

## Quick Start Guide

### Appendix A-Greetings

You can do your own greetings any time using our guide.

**IMPORTANT:** This guide simplifies the process of creating your own marketing messages or greetings, but it is required that you do the [tutorial](#). It only takes about 15 minutes and will reduce your phone support time. We have tried to make this service as simple as possible without compromising the features so it really is imperative that you complete the [tutorial](#). You just need [QuickTime](#) to view it, which is a free program from [www. Apple.com](http://www.Apple.com). Most computers already have it loaded and your computer probably has it too. Once you set up one campaign the others will be super easy. You just have to do one and you'll see. Everything that you need to get up-and-running is in the Quick Start Guide and this Greetings Guide.

### Greetings Guide Contents:

1. Introduction
2. File Formats Accepted
3. Upload Your Own Greeting
4. Write Your Own Greeting
5. Greeting Samples

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### 1. Greetings Guide Introduction

We know how important it is to deliver a good marketing message, so we devised this short guide to assist you in the process of doing so. This guide will help you write an effective marketing message or greeting and explain how to upload it to your campaign. Additional sample scripts are at the end of this guide.

### 2. File formats accepted in the XMVoice system

The main formats accepted are .vox, .wav and .mp3. .vox files are simply compressed .wav files. Our system automatically converts your files to the correct format necessary so you don't have to worry about converting the files. Simply upload your .wav or .mp3, and we'll do the rest for you.

### 3. Upload Your Own Greeting

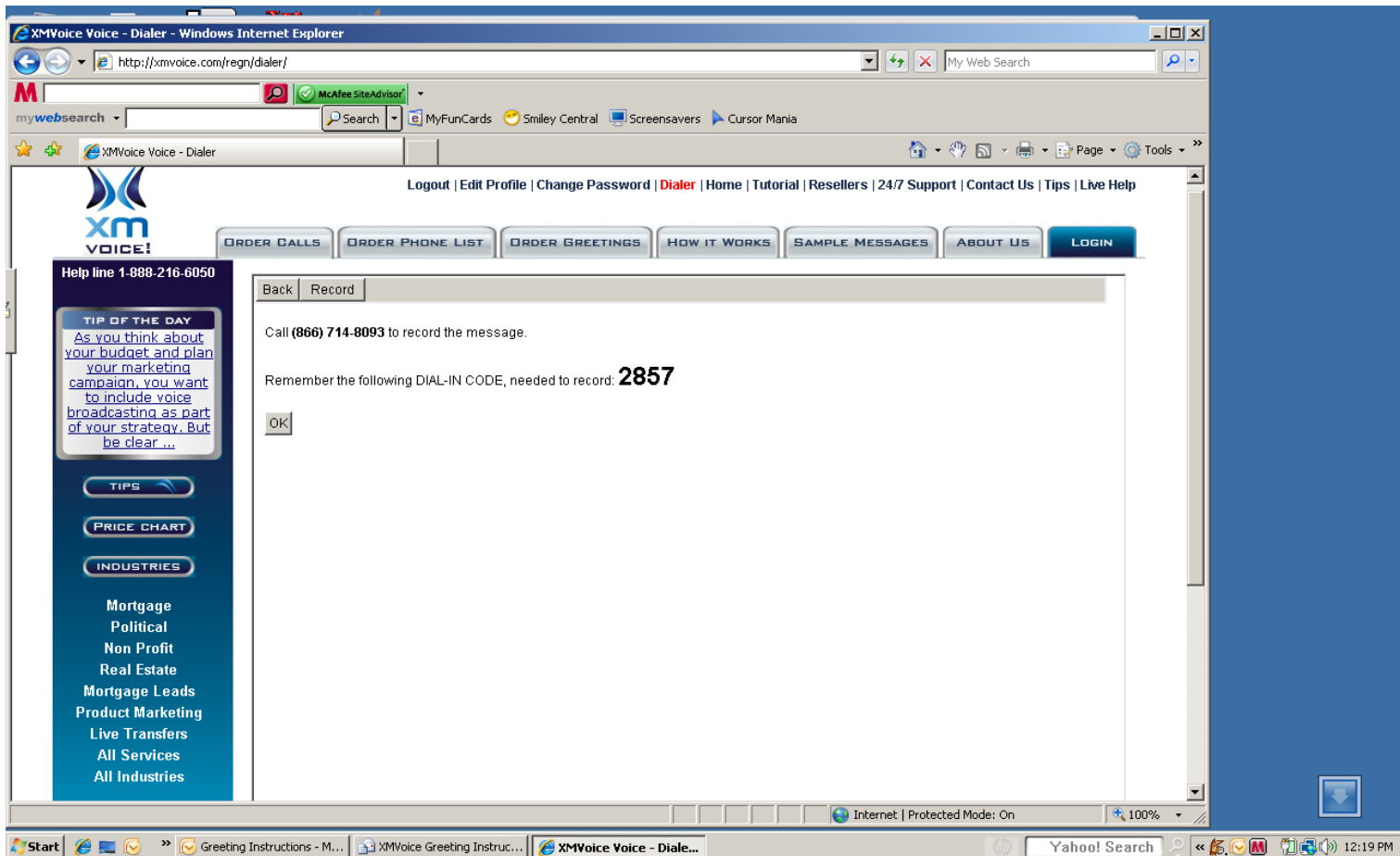
If you have your own greeting, you can easily upload it to your project. Our system requires files that are .vox or compressed .wav files. Since the files are intended for phone delivery, it is only necessary to upload files that are mono, not stereo. Any way you can trim down the size of your file is useful, but we've made it easy for you to upload a file that you may have already created into our system.

