



Drawings at 8 p.m. Monday-Saturday.

Natural State Jackpot  
is a  
**HUGE DRAW**  
into your store!

**Remind players to take advantage of this jackpot game only played in Arkansas to positively impact your sales and potential commissions!**

- Encourage sales associates to ask every customer if they would like to purchase an NSJ ticket. If a customer has some change after making a purchase, ask if they would like to buy some lottery tickets.
- Be sure to display the NSJ jackpot amount and have employees be aware of and communicate the amount for the day to players. They are a fantastic selling tool for the jackpot games!
- Cross-sell: When a player is buying a different lottery product, ask if they would also like to purchase an NSJ ticket. This could introduce a customer to a new experience!
- Many customers may not be aware of how to play NSJ. Be patient and teach your customers how to play the game! Greet them with a smile and create a friendly welcoming environment.

**Natural State Jackpot (NSJ)  
is only five numbers,  
and it's just \$1 to play!**

