

## BETTING HERO BARS - PLAYBOOK

### HOW TO USE AFFILIATE LINKS ON BETTING HERO:



1. Go to bettinghero.com on the mobile device and click **PROMOTIONS** from the hamburger in the top right corner.



2. Under the promotions tab the promos are listed for the state the customer is in. The site will automatically geolocate the customer.

3. Have customer follow the **"PLAY NOW"** steps to sign up for the specific offer.

4. The customer will be required to register via the operator's mobile site then follow with downloading the app and placing a bet. To make the process quicker, the app can be downloaded in the background while the customer registers through the affiliate link.

**5. In order to get credit, the customer must fund the minimum FTD required AND place a real money bet (no bonus funds).**

**PLEASE ONLY UTILIZE THE OFFERS THAT ARE LISTED IN YOUR CORRESPONDING SLACK CHANNEL.**



Help

**Promotions**

Odds

Sportsbooks ▶

States ▶

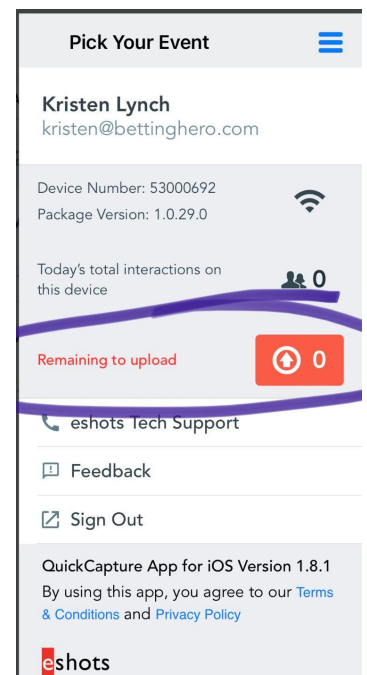
Video Tutorials

### E-SHOTS DATA CAPTURE TIPS:

- Click START to begin the process. All asterisk fields must be completed. Funded and bet amounts should only be entered as full dollar amounts, no letters or DNF/DNR etc.
- The NEXT button acts as the "SAVE" button. If a customer walks away or gets held up, make sure you push NEXT before moving on to a new customer in order to save the information you've entered.
- You do NOT need to enter the phone number.
- If you are needing to go back and look a customer up, click START, enter the email address and zip code associated with the customer to find their registration. From there, you may continue the process.
  - IF you cannot find the customer, it may be because the customer information has not been uploaded to the system yet. Either make sure to upload the data or you can create a duplicate entry.

### AT THE END OF YOUR SHIFT:

- You will see a red icon on your account page that shows how many sign ups are awaiting upload. Please make sure at the end of every shift this icon shows 0 >>>>



- IF YOU SIGN OUT WITHOUT UPLOADING THESE ON WIFI THEY WILL GET LOST AND YOU WILL NOT GET CREDIT.
- Please be sure to sign out on the iPad after every shift.

#### **ADDITIONAL NOTES:**

- FLAGGED = A customer is considered FLAGGED if they are asked to provide additional information in order to verify their identity. Apps may ask for a picture of the customer's ID, a selfie with an ID, a utility bill, etc.
- **WE WILL ONLY GET CREDIT FOR ACCOUNTS FUNDED WITH THE REQUIRE MINIMUM DEPOSIT OR MORE AND A REAL MONEY BET IS PLACED.**

#### **CUSTOMER ENGAGEMENT:**

- Be cautious of the customer comfort level as you approach!
- Never approach customers with kids.
- Build rapport with the customer on initial contact.
- *Lead with the promo offers!*

#### **SUGGESTED INTRO LINES:**

- "Hey guys, who's your team today?"
- "Have you ever bet right from your phone? Let me help you out!"

#### **RESPONSIBLE GAMING LINKS BY STATE:**

[Arizona](#)

[Colorado](#)

[Illinois](#)

[Indiana](#)

[Iowa](#)

[Kentucky](#)

[Louisiana](#)

[Michigan](#)

[Mississippi](#)

[Nevada](#)

[New Jersey](#)

[New York](#)

[Ontario, CAN](#)

[Pennsylvania](#)

[Tennessee](#)

[Virginia](#)

[West Virginia](#)