
Profitable Phone Persuasion

How To Write Telephone Scripts that Grab More Dollars

Overview

Material in this report developed by Action 800 Nation-Wide VoiceMail from 1983 through 1990 by staffmembers (and clients) in experiments to structure telephone ad-response scripts to obtain more sales from prospects who called.

Among the ways 800 VoiceMail(tm) service can be used, the most popular application among our clients has been for advertising re-



The simple suggestions in this report can boost your script-writing skill without a lot of work. By generating a more powerful script, your sales message works harder for you, day after day, call after call, round-the-clock. And what do you get? More sales!

sponse. In this report we assume that you are doing direct marketing. Here's how it works:

Your ad causes a prospect to call the listed 800 Number ... prospect hears your recorded sales presentation ... prospect is motivated to respond, and records a message for you. This message can be an order (ONE-STEP sale), or it can be information such as address and phone so you can follow up (TWO-STEP sale) with calls or brochures to complete the sale.

This report will give you helpful information so you can write more powerful telephone scripts and get more sales.

Get Yourself Organized

Before you start writing, let's make a plan.

It profits you to have key decisions carefully thoughtout before you launch into writing wondrous ad copy. Let's first make sure you're talking to the right folks, about the right deal, in the right way. This approach is known to pay off.

And let's make sure to have a clear goal for your script so you know exactly what you want it to do. Then you can clearly tell your caller what to do. Then he can do it and make you happy.

The 40-40-20 Rule

The late Ed Mayer, regarded by many as the king of direct marketing, developed it. The 40-40-20 Rule states that your success (or flop) will hinge on three things.

The Right Audience (40%)

The First Forty Percent of success rests on your finding the right Audience, people who will be interested in your offer. This is why you carefully select where you place your ad; you want readers likely to be interested. When you create your ad-response script, you'll want to talk in a way that appeals to these particular people.

If you haven't already done so, write down a description of your target buyer, everything you know or can infer about his traits and preferences.

The Right Offer (40%)

The Second Forty Percent of success rests on your Offer, which includes who your company is, what is the thing you sell, and how you present your deal.

1 Freeman F. Gosden, Jr., who won the Direct Marketing Association's "Man of the Year" Award in 1984, discusses the 40-40-20 Rule very precisely in his outstanding book "Direct Marketing Success."

You'll want to present your company as somebody trustworthy. A local newspaper once ran an ad for the "Fly-By-Night Travel Agency." The name was certainly clever and got attention, and they had great bargains, but the name frightened prospects away.

What you sell is the core of your offer. There must be enough markup for you to make money, and it must be something that people will buy. For success, both must be true. Test whether people will buy, but use your pencil first to ensure markup provides profits.

How you *present* your product can make or break customer response. Recently we saw a copywriter successfully sell a Hand Push Lawn Mower, thought by many to be obsolete.

His headline? "The Hand Push Lawn Mower is perfect for small lawns, trimming tight corners, and a little peace and quiet on a Sunday afternoon." Turns it right around, doesn't it?

Below we'll discuss the several components of your offer.

The Right "Creative Parts" (20%)

The Last Twenty Percent of success rests on what are called the creative parts, such as the words you use in your ad, and in your telephone script, the color of your brochure, and so on.

The point we wish to make here is that this report covers how to write the words in your telephone script. But remember that this is only a part of the Twenty Percent.

- **Your decisions about reaching the right Audience, and giving them the right Offer ... ARE MORE IMPORTANT THAN THE EXACT WORDS YOU USE.**

So before you leap into writing ad copy, invest the time in making sure you've defined your Target Audience and have given careful thought on where they will see your ad. Structuring your offer, discussed below, will then be done with your Target Audience clearly in mind.

As a practical matter, before you start writing ad copy, you must also decide exactly what the phone script is supposed to accomplish.

After your caller listens to your script, what's he supposed to do?

Should he record his name and phone for you to call him?

Should he record his order using Visa/MasterCard?

Should he record his address for your brochure?

Should he mail you a check?

Structuring Your Offer

Who Are You Anyway?

Who you are is who you are, but you have lots of choice about how you *present* who you are to your prospect. In general your "image" should be designed to appeal not to you but to your target customer. If he's a cheapskate, it's best for you to look cheap.

If you're selling something expensive, your printing doesn't have to be expensive, but it shouldn't look real cheap.

For example, ads from the Franklin Mint for overpriced silver medallions have a more elegant look than hyper-excited ads from Publisher's Clearing House Magazine Sweepstakes.

