

# SMARTZ LOTTO CLUB



## Lotto Play Made Fun And Exciting... More Chances Of Winning AND Get Paid To Play!

Hi! How would you like to get paid to play Texas Lotto Scratch-Off Tickets as part of our club? If your answer is YES, you need to pay special attention to this offer.

**Get Paid  
In \$\$\$ And  
Lotto Play!**  
You Keep 100% Of  
Your Winnings!

**Smartz Lotto Club** has been created to help its members play the Texas Lotto cooperatively. It is not a new idea. Thousands play the lotto as groups every day. We are just providing a way to help our members join others to play as groups AND our members can actually get paid to play!

Playing the lotto in groups is legal and can increase your chances of winning. Smartz Lotto Club is our solution to help individuals join groups to play the Texas Scratch-Off Lotto's. Simply put, this is our direct mail solution to creating Lotto Playing Groups!

**A Program Like No Other ~ This is NOT MLM ~ No Computer Required  
Receive \$\$\$ AND Play Lotto Scratch-Off Tickets That Can Pay Up To \$5,000,000!**

**How it works:** The Texas Lotto currently provides 9 different scratch-off ticket games. Tickets are available in \$1, \$2, \$3, \$5, \$10, \$20, \$30, \$50 and \$100 denominations, and winning tickets can pay \$1.00 to \$5,000,000, depending on the games you are playing. Of course, the higher tickets offer a higher winning potential.

1. There is a 1-time, Life-Time Membership Fee of \$19.00.
2. Members then choose at what level(s) they wish to participate. You are allowed to play up to four (4) ticket levels. Start with just 1, if you wish, and add additional tickets later.
3. You will receive a copy of this mailer listing YOUR Mailer Control # and YOUR ID# on YOUR ticket play selections.
4. Make copies of YOUR mailer and mail to other like minded individuals. When others respond to mailers listing your **Control #**, you will receive a cash payment AND play tickets equal to the ticket denomination(s) they select. Example: if THEY select the \$100/\$20 ticket, you will receive \$20 and play a \$20 ticket. And/or, if they select the \$450/\$100 ticket, you will receive \$100 and play a \$100 ticket. Etc.

5. If those responding also select the ticket categories YOU are playing, you will also receive cash payments and play tickets equal to their selections. Example, if you are playing the \$100/\$20 ticket and they select the \$100/\$20 ticket, you will also receive a \$20 and play a \$20 ticket. Etc.
6. Finally, if those responding to your mailers do not select your ticket selection(s), you will remain on their mailer, and all subsequent mailers, until your ticket category is selected and you will then receive cash payments and play tickets equal to your selected ticket category. With 9 Lotto Ticket categories, this creates leverage that can have you listed on hundreds and thousands of mailers.
7. Of course, all members have the same opportunity. And, due to its affordability, flexibility and income potential, **Smartz Lotto Club!** will be creating excitement which can attract millions!

**Even a \$1 Lotto Ticket can pay up to \$5,000 in winnings!  
A \$100 Lotto Ticket, can pay up to \$5,000,000 in winnings!  
And You Can Receive An Unlimited Number Of Tickets!!!  
NOW, THAT IS EXCITING!!!!**

### Smartz Lotto Club Enrollment

**Please enroll me in the Smartz Lotto Club.**

(Please Mark Ticket Selections clearly. You are allowed up to 4 different selections.)

Name \_\_\_\_\_ Control ID# LC1287-JK  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Enclosed is \$ \_\_\_\_\_ (Includes \$19 Membership Fee AND Total of Lotto Ticket categories selected to play).

Cash  Check  Money Order. Make Check/Mo Payable to "Smartz Printing & Marketing"  
We also accept Credit/Debit cards:  Debit  Credit /  Visa  MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security code \_\_\_\_\_

*It must be YOUR Card. Charges will appear as "Smartz Printing & Marketing" and will incur a 5% service charge.*

**Mail to: Smartz • PO Box 971727 • El Paso TX 79997-1727  
To Enroll By Phone, Call: 1.915.929.5284 Tues-Thurs 10:00 to 4:00 MST**

Mark your selections clearly with an .

'x' Cost = Plays \$ Ticket & Pays \$ / ID#

<input checked="" type="checkbox"/>	\$10.00 = Plays \$1 Ticket & Pays \$1 / L-1242
<input checked="" type="checkbox"/>	\$15.00 = Plays \$2 Ticket & Pays \$2 / L-1287
<input checked="" type="checkbox"/>	\$20.00 = Plays \$3 Ticket & Pays \$3 / L-1287
<input checked="" type="checkbox"/>	\$30.00 = Plays \$5 Ticket & Pays \$5 / L-1175
<input checked="" type="checkbox"/>	\$60.00 = Plays \$10 Ticket & Pays \$10 / L-1005
<input checked="" type="checkbox"/>	\$100.00 = Plays \$20 Ticket & Pays \$20 / L-1015
<input checked="" type="checkbox"/>	\$150.00 = Plays \$30 Ticket & Pays \$30 / L-1015
<input checked="" type="checkbox"/>	\$250.00 = Plays \$50 Ticket & Pays \$50 / L-1287
<input checked="" type="checkbox"/>	\$450.00 = Plays \$100 Ticket & Pays \$100 / L-1287
<input checked="" type="checkbox"/>	\$19.00 = Membership Fee

Total \$ \_\_\_\_\_

# Smartz Lotto Club!

We have been in this industry for over 30 years and what we have learned is that in today's world, what people need is money to simply help make ends meet. They are not looking for **products to buy and sell**.

