

A GUIDE TO VOICE MAIL

SEE INSIDE FOR:

How to Use 800 VoiceMail™ in Your Business For Greater Profits

HERE'S WHAT THE EXPERTS SAY:

“I recommend toll-free phone numbers, which usually *triple* response rate.”

J. Conrad Levinson, sales expert
page 159, *Guerrilla Marketing*

“Toll-free numbers are another way of increasing response. Because they make it easier for your customer to order. A toll-free number will probably help your credibility.”

Dr. Wm. A. Cohen, professor of marketing, Cal State University
page 45, *Building a Mail Order Business*

“Remember, a client will use the most convenient way to place an order, and, all other things being equal, will buy from the company offering a toll-free call.”

Direct Marketing Association
page 503-03, *Marketing Manual*

AND WHAT OUR CUSTOMERS SAY:

“People would rather respond through an 800# because it's so easy and therefore a necessary part of the business. The service itself is the most economical of its kind.”

M.R. Rudne, Publisher
Miami, Florida

“I am completely satisfied with the service Action 800 provides. They take care of you.”

R. Lancaster, Multi-Level Marketer
Escondido, California




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A GUIDE TO VOICE MAIL



How to Use 800 VoiceMail™ in Your Business For Greater Profits

INSIDE — ALL ABOUT ACTION 800 SERVICES

Including: How to use low-cost 800 VoiceMail (tm) services to expand market area, cut order-taking cost and get more orders from your advertising, improve field personnel productivity, and obtain a powerful new advertising method for increasing your sales. See inside 



Action
800 Nation-Wide VoiceMail™
Customer Service Office:
Post Office Box 969
Fairfax, CA 94978

Introducing ... A New Idea. And How this New Idea Can Boost Your Profits and make you a lot of money

Sometimes there arises an idea whose time has come. In these pages you will learn of a powerful tool to make your business stronger. It's called "Voice Mail", because it's like leaving a voice message in a telephone mailbox. It's a simple tool, but if you use it wisely, it can multiply the profits from your business.

Introducing: "800 VoiceMail"

An 800 Number ... plus voice messages. To provide you a clear picture of the profit potential — this is our goal.

To grasp this powerful tool and transform it into power ... this is your opportunity.

800 VoiceMail is Simple



The Power of
Speech



Pushbutton
Control

Our offer: We'll give you your own nation-wide 800 Number. List it in brochures and business cards and in your advertising. Your calls go right into our computer, which acts like a smart answering machine.

Your callers will hear your voice, because from your own phone you record your own message.

Your caller can place an order or record a message, which you pick up from any touch-tone phone, at your convenience.

You have Total Control

An 800 Number plus low-cost, Nation-Wide order-taking. Use in many ways. A simple idea. A new idea. 800 Voicemail is an idea whose time has come.

A NEW IDEA FOR
PROFITS



EXPANDING FOR PROFITS



Expanding Nation-Wide

The telephone is the front door of your business. Our 800 VoiceMail service opens your front door to every household and business in America, giving you a sales edge 24 hours a day. Put your 800 Number — included in package — on your business cards and brochures, and in nation-wide publications. And display your 800 Number in direct mailings.

Make their Buying Easy

Using an 800 Number makes it easy for customers to bring you business, because no matter where they are, they can call to order with no toll charges. And the result for you? Expanded sales.

Reach More Customers

There are lots more customers in the whole country than in just your town. And often, nation-wide advertising costs no more than local advertising. So why not go where the money is?

And remember, Action 800 service costs you less than any answering service in the country.

There's a lot more money in the whole USA than in just your town! Expand with Action 800!



Your Sales Soar when the whole country is calling you!



Getting More Orders

You'll stay ahead of the competition, because you get the best value from your advertising dollar by getting MORE response from your ads. Experts say an 800 Number can *triple* the response!

Automatic Paging

Go anywhere you want; you're still in control of the whole system. You're automatically paged when important messages arrive. You can make faster decisions, and stay on top of your business, with ease.

Co-Ordinate a Group

Increase work output by making it easier to communicate. You can send memos to everyone, just by talking on the phone.



Low-Cost 800-Number Order-Taking Service Will Multiply Your Orders — Prove it Yourself ...

✓ More People Will Call

A well-known fact: Use an 800 Number and far more people will call. Some experts say you can *triple* the response. Does that sound good?

Plus ... you look established, larger. This builds buyer confidence.

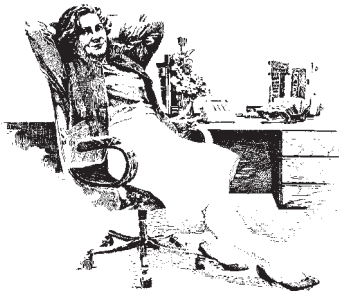
✓ Spoken Sales Message

We will deliver your spoken sales message to every caller. Design your message carefully ... and buyers find this extra dimension compelling.