With regard to reliability, you want to look worthy of trust.

Using a street address instead of a Post Office Box, stating that you (or your parent company) have been in business since 1937, offering testimonials and guarantees -- all these reduce the inherent customer fear that you'll steal their money and run away.

What's the Deal Here?

After correct Audience, correct Offer counts most for your success.

Your best bet in selecting a good product to sell is to take off your thinking cap, go to the library and look in back issues of magazines to see what others have successfully sold. You'll know it's successful if you see the same ad running over a long time.

Copycat works. It's not as satisfying as imagining ourselves as New Marketing Geniuses, but Copycat generally makes more money than Genius, plus drives a better car.

If your target product is being successfully sold by others, see how they do it and make much the same offer (using different words of course) in much the same publications. This is your best bet to success.

It doesn't always work. There may not be enough demand to support both of you. The first guy may have already milked the main demand. But by letting him experiment to discard the flops, and imitating what he's discovered works, you spend your money on his proven methods.

People Expect an Offer

The public is thoroughly conditioned to expect an offer. You look dull and uninteresting without one. By an offer, we mean an out-

standing deal. To make people react in your favor, you should offer them overwhelming benefits.

This doesn't have to be terribly expensive.

How you position, as in our Hand Push Lawn Mower example above, often counts for more than throwing sheer dollars at them. Remember, the customer doesn't always have to see your offer as valuable, as long as he sees it as necessary.

Your First Step: Deciding on a Product to Sell and your Basic Offer

When deciding on a product to sell, you think not only of the product, but of the ad you can write. Selecting a product which permits you to write an irresistible ad is a profitable move. Inherent in the product are questions like:

“What is this thing I'm offering?”

“What will my Customer get out of having this thing?”

“What's such a hot deal about what I offer?”

Once you have these answers, start a long list of every possible benefit to your customer of what your product could do for him. (We'll use this list in several later steps.)

Remember to distinguish between a “Feature,” such as it has fourteen gears, and a “Benefit,” such as the customer will be the envy of the neighborhood. Often in your copy you will link the benefits to the features for enhanced believability. For example, “You'll be the envy of the neighborhood (Benefit) when they see you operating those fourteen gears!(Feature)”

Your first step is to determine your product, spell out simply what you are offering, and select the most important benefit from your list.

Why you Must offer a Guarantee

According to famous psychologist Abraham Maslow,¹ people are more powerfully motivated by security needs than almost anything else. It's certainly true in direct marketing. Security is a key component of your offer. If you don't give prospects security, sales drop.

Don't believe it? Test both ways and see.

Two devices that have worked consistently over time are the Guarantee and the Trial Offer. The Money-Back Guarantee reassures your customers' basic security needs when they are being asked to send money to an unknown place to an unknown person and trusting that all will be well. The Free Trial Period allows your customer to try it for a time. If unsatisfied, he can return it and pay nothing.

¹ Actually, Maslow's theory, called the “Hierarchy of Need” Theory, is somewhat more detailed and elegant. We have oversimplified for purposes of our presentation.

Generally inertia works in your favor. If your product is so poor that people generally will scream “Rip-Off!” when they see it, you are in trouble. Otherwise, most people will not claim a money-back guarantee. After all, it's a certain amount of trouble to send something back.

Guarantees work. They are a necessary component of your offer.

Why “Act Now”?

If your customer hesitates, you lose sales.

Therefore many companies use some sort of “Time-Limiter” in the offer. Time-limiters can include such things as: Limited supply. Sale ends in 30 days. Limited-time offer. Price is about to rise. Free gift if customer acts now.

The entire purpose is to get the customer to decide now. If he decides no now, you've lost nothing. He probably would have decided no later. But if he decides yes now, you've got a customer. Whereas if put off deciding yes till later, odds increase he'd forget or get side-tracked.

You'll get better sales if you can include a time-limiter in your offer.

Let's Make it Even Sweeter!

Often you get the prospect to move now by bribing him.

In connection with your Time-Limiter, you agree to throw in some sort of extra thing. It may appear valuable, so that the prospect just can hardly believe he gets all this for so little, but be sure to avoid losing credibility by describing as valuable something he'll actually perceive as worthless.

But sometimes it doesn't need to appear terrifically valuable, just as long as it's “needed,” or “necessary,” or “really useful.” Information, often printed matter, is often used as a sweetener because after you go to the expense of creating it, the actual production cost is low, and yet it can be extremely useful to your prospect, so it's desirable. And it works as a bribe.

Of course, you should present it with some valid reason why he can only get it now and not later.