**Smartz Lotto Club!** is designed to help its members earn a bit of extra income participating in and promoting our club, while also providing a fun and exciting opportunity of hitting it BIG playing the Texas Scratch-Off Lottery. But, let us make it clear, **we** are NOT promoting or selling lotto tickets and **you** are NOT buying or promoting lotto tickets. You are joining, participating and promoting our club that rewards members with \$\$\$ and lotto ticket play based on their club participation—lotto play rewards is our way to help leverage potential income.

**Smartz Lotto Club!** is a 1-Time cost program that is priced right. It is designed to allow anyone and everyone the opportunity to participate—you can get started for as little as \$29.00 (\$19.00 Lifetime Membership Fee and \$10.00 Lotto Club Play). How affordable is that? So, yes, most anyone can afford to participate and, it can provide that extra income we can all use—**quickly and long term**.

**Smartz Lotto Club!** is unique in that it allows 2 members (the member who refers the new member and the member holding the ticket position they select) to profit in 2 ways each (each receive the cash payment from us and lottery ticket play—both equal to the amount of the ticket value of the ticket level they choose). Example: if they choose the \$100/\$20 tickets level, both members receive a \$20 cash payment from us and a \$20 lotto ticket play—a total of \$80 is paid out!

Members can participate at any cost level they choose. There are 9 levels of participation—\$10/\$1 tickets, \$15/\$2 tickets, \$20/\$3 tickets, \$30/\$5 tickets \$60/\$10 tickets, \$100/\$20 tickets, \$150/\$30 tickets, \$250/\$50 tickets, \$450/\$100 tickets—you can choose to participate at any of these 9 levels. Or, if you prefer, you can select up to 4 positions and participate in multiple cost levels. Example: \$10 + \$50 for \$60. Or \$20 + \$30 + \$100 for \$150. Or \$20 + \$40 + \$100 + \$450 for \$610.00—you get the picture. Of course, if your budget allows, the best strategy is to participate in 4 levels, that way you maximize your chances of having one of your ticket selections being selected, which increases your income potential AND the number of lotto ticket plays you receive and your chances of **winning a jackpot**. The point is, YOU create your own participation scenario, but the most important thing is to get started—start at whatever cost level you feel comfortable, you can always add additional positions later.

**Smartz Lotto Club!** is also about leverage. Remember, there are 9 positions, so when someone responds to your mailer but doesn't select one of your ticket selections, YOU remain on their mailer until some one does select your ticket selections creating "Leverage"! Leverage is the ability to benefit from what others do creating what we call "long-term, passive income" which can deliver unlimited \$\$\$ and lotto scratch-off ticket play for months or years to come.

To put it simply, **Smartz Lotto Club!** is affordable and can pay you FAST from your personal mailings, with the bonus of receiving LONG-TERM income and winnings due to leverage. **Do the math, you will be amazed at the short term AND the long term income potential. Now, imagine having a winning ticket that could pay you up to \$5,000,000! WOW!**

**NOTE:** As we said, we are NOT selling lotto tickets and you are NOT buying tickets. Here is how things work: We reward members for their participation in \$\$\$ and ticket play. But you DO NOT receive tickets. We purchase, assign and play each member's tickets as they are awarded. Members will receive a copy of the ticket(s) rewarded and played for them, and, if there are any winnings from their tickets, winnings will be sent to them along with their cash rewards—nice and simple. No waiting to see if you won or waiting to collect if you do.

**Finally,** to succeed with any program you must promote. You will be receiving a copy of this mailer, allowing you to have it printed locally, or you can order your printed copies from us. And, if you prefer, you can use our **Done-For-You** service, where we will do the printing and mailing for you. Here is an order form to use should you wish to take advantage of our services. Remember, we have been in this industry for over 30 years, do our own printing in-house, and maintain a database of over 300,000 serious opportunity enthusiasts—this gives us a clear advantage!

## Order "Smartz Lotto Club" Mailers & Leads or Print & Mail!

**Mailers are 2 sided ~ full color / black ink ~ Available with or without leads ~ Prices include shipping.**

- \$55.00 / 200 Mailers & leads    \$80.00 / 500 Mailers & leads    \$150.00 / 1,000 Mailers & leads  
 \$40.00 / 200 Mailers (No leads)    \$60.00 / 500 Mailers (No leads)    \$115.00 / 1,000 Mailers (No leads)

### Done-For-You Print and Mail

How many sets of 100? \_\_\_ sets of Print & Mail at \$91.00 per 100 (.91¢ each)

(Includes Color Mailers, 6x9 Envelopes, Leads, Preparation, 1st Class Postage, Delivery to post office.)

**Total: \$** \_\_\_\_\_  Cash  Check  Money Order. Make Check/Mo Payable to "**Smartz Printing & Marketing**"

**We also accept Credit/Debit cards:**  Debit  Credit /  Visa  MasterCard

Name on card \_\_\_\_\_ Card number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security code \_\_\_\_\_ Signature \_\_\_\_\_

It must be **YOUR** Card. Charges will appear as "Smartz Printing & Marketing" and will incur a 5% service charge.

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