numbers – that the publisher incorporates into their website.



The final component that completes the affiliate relationship triangle is the consumer. The consumer is the one who actually sees the ad and then makes an action (either by clicking a link or by submitting their information via a form) that takes them from the publisher's website to the advertiser's to complete the action, which we call a conversion.

How Does Affiliate Marketing Work?

Let's face it: technology, especially the internet, can be pretty daunting to try to grasp, and with terms like malware, cursor and spam, it also seems pretty dangerous. So kudos to the guys who decided e-commerce and affiliate marketing should rely on an innocuous technology called a "cookie."



A cookie is a technology that works with web browsers to store information like user preferences, login or registration information, and shopping cart contents. Have you ever opted-in to have a website "remember" your password and username for one of your online accounts? That's a cookie. Ever notice while searching the web for "travel deals" and you suddenly start seeing travel display banners on other websites? Those ads are appearing for you because you've been cookied (it's okay, you won't get hurt).

In affiliate marketing, one task that cookies manage is to remember the link or ad the visitor to a website clicks on. Cookies can also store the date and time of the click, they can even be used to remember what kind of websites or content you like most. There are many different types of web cookies and uses, but the kind of cookie affiliate marketing relies on is called a first-party cookie.

When a user visits a publisher's website and clicks an advertiser's creative ad, the visitor's browser receives the CJ tracking cookie that identifies the advertiser, the publisher, the specific creative and commission amount. This data is stored within the link information in what are called "parameters" and can include even more anonymous data used for attribution

AFFILIATE COMMISSONS



Join our affiliate program for free, or take advantage of our Gold, Platinum, or (Blue Diamond Membership) and start earning thousands in extra income today!

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GOLD AFFILIATE COMMISSONS



Join our **Gold** affiliate program for **(\$25.00)** monthly and for every book sale of **\$13.75** you send our way, you'll receive **35%** or **\$4.81** of the profit, and for every customer that becomes an active member of greater or lesser value on our site you will generate a **35%** commission starting at **\$2.80 for every \$8.00/member, \$8.75** for every **\$25.00/member**, per MONTH in recurring commissions. All Gold members get instant access to our winning membership site to win thousands, your own back office, access to training videos, and discounts on all marketing and promotional material. **Last a 10 tier down-line and unlimited tier across lucrative recurring commission payout!**

1. As a gold member we offer **(\$8.75)** profit sharing for all active gold members accounts on your first unlimited tier across.
2. As a gold member we offer **(\$4.37)** profit sharing for all active gold members accounts on your second unlimited tier down-line.
3. As a gold member we offer **(1 % to 2%)** profit sharing on all the other 8 tiers down.

EXAMPLE OF HOW YOU CAN EARN HUNDREDS OR THOUSANDS EVERY MONTH

ALEX commission for every book sale online **\$4.81 x 500=\$2,405**

ALEX commission for every active **\$8.00** member **\$2.81 x 500=\$1,405 recurring!**

ALEX top tier affiliates **\$8.75 x 500** people =**\$4,375** recurring payment every month

ALEX 2nd tier **\$4.37 x 500** people =**\$2185** for all active gold members accounts

ALEX MONTHLY PAYMENTS CAN EASILY START AROUND \$10.000

PLATINUM AFFILIATE COMMISSIONS



Join our **Gold** affiliate program for **(\$50.00)** monthly and for every book sale of **\$13.75** you send our way, you'll receive **35%** or **\$4.81** of the profit, and for every customer that becomes an active member of greater or lesser value on our site you will generate a **35%** commission starting at **\$2.80 for every \$8.00/member, \$17.50** for every **\$50.00/member**, per MONTH in recurring commissions. All Gold members get instant access to our winning membership site to win thousands, your own back office, access to training videos, and discounts on all marketing and promotional material. **Last a 10 tier down-line and unlimited tier across lucrative recurring commission payout!**

1. As a gold member we offer **(\$17.50)** profit sharing for all active gold members accounts on your first unlimited tier across.
2. As a gold member we offer **(\$8.75)** profit sharing for all active gold members accounts on your second unlimited tier down-line.