Remember, your purpose here is to get prospects to decide and act now, which will increase your sales.

If you are selling an item with a sweetener, one possible drawback is that you may condition your buyer to expect a bribe the next time and the next time. Book clubs are now practically obliged to give away almost-free books to anybody who signs up, and when you do

sign up, there's usually some sort of bonus program so you can get more free books along the way. This cuts into profits.

How Will You Get the Cash?

When does the customer pay you?

On one hand, the more choices you give him about payment, the greater your sales. For example, he could pay you (a) cash in advance, (b) cash on delivery (COD), (c) by Visa/MasterCard, (d) by invoice with his shipment, (e) you'll bill him after 30 days, (f) 2% discount if he pays in 20 days, or (g) on installment plan. The easier he can pay you (Visa/MasterCard), the later he can pay you (30 day billing), and the slower he can pay you (installment plan), the greater will be your sales.

Of course, the looser the payment, the more likely some "sales" will remain unpaid. But increased profits from increased sales may be greater than the losses. You often come out ahead.

On the other hand, the sooner he pays you, the more committed a customer you've got.

Find your own best balance, and your payment plan(s) become an important component of your offer.

Decisions Made, Now You're Ready to Roll

When your complete offer is clearly written down, you're ready to design your telephone ad-response script.

You'll now know what you're offering, the most important benefit to your customer, plus additional benefits and the features which support them, plus the guarantee you can offer, and his payment options, and why he should act now.

You also know exactly what you want your prospect to do in response to your telephone script: Sign up now by recording his Visa/MasterCard number. Record his address so you can ship COD. Record his phone number so you can call him.

How to Create a Script

A Script has Three Parts

The **Intro** is where you say hello, and introduce yourself and your product. The **Body** is where you present the logical and emotional arguments that add up to Buy Now. The **Close** is where you ask him to Respond.

Of these, probably the most important is the Intro, because the prospect forms an initial impression within only a few seconds. (Yes,

he got his first impression from your ad, but that was with his eyes. Now he's getting an impression through his ears, so it's like getting a second chance to make a good first impression.)

But the next most important is the Close, because that's where he reacts to accomplish the goal of your script.

So we suggest you write the Intro and the Close first, and lastly write the Body, to lead the prospect from the Intro inevitably to the Close.

But to make our report more readable, we'll discuss them in the more usual order.

Our Design Strategy

On your own, and while reading this report, jot down your ideas for Intro, Body, and Close. Don't put them in any particular order. Just get them down. Get lots of ideas.

Read competitor ads, and pay special attention to what they do. A very successful strategy is to copycat, if possible, using different words, but the same ideas, in roughly the same sequence.

After you've got all the ideas you can think of, shape them into categories of Intro, Body, and Close. In each category, select the most important items. Generally you will put the most important persuading ideas first. Don't save your best shots for last, because if you lose the customer's interest he won't be there for your best shots.

Take your best shots first.

Then you write up your script, using your ingenuity and suggestions from this report. Write it up without worrying about time limits.

Lastly, boil it down mercilessly.

Cut every weak idea. Chop every extra word. Find denser, more compact and more dramatic ways to say it.

As you cut, the bones stand out strong.

Your story comes across.

It comes alive.

Writing the Intro

Let's contradict ourselves!

On one hand, the "headline" is more important than anything else in the Intro, or in the whole script. It states the benefit to the prospect.

On the other hand, you have several objectives to accomplish in your first three or four sentences.

Because the headline is so important, we'll discuss it separately below. Here are the other objectives:

- When making phone calls, we sometimes get wrong numbers. So make sure to reassure your caller he's gotten to the right place. Some marketers like to “reinforce” the caller by saying “Thank you for calling (Your Company Name).” You can also use a headline promising a benefit which your caller will recognize from your ad. Just make sure he immediately knows he's got to the right place.
- You also need to identify yourself, so he won't be wondering “Who are these guys?”. Your positioning of your company should come early, so he perceives your carefully presented sense of who's talking. This determines his confidence about your believability, and influences what he feels he can expect from you.
- Any slogan, or “positioning statement” which describes your company in a unique manner to appeal to a unique class of buyer, goes here, early on, so it can influence how he hears the rest of your presentation.
- You need to make yourself well-thought-of real fast. This will be accomplished by your headline promising benefits, by how you position your company, and by the sound of your voice.
- You must capture his attention quickly. It would be better if what you have to say is riveting to him, but remember that if your promises are too astounding, you lose credibility, and later he's likely to return your product for falling short of your astronomical claims. You will capture his attention primarily by means of your headline, the way you describe benefits of your product, and the tone of your voice.