## Here's how you upload your own greeting:

1. Below is a screenshot of what you see when you click "Record" in the Voice section.
2. You then dial (866) 714-8093 and enter the 4-digit number that is generated by our system called the DIAL-IN CODE, then continue to follow the prompts to record your greeting.
3. Let's say you change your mind and decide not to record, then simply click on the "x" to close the window.
4. However, each time you click on "Record" it will always tell you to dial that number to record the message, and then the system will generate a new code for you to label the message. So the next time the code will be different.
5. Once you record the message using this system, the file will appear in the "Voice" section, on the left side of the screen. Just to the right you will see an empty field that allows you to enter a New Name. Type the name "live.vox" or "machine.vox" depending on the type of message you just recorded. You can view the "Voice" section of the tutorial to review this part of the process. Remember you can save your files "To Cust" and back "To Proj."

*Note: "To Cust" just means that you save the voice file on our server for later use if you need it, for any project you create...."To Proj" means that you can bring back a voice file to a project you are setting up and get it ready for the "Test Call."*

6. When you have finished renaming the file(s) accordingly, click the "back" button to return to the main screen and click "Test Call" and complete your test call. Listen to your greetings all the way through, and **DO NOT** press 1 to approve until you are prompted by the female announcer. Once she tells you to Press 1, then go ahead and Press 1 to approve. After you Press 1 to approve, the announcer will tell you that your greetings are ready to use and the job is ready to run, or specifically you will hear her say "Your project is now ready to activate."



#### 4. Writing Your Own Effective Message or Greeting

- a. The general idea for a message is to lead with an offer (we'll be in your area cleaning carpets for half price) and follow with features (cleaning reduces allergens and is non-toxic so it's safe for animals and children).
- b. Offers

You can lead right into an offer with a statement or a question:

1. You can pay off your mortgage in less than 15 years and your monthly mortgage payment will not increase!
2. Are you currently late on your mortgage payments, facing foreclosure or unable to refinance or sell your home?

- c. Features and Benefits

Follow with features and benefits to entice the prospect to Press 1 or call you back:

1. You can lower your interest rate, reduce the loan amount, and even get up-to-date with payments.
2. You can pay off your mortgage in less than 15 years and your monthly mortgage payment will not increase!

- d. Keep the message to about 25 seconds (or less if you can.) Sometimes our customers insist on delivering longer messages, but this is not always optimal, especially when prospecting for new leads.
  - e. You can run your campaign by delivering a voicemail or “machine” message OR you can deliver a “live” message with either just an announcement format or you can give the prospect the option to Press 1 to speak with your office right away. All pricing is the same, so you really are just selecting the best message type and delivery method for the product or service you are marketing. When you are prospecting for new leads, it will be beneficial to do a Press 1 Live Transfer campaign. If you are reaching your own customer base for promotions, events, follow ups to direct mail campaigns or even payment reminders, you can do a blend of both **Live** and **Machine** messages.
5. **Here are some great script examples to help you write your own messages.** Remember, that we are always willing to help you with your script, even if we are not recording the greeting for you.

#### **Satellite TV**

Hey this is Sarah from the satellite TV center! I have great news for you! You've been selected to receive a completely digital satellite TV system in your home for free! We're going to give you America's top channels, all of your local programming and free equipment! You don't have to pay us anything up front, and we're going to give you 3 months of television programming for free with a \$150 credit! Press 1 now to be connected with a satellite TV representative. Press one now, OR Press 2 to be removed from our calling list.

#### **Satellite-Dish Network**

Attention cable customers. You've been selected to receive a complete satellite system for your entire home. Please press 1 now for details. Press 1 now or press 2 to be removed.