And your sales? They multiply.

✓ Easy Order Pick-Up

You're in complete control of the whole system. Just call in to pick up your recorded orders.



Order-Taking has never been easier! After setting up your 800 VoiceMail service, you just pick up orders when convenient, while your hard-working recorded sales message brings in order ... after order ... after order!

GETTING MORE ORDERS



800 VoiceMail (tm) Order-Taking Service gathers your orders Round-the-Clock, gathering MORE orders from your ads, because more people will call an 800 Number — PLUS your persuasive sales message is delivered to every caller. The result? Simple. You get more sales!

Please visit us at our website at <http://www.action800.com> for full details. Or for immediate phone signup with Visa, MasterCard, or American Express card, call now:

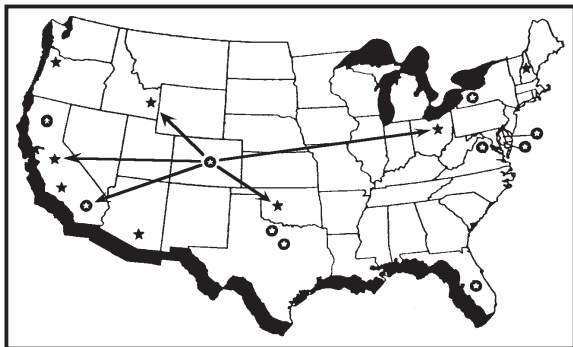
(800) 310-1490

RESPOND FAST FOR PROFITS

In today's fast-paced world, money is gained or lost depending on how fast you respond. But key people can't sit by the phone; business keeps you on the move. So get auto-paging service: when a message arrives, we page at once, anywhere in the country!

Go Anywhere You Want

You're still in control of the whole system. Now you can be on the move — and always in touch — at the same time.



Anywhere in the nation, we can page you instantly. Faster response, greater profits!

Here's how it works: When an order or message is recorded, we page you instantly, so you can respond quickly to your customer. It pays off big!



Always On the Go? Here's How to Stay on Top of your Business with Automatic Paging ...

We Page You Instantly Anywhere in the Nation

You can use most any kind of pager. The inexpensive beeper works fine. Most beepers these days come with a silent memory feature so you can be alerted silently, if you chose.

When you respond quickly to a sales message, you create a favorable impression, and catch the prospect while his impulse is still strong.

Another good reason for fast response is that he's likely to still be there at the phone, so you can avoid chasing him for several days.

Dispatching Made Easy

If you have service techs to be dispatched, our 800 VoiceMail plus auto-paging works wonders. You just pick up the phone and record details. Paging is done automatically.

They get the page. They pick up a phone. They get full details. Easy? You bet!

Use auto-paging to respond quickly when customers inquire or call to place an order, or use it to dispatch service techs!



Use 800 VoiceMail to link Group Members. Send your messages and Memos with pushbutton Ease.

Here's How to Stay on Top

The only problem with a group is it goes in all directions. And at last, a solution. Here's how your group can stay in touch — no matter where you are: Just give a voice mailbox to each person or department. Because no matter where they go, there's a phone.

Callers Get Through

Callers can easily select the right department by pressing touch-tone keys. Announcements of the day are easily updated. Sales department can easily send a copy of caller's message to Accounting in a flash.

Salesmen in the field can leave and get detailed information regardless of their hours, location, or time-zone. Service techs too.

In-House Scheduling

Use an "Announcement" box to list today's schedule, tomorrow's job assignments — or next week's pizza party. You're in control!



YOU HAVE TOTAL CONTROL



At last! An easy way to notify everyone quickly. No pink message slips, no xerox. Just talk on the phone, and your memo goes automatically to everyone, or to selected people.

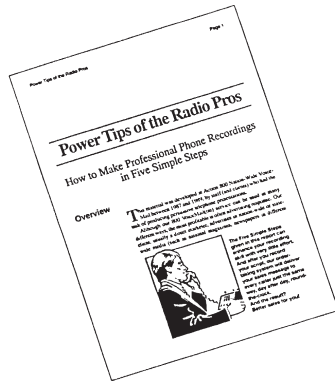
And you know when they got the memo, because our system tells you.

Simplify your Phones

Wouldn't it be great if secretaries could get some work done instead of taking phone messages all day long? Wouldn't it be great if YOU could get some work done instead of taking phone messages? Now you can. With easy-to-use 800 VoiceMail.