The Headline is the Most Important Part of any Advertisement

The job of a headline is to stop your prospect with a believable promise.

In a radio ad or in your telephone ad-response sales message, the headline is the first few words. If you don't capture your prospect's interest here by promising a benefit, he won't stick around to hear what else you have to say. So fire your best shot first, immediately!

It doesn't have to be the very first sentence. Due to common telephone courtesy, we expect people answering phones to identify themselves first. So you can identify yourself first, even quickly add a relevant company slogan or brief positioning statement. But the very

next words had better be an attention-getting headline promising a benefit!

Headlines That Flop

Here are some print ad headlines that have actually appeared: “Daylight Saving,” “A Revelation,” “Big Business,” “Not your Everyday Fan,” and “The Perfect Pair.” Who knows what these ads were about? Who cares?

Headline flops, ad flops.

Probably the ad copy of these ads would make some sense of the headline, but if the headline doesn't tell you what's in it for you, you'll never go on to read the ad.

Headline flops, ad flops.

Therefore, the headline is the most important part of any ad.

Headlines That Sell!

John Caples, America's most experienced advertising man, has written several books and numerous articles on headlines and ad copy. We have tested most of his recommendations. They work.

The job of a headline is to stop your prospects with a believable promise.

The best headlines appeal to your prospect's self-interest or give news, such as “The Lazy Man's Path to Riches” or “Announcing a Fiction-Writing Course that Works!”

Long headlines that say something are more effective than short headlines that say nothing.

Try to avoid boredom. “How I became a star salesman” is OK, but a better headline is “How a fool stunt made me a star salesman.”

Attract the right audience. A headline that merely shouts “Attention Everybody!” is often ignored, and if it attracts anyone it's not particularly likely to be your target customer. Better to have a selective headline, such as “How you can retire on a guaranteed income for life,” to appeal to prospects for a retirement income plan.

Another example. “Car insurance at lower cost if you are a careful driver.” This mentions what it's about in the first two words. Targeted effectively at car owners. They will read it.

Straightforward headlines usually get better response than “cute” headlines.

Writing the Body

Here you give a number of reasons why the prospect should buy. The basic equation is that prospects weigh what they will get against what it will cost. So you load up the side of what they will get by giving them a lot of things with their single purchase.

- Make sure you talk in terms of benefits to the buyer, not features. Benefits are what your buyer “will get from” owning your product. Tell about a feature (specific details about the product) to make your promise of a benefit believable. Such as “It will give you such peace of mind (benefit) to look forward to retiring to an easy life in Puerto Vallarta (benefit) because of the guaranteed annual income (feature) included in our plan.”
- Best to avoid humor. Tests show it pulls poorly much of the time because many people won't get it and it detracts from your offer. Qualified prospects are interested in your offer; don't put anything in their way which could confuse them.
- Remember to include both emotional and logical appeals. Be sure to describe in detail how they'll feel so satisfied, how the neighbors will turn purple with envy, how they'll be able to finally relax, how proud they'll feel, and other emotional rewards. Also appeal to their mind and common sense.
- Repeat your main point three times. Hammer the point home, and the prospect will also perceive the repetition as somehow adding up to more. When you repeat it, use slightly different words so he won't become bored. Repeat your company name three times, so if he goes away he can remember you. (If you've chosen your name wisely, your name itself will work to summarize your offer.)
- Give price so he can weigh it against your benefits. Offering a “deluxe” model or choice of prices has been proven to increase sales. To minimize price, sometimes you can express it as “smallest unit” — for example, give the low per-day cost of an annual fee.
- Believability can be increased by means of testimonials, an expert's approval, or the number of units sold or number of delighted customers. If a direct-quote testimonial doesn't fit, you can use an “indirect” testimonial, such as: “Eighty-two percent of all purchasers report an improved sex life!”

- Read your script aloud as you write it down, and be alert to listen for “ear” words that are dramatic and expressive to hear, such as “that luscious sizzle of a hot steak on the griddle” or “you're going to look smart, feel smart, and sound smart to all your friends.”

Write up lots of sales points, maybe your whole list.

Choose the best ones.

See if you can string them together so they tell a story.

Generally don't waste time telling how a product came to be developed (unless it's a quick detail to create credibility), or how you got interested in it. These kinds of details may work in detailed printed direct-mail packages, but they don't hold interest on the phone because they don't speak to the *benefit* of your prospect.

