

~~Pitch~~

M.P. Publishing

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Hello, is _____ available? Hi _____, this is _____ I'm calling from Multi-Plays of America. Well _____ the reason why we've contacted you is because you have been selected as a preferred checking account holder in your area- You still have a checking account?

My company is looking for some word of mouth advertising in your area, and because of this, you were selected to receive the most likely winning combinations of the ___(state)___ lottery.

Let me ask you _____, have you ever won anything that has met or exceeded your expectations while playing the ___(state)___ lottery? Honestly, that's what most people tell me. What my company has is a computerized system in which we enter the past winning numbers, along with the current trends in the lottery. We cycle in our scientific formula, and that gives us the most likely winning combinations. Now _____, obviously we can't guarantee a win on the lottery, if I knew how to do that I wouldn't be on the phone with you right now (hee hee). But we are producing winning numbers in different lotteries across the country every month. _____, don't you think it's about time something good happens for you as well?

Now this is a one week trial package, but our company isn't going to leave you out in the cold, a supervisor from our company will be assigned to be your personal advisor to walk you down the road to financial prosperity; and if our numbers hit the way we expect them to you will be calling us back wanting to reorder.

_____, we realize seeing is believing and obviously we have to show you what we're capable of before you tell a few people about us, am I right? This is why we're offering you our weekly trial publication for only \$39.95 and in return you can greatly increase your chance of winning the lottery. The biggest thing I'm asking you to do _____, is when you see what my company is capable of, and we put a big smile