#### **Mortgage brokers – Loan Mod**

We are calling to make you aware the Government has just implemented new mortgage programs to assist Homeowners with their mortgage payments. Whether you have an adjustable rate or just looking to lower your interest rate, you may qualify for these new programs. These Government home loans are federally insured and are regulated which means they cost less than traditional mortgage loans. Don't wait! Press 1 now for your free pre-qualification. Press 1 now or press 2 to be removed.

#### **Mortgage-special software**

Attention Homeowners! You can pay off your mortgage in less than 15 years and your monthly mortgage payment will not increase! Press 1 now for free information about how you can save a bundle on your mortgage. Press 1 now or press 2 to be removed from our calling list.

#### **Business opportunity/home based business**

Cash gifting: If you'd like to learn how to start receiving \$500 to \$1000 a day, simply by following a proven system, just press the 1 key now. We don't call twice, so if you're not interested just hang up now. But if you are interested, just press the 1 key now for a short recorded call.

**Political campaigns**-this is a hot one right now! We have already started to get calls to set up campaigns...will be very hot until November.

Varies with each candidate

#### **Healthcare discount**

Hi, this is Lisa with affordable healthcare! You and your family can get affordable coverage for less than three dollars a day! This includes hospital stay, doctor visits, eye care, dental, prescriptions, emergency care, and much more. Press 1 now to speak with a healthcare specialist. Press 1 now or press 2 to be removed.

**Credit/Debt Repair**

Lower your Interest rates and have your debts paid off in as little as 12 months. Stop the late fees and harassing phone calls! Press 1 now to speak to a counselor. Press 1 now or press 2 to be removed.

**Job offer**

You recently filled out an online form asking us to contact you with information about starting your own business. You'll be working with federally insured banks with payouts of up to \$1995, and you'll be helping people save their homes! We provide comprehensive training and support. There's no selling or inventory. Please press 1 now to speak with a representative. Press 1 now or press 2 to be removed from our calling list.

**Travel offer**

Your household has been selected to receive a free Caribbean cruise. Press 1 for fun in the sun and press 2 to be removed from our calling list.

**Furniture Store**

Ashley Furniture Homestore wants to invite you to a special event! This Saturday for two hours only, 8 am to 10 am, you'll Save 15% off everything or get no interest until April 2010. Be an early bird shopper this Saturday only, from 8 am to 10 am. Press 1 now for information or press 2 to be removed from our calling list.

**Carpet Cleaner** (this also works for roofing and other home type of services, just change the offer)

Hi, this is Lisa! We'll be in your neighborhood cleaning carpets. Right now we'll clean two rooms for only \$49. And just for listening we'll clean your hallway for free! Press 1 now to schedule a cleaning or for more information. Press 1 now or press 2 to be removed.

**Real Estate**

Hi, this is Susan! I wanted to let you know that we have a free list of Florida properties that are available for as low as 50% of their market value with zero commission fees. Sellers can also contact us for information. Press 1 now for a free list of the best deals in the area. Press 1 now or press 2 to be removed from our calling list.

**Business Loan**

Hello! You can get 50 thousand to 300 thousand dollars in Unsecured loans in your wallet today! Don't hesitate, for a limited time you can get an unsecured loan with no collateral or assets needed. Use your loan for real estate investing, start a new business or enlarge your existing one, and much more. Press 1 now for more information, or press 2 to be removed from our calling list.

**Health Awareness**

Hi, this is Lisa with Heart Check America, and I'm calling you about our free heart scan program to raise awareness about heart disease, the number one killer in America. Right now we're offering free heart scans. Please Press 1 now for more information or to schedule your free heart scan. Press 1 now, or if you prefer not to participate please press 2.

**Mortgage-Refi**

Are you currently late on your mortgage payments, facing foreclosure or unable to refinance or sell your home? We can immediately help you with our FREE Loan Modification guide. You can lower your interest rate, reduce the loan amount, and even get up-to-date with payments. Don't lose hope, help is available. Press 1 now for your free information. Press 1 now or press 2 to be removed from our calling list.

**Window Coverings**

Hi, this is Lisa! We wanted to let you know that you can save 50% or more at wholesale prices on our selection of blinds, shades and other window coverings. Press 1 now for more information on this limited time offer. Press 1 now or press 2 to be removed from our calling list.

**Debt Repair/Consolidation**

Hi, This is \_\_\_\_\_! How would your life change if you woke up tomorrow and had no debts? You can eliminate all of your debts, including your mortgage, in as little as 5-8 years, while creating a huge passive income from home. Press 1 now to listen to our free recorded information. We don't call twice, so press 1 now or simply press 2 to be removed from our calling list.

**Good Luck!**