

The Power and Versatility of 24/7 Recorded Message Hotlines

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24/7 recorded message hotlines have been one of the best kept secrets of successful marketers and entrepreneurs for over 20 years now. Savvy marketing teachers like Dan Kennedy saw and understood the explosive leverage of 24/7 recorded messages early on, but even with Dan's enthusiasm and stamp of approval there are only a small fraction of entrepreneurs using them effectively. By putting 24/7 recorded message hotlines to work for your business, you'll experience firsthand the power and versatility of this low-cost and easy-to-use marketing tool, and see just how easily it can increase your sales, while saving you time and money.

I first began using 24/7 recorded message hotlines in 1991, at the age of 16, while working as a distributor for a multilevel marketing company. By putting the leveraging power of these easy-to-use hotlines to work for me and my team, I was able to rapidly become one of the company's top distributors. I have since gone on to build an entire business around 24/7 recorded message hotlines, with my main goal being to help more entrepreneurs learn about and implement this great marketing tool in their businesses.

What are 24/7 recorded message hotlines?

24/7 recorded message hotlines are a type of voice-mail system that allows you to record messages that your prospects can listen to 24 hours a day, 7 days a week, 365 days a year. They simply call your hotline number and receive your message(s).

Using a 24/7 recorded message hotline lets you educate your prospects in an automated, robotic way about why they should do business with you. After your prospect has listened to your message, they normally have the option to either leave a message for you, with their contact info, or be connected/forwarded to a live person.

How do 24/7 recorded message hotlines work?

The quickest way to put 24/7 recorded message hotlines to work for your business is to use a simple 2- or 3-line ad that offers important and useful information and then closes with your recorded message hotline number.

Example:

Bob runs an ad for his Home Contractor business in which he states:

"Warning! Don't call any home contractor until you listen to this 24-hour Free Recorded Message. Call XXX-XXX-XXXX ext. XXX anytime."

When prospects call Bob's hotline, they then hear helpful information about things like "5 Mistakes To Avoid When Choosing A Home Contractor" or "7 Questions To Ask

Before Inviting A Home Contractor To Your Home." After listening to the message, they can leave their contact information to learn more, or be connected/forwarded directly to Bob or one of Bob's staff.

These types of ads can work no matter what type of business you're in, and can be easily adjusted to work in just about any advertising medium – classifieds, Yellow Pages, postcards, direct mail promotions, Web promotions, or even billboard ads. You need only change the terminology of the ad to fit your particular business.

What can 24/7 recorded message hotlines do for my business?

A 24/7 recorded message hotline enables you to reach out to your prospects, customers, and clients around the clock in a non-threatening and credible way. Many people are hesitant to call and speak to a live person for fear of getting a pushy salesperson on the other end with a high-pressure sales pitch. But with a recorded message you allay their fears, since a recorded message is not threatening. At the same time, you increase your business's credibility, since a recorded message is accessible to everyone.

Studies show that a publicly accessible recorded message is perceived by callers to be much more believable and credible than a live salesperson delivering a pitch.

In addition, using 24/7 recorded message hotlines saves you huge amounts of time, since the system sifts, sorts, and screens out prospects who do not have a high level of interest. Because of this built-in screening process you are assured of getting pre-qualified, warm prospects rather than time-wasting "tire kickers" who are merely window shopping.

As Dan mentions in his book No B.S. Business Success:

"Offering additional information to prospective customers via a free recorded message compared with requiring prospects to call a regular business number and talk with a live salesperson almost always boosts response. At the same time, the recorded message lets you, the marketer, run ads, send out mailings, and handle all the initial response without any significant staff requirements and without having to take calls personally."

24/7 recorded message hotlines are a low-cost and effective way to put a key component of your marketing on autopilot and avoid cold calling, while freeing up your valuable time for other areas of your business.

10 Tips for using 24/7 recorded message hotlines effectively

Tip #1: Long messages can work well.

Many people believe that recorded messages must be short, but this is a myth. Long messages work amazingly well, provided they are not boring. As long as you have interesting information to share, people will listen to it, even if it takes several minutes. It's extremely important to test and adjust. A good 24/7 recorded message hotline system lets you review your call reports to find out what percentage of your callers are leaving a message or connecting directly to you. By using these reports, you'll be able to quickly tell if people are hanging up mid-message and whether or not you should change or edit it.

Tip #2: No need to ask for your caller's phone number.

With a good 24/7 recorded message service, there is no need to ask for your prospect's phone number. Why? Because a good service will have an unblockable Caller ID feature that will automatically gather the caller's phone number when they call. You only need to ask for their name and address and/or email address. Studies have shown that response goes up when people are not required to leave their phone number.