THE INSIDE INFORMATION



Five Simple Tips for Better Recording

This big report describes one-step versus two-step ads, and how to use each one to maximize profits. Plus five simple recording tips that make a dramatic difference.

That Professional

Sound

It's not hard at all — if you know the secrets. And they're spelled out right here. Only from Action 800.

How to Write a

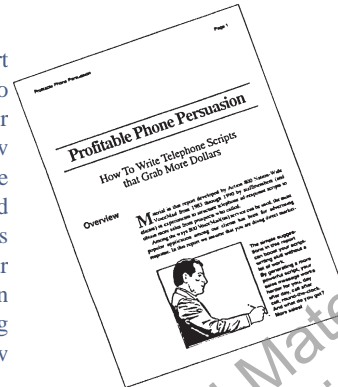
Tips in these special reports were developed by Action 800 clients and give you a headstart on profits. Only from Action 800 — and free! So call us today!



Get these Two Big Reports — FREE — to help you increase your sales, free just for trying the service!

Dollar-Grabbing Script

An even bigger report — includes how to write the Intro so your caller wants to know more, how to reassure your caller to build trust, the five key points that make or break your offer, how humor can back-fire, dismissing competition, and how to ask for the order.



Sample

Scripts Included

If you want the best for you and your family, why not follow in successful footsteps? Sample scripts make the success principles easy. So why not call today?

These Reports free for download at <http://www.action800.com>. Our gift to say, "thanks for considering 800 voicemail!" And for immediate telephone signup, just call us: **(800) 310-1490**

Three More Great Ways to Use Action 800 Nation-Wide VoiceMail to Make More Money ...

1

Testing Ads and Media

Testing is the name of the game. Test to find the best words and layout, the best place to advertise, and you can boost sales through the roof. One famous advertiser found one headline that out-pulled another by 1900%!

How to Test for Results

Get two 800 numbers. One goes in Magazine "A" and one goes in Magazine "B" ads. Or one goes in direct-mail package "A" and the other in package "B".

Measure which does best. Drop the poor performer and go on to test another. With testing, advertising dollars learn how to pay big dividends.

2

Use a Telephone Brochure to Focus your Time

Taking sales calls live can get you sales, but you burn up precious time talking with non-buyers too, and in educating prospects. And your phone bill goes sky-high. So why not use a "Telephone Brochure" like a recorded salesman to present your basic offer? When callers request more info, focus your efforts on these hot prospects.

800 VoiceMail can deliver one message or several, selected by your caller's touch-tone keys. A Telephone Brochure is like a robot warrior, out in the sales jungle, working around the clock to capture your sales.

MORE IDEAS FOR PROFITS

Give Out Free Samples

Cookie salesmen know it well: Give out free samples and watch sales soar. Sellers of information can use this technique too. If the value of your information is self-evident, why not give away a "free sample" of your information over 800 VoiceMail?

3

Report-Gathering? Simple!

If your business needs to gather reports from researchers around the state or around the nation, save time and phone costs by letting them report directly into 800 VoiceMail. Simple!

Satisfaction Guaranteed!

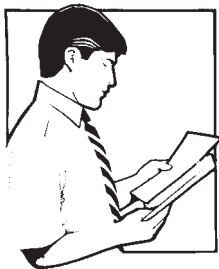
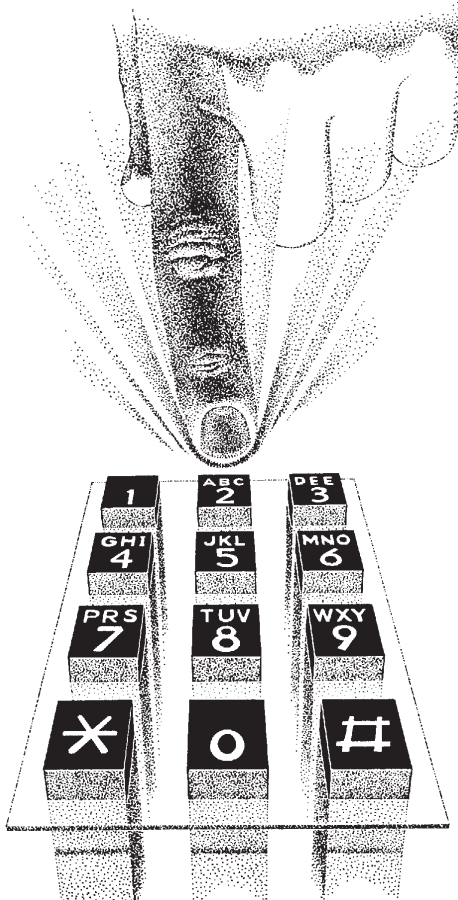
Get the facts and you'll see. You can't go wrong with Action 800.