“Product” versus “Brand”

If you are selling something new (not usually the best bet if you're just learning direct marketing), you are selling a “product” and you are now a Pioneer. (A Pioneer is usually the fellow with all the Indian arrows sticking out of him.) If you are selling a new product, your presentation will be *educational*, spelling out why the prospect might need something like what you've got. Then, when he decides he needs it, he'll buy it from you, because he's never heard of it anywhere else.

On the other hand, a more common situation is that you're selling a “brand”, and your task is to convince the prospect that you've got the best brand of such-a-product.

The best of both worlds is when you can get a product which has been successfully sold by some pioneer, then rethink how to present it so it's positioned in a new way. It may not be easy to do, but sometimes marketers do sometimes *reposition* existing items so that they appear to be a new product rather than a brand.

Handling the Competition

If you are selling a brand and you must spell out why your brand is better than that of the competition, you can hurt yourself by attacking the competition.

If you say that the competition will lie and steal, you put these ideas into your prospect's head, and now he's worried about you. After all, we all have a friend who's a bum, and what does this friend talk about all the time? About how everybody else is a bum, right?

So when you badmouth competition, you sound like a guy with a guilty conscience. Many prospects will believe you guilty of what-

ever you accuse the competition. Since in direct marketing you must always maintain the confidence of the prospect, this is a losing tactic.

The winning tactic is to build up the competition, and then stand on their shoulders. Say that while such-a-product is actually quite good, your special brand is even better because it will give the prospect such-a-benefit due to some unique feature!

Do the Tighten-Up!

Unless your Guarantee, Time-Limiter, or Sweetener is an integral part of your basic offer, they probably didn't get mentioned in the headline. So in the Body you're going to spell out. Give believable reasons for your Time-Limiter and the limited-time-only Sweetener.

When you state a Time-Limiter, say it twice: "Today and today only!"

And give credible reasons for Time-Limiters. "We're short on cash so we've got to move these suits!" is easier to believe than "We've got an inventory surplus for the next two weeks!"

Now go through and try to eliminate every do-nothing phrase, such as "beautiful" and "the perfect gift" and substitute the precise, exact word to convey word pictures for the senses. For example, change your text from "this beautiful terrycloth bathrobe is the perfect gift" to "this rich-man's bathrobe of thirsty terrycloth will make your sweetheart purr."

- Here's a list of do-nothing words. You can probably find better words to use than: remember, quality, interesting, great, wonderful, beautiful, perfect, one of the best things, you'll also like, friendly service, you know, I mean, well, and convenience.
- On the other hand, psychologists at Yale University have tested to discover that the most persuasive words in our language are: you, easy, money, safety, save, new, results, health, love, discovery, proven, and guarantee. Famous marketer Jay Levinson says he would add: free, sale, now, yes, benefits, and announcing. We'll bet you can find places to use these "hot words" to spice up text and make your offer hard to resist.

You will come up with more copy than will fit into your telephone presentation, so now you must trim, hack, chop everything you can.

The most experienced copywriters in America will tell you: Write it big, then prune it back!

Writing the Close

Because this is the point of the whole script, be sure to spell out exactly what the prospect is supposed to do.

Don't pussyfoot. Ask him to do what you want him to do.

- If he's to give you his phone number so you can call him, remember to tell him what's in it for him. Couch the return call in terms of a benefit to him.
- If he's to give you his address so you can mail printed material, remember to tell him what's in it for him. Play up the usefulness and a benefit to him to possess your printed materials. If you're offering a multi-page brochure, describing it as a “manual,” a “guide,” or “complete instructions” may get you a better response than calling it a brochure. If it's got lots of pages, say how many. Give it a “How-To” title that sounds useful, then make sure it is useful.
- If he's to give you his address so you can ship COD, spell out what he needs to do, and spell out how convenient this is for him to just record his address here now, and then he can examine the package in the comfort and convenience of his own home ...
- If he's to record his Visa/MasterCard now as payment for your product, spell out, again, the main benefit to him of having your magnificent product, and a summary of other benefits, plus of course his no-risk unconditional guarantee all detailed and tell him how you'll also rush his great extra sweetener *if he acts now*.

In other words, you tell him what to do, and spell out in summary but strong form just exactly what he's going to get in return. Include what he gets, what it costs, his guarantee, the time-limiter, and the sweetener. Summarize your offer. Make it clear.

One more thing.

After you've got the Close written, go back in the Body and plant early references to get the prospect ready for the Close.