Tip #3: Give hot prospects the option to connect directly to you after listening to your message.

You normally have a choice about whether or not people can connect directly to you after listening to your message, and you should always give people the option to do so. With features like Enhanced Call Forwarding and Find Me, 24/7 recorded message hotline services make it easy for you to take the call, no matter where you are.

Tip #4: Make your business card a direct response magnet.

Put an ad for your 24/7 recorded message hotline on the back of your business card and see how much more powerful your business card becomes.

Tip #5: Get feedback and gather testimonials.

Put your recorded hotline number on all your products and use it as a 24/7 feedback line. You can also use this feedback line to solicit testimonials from satisfied customers.

Tip #6: Increase response from your Yellow Pages advertising.

Drastically increase the response to your Yellow Pages ad by using a 24/7 recorded message hotline in your ad. You'll also reduce your Yellow Pages advertising budget, since you can use a smaller ad and get the same or better response than you would with a larger ad. Moreover, a good 24/7 recorded message services allows you to easily track response from your advertising, so you can see just how well your ad is performing.

Tip #7: Include your hotline number, even if you have a lead generation Website in your advertising.

According to recent statistics, 27% of Americans still do not have Internet access (outside the U.S. the number is significantly higher). So it makes good sense to include both your 24/7 recorded message hotline number and your Website address.

Tip #8: Survey your customers.

A good 24/7 recorded message hotline service provides a Q&A feature that allows you to perform surveys and find out exactly what your customers think about your company, products, services, etc. This is a great tool for Quality Assurance. You can also do new product surveys to find out what kinds of products your customers want from you.

Tip #9: Track Return on Investment (ROI) for your advertising.

Save tons of money on advertising by tracking ROI through the handy Ad Tracking feature provided by your 24/7 recorded message hotline service. This tool allows you to see exactly what the response is for certain ads and to adjust accordingly.

Here's how it works in a nutshell:

Bob wants to track which specific ads are bringing in the calls to his 24/7 recorded message hotline. So he simply assigns an extension for each ad and/or promotion he is running and includes that extension in his advertising.

For example, he gives his newspaper classified ad extension 1300, his trade journal classified ad extension 1301, his direct mail promotion extension 1302, etc.

When callers first call in to Bob's hotline they are directed to dial the specific extension from the ad they saw. In the event that Bob wants to make things slightly easier for his callers, he could instead have separate phone numbers for each of his ads, rather than one number with separate extensions.

By assigning each of his ads an extension number, Bob will now be able to look at his call reports and see exactly how much response each of his ads is generating.

Tip #10: Include the words "Free Recorded Message" in your ad.

Our studies have shown that response is much higher when these three words are included in your ad. Just mentioning that it's a toll-free number is not enough.

Important message for leaders in MLM organizations

As I mentioned above, I rapidly became one of the top distributors in an MLM company, thanks to the leveraging power of 24/7 recorded message hotlines. As a leader in an MLM organization, you know how important it is to generate high-quality leads for telephone follow-up in order to build a strong distributor team.

Many MLM organizations are finding that leads generated through 24/7 recorded message hotlines are of better quality than leads generated through Websites. For example, phone numbers gathered through Websites are not always accurate, whereas with 24/7 recorded message hotlines, you will always get the prospect's correct phone number. Place your hotline number in classified ads, on postcards, on flyers, and even on your Website.

In addition, you can equip your entire team with 24/7 recorded message hotlines and prerecorded messages and scripts to provide a turnkey lead generation system. You can also use the system to communicate with your team via regular voice broadcasts. This is a great way to mentor and train newly recruited members of your team.

To listen to a special informational training MP3 and learn more about using 24/7 recorded message hotlines for your MLM business visit <http://www.TeleCenterDirectSales.com>

Important message for leaders of Information Marketing Coaching Groups and Companies

If you are in the business of coaching others (professionals, business owners, Real Estate agents, etc) on how to get more customers and clients, you can make your members' lives even easier by offering them turnkey recorded message hotline packages.

Each of these hotline packages could include such things as training modules that focus specifically on their niche along with appropriate prerecorded messages, prewritten scripts, and "cookie cutter" marketing materials.

Important message for Real Estate Agents

24/7 recorded message hotlines offer a surefire method for getting more listings and selling more homes. They help you lock in more listings with your listing presentation, and provide a 24/7 listing tool with an instant contact option. They are also a great tool for building a list of prospective sellers. And best of all, they allow you to weed out unfavorable prospects so you deal only with genuinely interested buyers.

To learn more about using 24/7 Real Estate hotlines to get more listings and sell more properties visit <http://www.TeleCenterRealEstate.com>