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UNIVERSAL GUARANTEE
Try our Action 800 Order-Recording Service for up to ten days. If less than delighted for any reason, pay only for minutes used. Set-up and deposit will be refunded, no questions asked. And you'll keep the two Free Reports just for trying our service. So call (800) 310-1490 today!

SIMPLE CONTROL PANEL



You get a complete set of instructions to show you how easy it is to use 800 VoiceMail. We'll rush your sign-up package to you immediately so why not call and order today?

If you can operate a telephone, you've already mastered the 800 VoiceMail control panel.

Why it's so Easy to Use

The best feature of this powerful system is that it's so easy to use. And here's why: Your familiar touch-tone keys become the control panel, and there's a woman's voice built-in to always tell you what your choices are.

Commands to Remember?

No! It guides you. For example, step by step the woman's voice will lead you through entering your own secret passcode and recording a sales message for your callers to hear.

You're in Complete Control

You can review your recording, and change it ... whenever you like. So simple. Your mother could do it.

Picking up Orders? Easy!

On the familiar touch-tone pad you just press "P" to *Play* a message. Then two touch-tone keys work like a tape recorder to move forward and back. When you've heard the message, you can choose whether to press "D" to *Discard* the message or press "K" to *Keep* the message.

Helpful Features Built-In

For example, time and date added automatically to each message. And lots more!



Voice Mail is Simple and Easy to Use.

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Seize Control of your Destiny. The Future is yours ... with 800 VoiceMail

SINCE 1977, Action 800 has provided the most powerful telephone message services available in the world to expand your business. Whether you do business around the state or around the nation, we're here to help you.

How to Get Your 800 Number

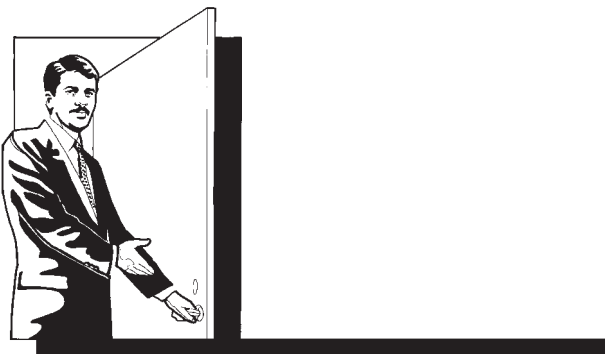
Fill out and return Credit Application with your check today. Or call us with your credit card for immediate phone signup. It's easy. A payment, a few questions, and you'll have your own 800 Number in 20 minutes.

Reach for Your Dream ... Today

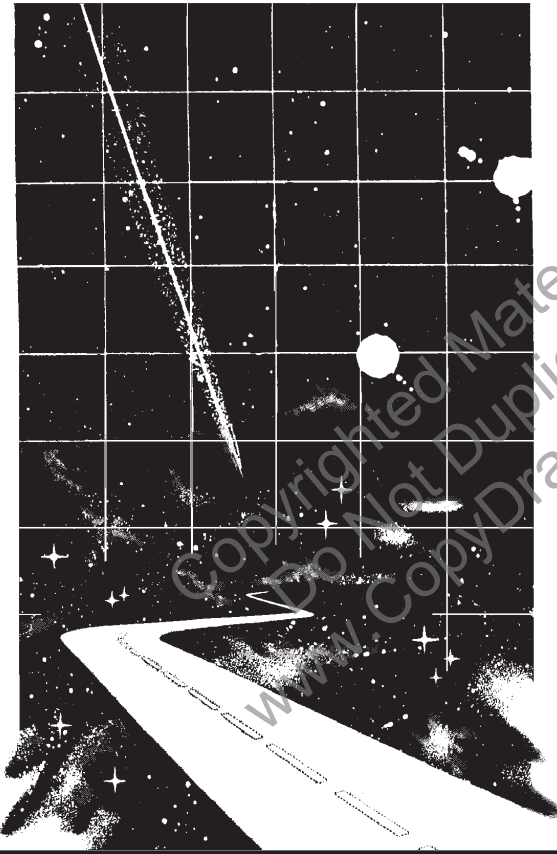
Wouldn't you like to multiply your advertising response? More sales, more profits, more money? With all the respect and advantages that greater success will bring to your life?

Wouldn't you like to be able to stay on top of your business with ease? Have more control? Be in charge?

REACH for your Dream today. Don't delay. Act now. Our system has proven effective for hundreds of businesses. Why not join them? Call us today. We're here for you.



REACH FOR YOUR
DREAM



You can have 800 VoiceMail right now today, to begin the path to your dream, and with immediate telephone signup. Just call us (right now!) at:

(800) 310-1490