



Message Template Form

Key Success Factors in Voice Marketing

- [1] Use this form to write out your Live and/or Answering machine message
- [2] Match your message to the right target audience
- [2] Include a compelling offer or call-to-action
- [3] Be natural, but brief in your message
 - [a] 40 seconds or shorter is ideal for a message that will be delivered to an answering machine.
 - [b] 20 seconds or shorter is ideal for a message that will be played when a person picks up [i.e. "Live Pick up"] at home and you are including a Push 1 Direct Connect Transfer within your message. This provides enough time for the call recipient to hear the main reason you are calling and connect to you if the time is convenient for them. If you do not include a Push 1

Campaign:

Message Version:

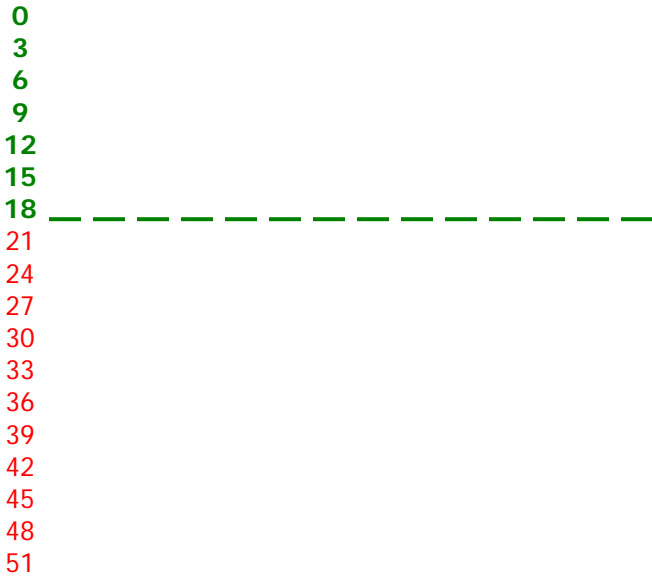
Broadcast Date:

Broadcast Time:

Answering Machine Message



Live Pick-up Message



REMINDER: Message Content Requirements

Per federal regulations, all voice marketing messages that are directed to residential telephone lines with the intent to solicit the sale or donation of goods or services must contain 3 elements to be compliant with telemarketing laws:

1. You must begin the message with an announcement of who is calling. [Example: "Hi, this is Ann from ABC Store.."]
2. You must indicate the reason for the call. [Example: "...I'm calling today to let you know about a special sale..."]
3. You must provide the recipient of your call with a method or number where they can request to not be contacted in the future, thereby expressing their do-not-call right. [Example: "If you have any questions, or would like to be removed from our future calling list, please call us at 000-000-0000"]

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SOME STATE LAWS VARY. SEEK PROFESSIONAL LEGAL ADVICE TO DETERMINE SPECIFIC REQUIREMENTS.