EXAMPLE OF HOW YOU CAN EARN HUNDREDS OR THOUSANDS EVERY MONTH

ALEX commission for every book sale online **\$4.81 x 500=\$2,405**

ALEX commission for every active **\$8.00** member **\$2.81 x 500=\$1,405 recurring!**

ALEX top tier affiliates **\$17.50 x 500** people =**\$8,750** recurring payment every month

ALEX 2nd tier **\$4.37 x 500** people =**\$2185** for all active gold members accounts

ALEX MONTHLY PAYMENTS CAN EASILY START AROUND \$15.000

DIAMOND AFFILIATE COMMISSIONS



Join our **Gold** affiliate program for **(\$100.00)** monthly and for every book sale of **\$13.75** you send our way, you'll receive **35%** or **\$4.81** of the profit, and for every customer that becomes an active member of greater or lesser value on our site you will generate a **35%** commission starting at **\$2.80 for every \$8.00/member, \$35.00** for every **\$100.00/member**, per MONTH in recurring commissions. All Gold members get instant access to our winning membership site to win thousands, your own back office, access to training videos, and discounts on all marketing and promotional material. **Last a 10 tier down-line and unlimited tier across lucrative recurring commission payout!**

1. As a gold member we offer **(\$35.00)** profit sharing for all active gold members accounts on your first unlimited tier across.
2. As a gold member we offer **(\$17.50)** profit sharing for all active gold members accounts on your second unlimited tier down-line.

EXAMPLE OF HOW YOU CAN EARN HUNDREDS OR THOUSANDS EVERY MONTH

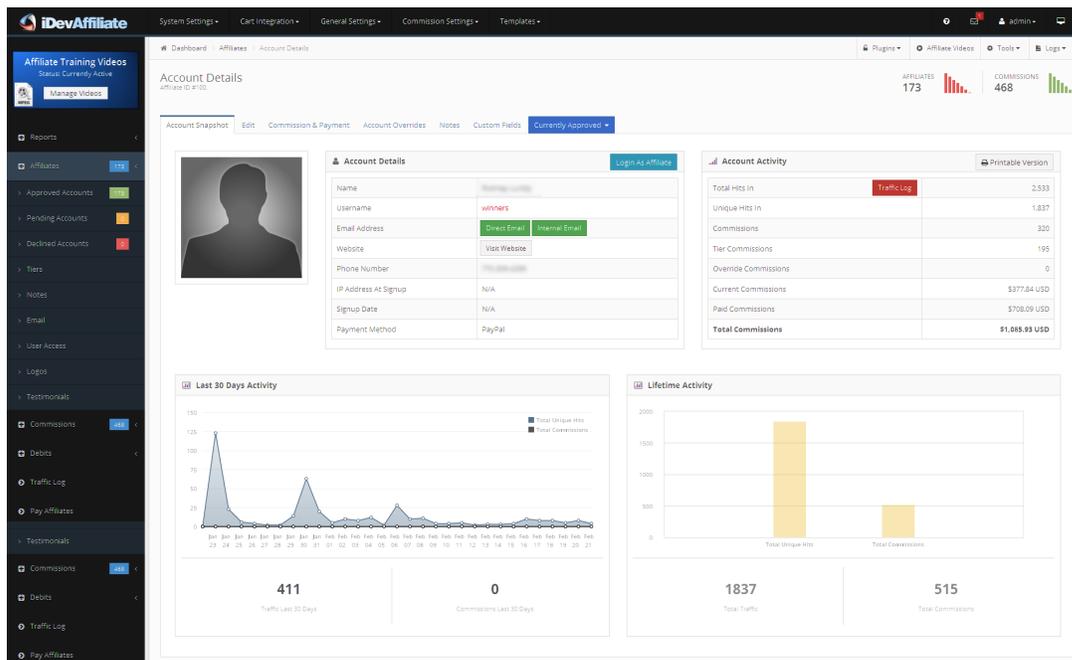
ALEX commission for every book sale online $\$4.81 \times 500 = \$2,405$

ALEX commission for every active **\$8.00** member $\$2.81 \times 500 = \$1,405$ recurring!

ALEX top tier affiliates $\$35.00 \times 500$ people = $\$17,500$ recurring payment every month

ALEX 2nd tier $\$17.50 \times 500$ people = $\$8,750$ for all active gold members accounts

ALEX MONTHLY PAYMENTS CAN EASILY START AROUND \$30,000



Your Own Back Office

You have your own custom “back office” for managing all of your account activity **24 hours a day – 365 days per year**. You’ll always be able to view your activity in REAL-TIME to see how many visitors you’ve sent to the site, how many sales you’ve made, and how much money you’ve earned! You’ll also be able to check on your sub-affiliates’ (i.e. –

other affiliates you’ve referred) stats and sales. Our training, resources, and “ready to use” marketing tools are pre-loaded and ready to go for you as well, providing everything you need for your financial success.

4 STEPS TO EARNING THOUSANDS WITH US!

1. You promote
2. We ship
3. We handle all subscriptions
4. You Get Paid!



Social Media Marketing:

Allows you to post to Facebook or Twitter and get paid from the content that you post from your affiliate account. All affiliates need to do is login and they can instantly share the content you create for them and you can now earn 24/7 365 days per year while you sleep money!

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