

Quick Start Guide

Congratulations! You're on your way to more leads and more sales!

IMPORTANT: This guide simplifies the process, 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 this guide.

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1. Quick Start Guide Introduction

If you are reading this Quick Start Guide, then you already know that Voice Broadcasting is one of the most cost effective ways to generate leads for your business within minutes. We will help you order what you need and give you tips to simplify the process so you can quickly begin your marketing. There are basically three things that you can order from us '[Order Calls](#),' '[Order Phone List](#)' and '[Order Greetings](#).' Your needs will determine what you order. This will explain what you need for your specific campaigns.

2. [Order Phone List](#)

If you have your own phone list you can skip this step to 'd.' Order a custom list by clicking on the tab that says '[Order Phone List](#)' and follow the instructions step-by-step. Clients sometimes confuse lists with calls. These are two totally separate services. Lists are the numbers that you call and a call is the actual call being made. Our system will sift through your list and deliver your marketing message to your selected recipients.

- a. It only takes about 3-6 hours to get your list from the time you place your order, however, our data supplier does make an effort to fulfill list orders even more quickly.

- b. You will select Homeowners-Renters-Businesses or any combination of the three by area code or zip code. For 50,000 numbers, especially consumer lists, you will need to provide 2-3 area codes OR 30-40 zip codes. Multiply this for the list size you order. Remember that our data supplier scrubs all consumer lists against the Do Not Call (DNC) Registry. Business lists are exempt from the DNC scrub.
- c. Area codes cover a wider geographic area so they will include numbers that may be 30-45 minutes from your location. Zip codes cover a more specific geographic area so they will return a fewer number of records or numbers. You may need to provide more area codes or zip codes depending on how populated those areas are. Our minimum order is 'up to 50,000 numbers.' This means that if you don't give us enough zip codes or area codes your list will come up short. Either way you will be charged \$99 so we strongly suggest that you give us as many area codes or zip codes as possible.
- d. If you have your own data that's great! You're welcome to use it, just make sure you clean up your data. Our system only requires the 10-digit number on each line, without any other information. You can upload 'Excel' or 'Txt' files to our system.

3. [Order Greetings](#)

Order a greeting by simply clicking on the tab that says '[Order Greetings](#).' Again, you will follow the directions right on the order form. First you have to know who your target market is. There are no hard and fast rules, however, we outline below the most common choices.

If you wish to create your own greeting please refer to the 'Greetings Guide' on the last page.

- a. You may upload your own greeting to our system or do your own recording for free by using our system. You can find the instructions below in the 'Greetings Guide.' We do recommend that you let us help you with your greeting proof or have us do your first recording so you can follow our example for future messages.
- b. If you are reaching your own customer base then you can deliver both live and voicemail messages or just voicemail. If you plan on doing both, make sure to order both greetings.
- c. If you are prospecting for new business then you will get better results by doing a Press 1 live transfer campaign. You will only need one greeting for this.

- d. First you will fill out the form. Once we get the form, we will create and send you a proof for your review.
- e. Send back the proof with your changes or approval. It will take generally 3-6 hours for proofs and 3-6 hours to deliver a final recording. We allot these time frames because sometimes we get very busy, however, many times you can get your proof and recording done all on the same day and in less than three hours.
- f. The general idea for a message is to lead with an offer (the benefit to the customer) and follow with features (IE, "We have been serving Portland for 25 years"). More on this in the 'Greetings Guide.'
- g. Keep the message to about 25 seconds or less. Sometimes customers insist on longer messages, but this is not always optimal, especially for prospecting.

4. [Order Phone Calls](#)

[Order phone calls](#) by clicking on the tab that says '[Order Calls](#)' and follow the step-by-step instructions.

- a. Decide how many calls you want to purchase based on your own customer base or on the area you want to cover initially. We recommend that you order 20,000 calls, but the choice is yours.
- b. There are no contracts or monthly fees, so you simply select the volume or package you want and then, as our system connects to the various recipients, it will deliver your message.
- c. You chip away at your credit until you choose to purchase more credit. The calls never expire. Just use them any time.
- d. Pricing is based on a 25 second message. If you blend Voicemail and Live and you have a 25 second message, then we can track your usage on a per call basis. If you deviate from this scenario our system will still need to track usage, but it will be set to per minute. For example, 20,000 calls at 2.9 cents per call translates to 5.9 cents per minute. So you will kick out about 2.3 calls per minute. We must track usage, and in this scenario it makes sense to track on per minute so that you are not charged for a full call when our system connects to a voicemail. Remember, you selected Live only and the system will need to detect the Voicemail and then disconnect the call. It's all to your advantage, so you don't need to worry about being overcharged, as we built in a way to save you unnecessary charges. So to recap, if you choose to run 'press 1 only' or your

messages are over 25 seconds you will automatically be charged per minute rather than per call. This is simply to make sure that you are not charged for what you don't use.

5. Set Up Your First Project

Once you have placed your order we will either contact you to go over your order or begin processing your request. When your order is completed we will email you instructions. You do not need to contact us during this process, we will contact you.

If this is your first order you will receive instructions that will direct you to our [tutorial](#). Everything you need will be in the instructions and [tutorial](#). Simply follow the directions and video [tutorial](#), and you will be dialing within about 20 minutes.

Good Luck!