For example, if he's to write down your address where he will mail a check, say early on, “In a moment I'll give you the address where you can order your wonderful product, so you'll want to have a pencil handy.”

Then a little later, right before the Close you might say, “Got your pencil? Here's all you have to do to get your wonderful product

Sample Script for a Home Study Piano Course (2 min.)

Thank you for calling National School of Music, where you can give us just ten evenings, and you'll amaze your friends by playing enchanting melodies.¹

You'll be admired and envied, because you'll be the one that can play, to liven up any party, to set everyone's toes to tapping!

Just imagine ... a late evening, the tinkle of glasses and quiet conversation, the guests are yawning in the dim corners.

"Time to liven things up," you think as you walk to the piano. Eyes turn and conversations slow, as you sit before the piano.

A breathless silence surrounds you. Then you begin to play ...

The music swells and fills the room. You play on ... and on, and the world dims and seems to fall away. Only the music is real, soaring, falling back, reaching ever higher ...

And finally, as the last strains of the gentle melody fade, an excited roar fills the room. Applause and smiling faces crowd around you.

"How did you ever learn to play like that?" they ask, shocked. "How did you do it?"

Maybe you won't tell them.

But what sets you apart ... what gives you this amazing gift ... is the decision you make today, right now. In a moment you'll have the opportunity to record your address so we can rush you, at no risk whatsoever, our patented method for your 10-day examination.

Just give us ten evenings of your time.

We think you'll be delighted.

And when you're thrilled with your newfound ability to play music anytime you want, just send us the low tuition cost of \$17.95 — that's under \$2 a lesson!

But if you're not completely happy playing beautiful music, just return the package and pay nothing. What could be more fair than that?

You've got nothing to lose, and the beautiful music just ahead of you, so why not act today? Seize this chance to play soaring melodies and rich chords, today!

And if you act quickly, you get a special bonus.

By a special purchase, we've obtained a supply of "The World's Finest Music," recorded by the world-famous Vienna Orchestra. While supplies last, we will send you — free — this \$15.95 value. And even if you return our course, you keep this magnificent recording.

But hurry! They're going fast!

¹ This idea stolen from the late John Caples, who wrote one of the most successful mail-order ads of all time: "They laughed when I sat down at the Piano ... but then I started to Play."

Just record your name and address and we'll rush your Ten Evening Piano Course with our money-back guarantee, plus your \$15.95 recording of the World's Finest Music by the Vienna Orchestra, included free.

Thank you for calling National School of Music, where we'll have you playing beautiful music in ten easy lessons.

Please record your name and address now.

Sample Script for a Home Business Opportunity (1 min. 40 sec.)

You can earn from 400 to 900 dollars each and every week, working at home part-time or full-time, as a tracer/processor of FHA mortgage insurance refunds.¹

You will be helping the United States Government by locating people with refunds due them, after they have paid off their home loans.

This is an extremely easy job.

Every month the Federal Government supplies you with thousands of names and addresses of people for you to contact. For every person you help, you will be paid up to 500 dollars. Your entire job is filling out one form.

Mortgage insurance refunds are simply premiums that have not been claimed by the property owners after paying their home mortgage in full.

This program was designed for persons who would like to, or must work, at home — such as students, homemakers, retired persons, or the under-employed. You can work as much, or as little, as you choose.

Our U. S. Government Tracer/Processor Package contains all the correspondence letters you will need to inform the borrowers that you are an HUD Tracer. Your package also includes all other letters that you will be sending them throughout the processing time-period, as well as copies of all government forms and HUD procedures. Also how you can have the U. S. Government send the U. S. Treasury Check directly to you.

1 This script, provided courtesy SMR Computer Services, is an actual script currently in operation and working well. SMR is selling a product directly (ONE-STEP) successfully, even though it's for \$40, which is a higher amount than many believe possible with a One-Step sale. However, notice that SMR uses the outgoing sales message effectively, straight to the point, and reassures customer fears by means of a powerful guarantee, plus a deferred payment. These devices help the offer to generate orders in one step. (No call-backs or brochures.) SMR reports that these devices are the result of careful testing. Notice the easygoing tone and simple language aimed straight at the customer: students, housewives, retired, and the under-employed. This is an elegant, simple script. If you have an interest in SMR's offer, you may write them at 10951 N. 91st Avenue, #34, Peoria, AZ 85345.

We will guide you through any concerns you may have. A cost of only 39 dollars and 95 cents, payment on delivery, COD, is all you pay for your Tracer/Processor Package. If after 120 days you feel you are not making enough money as a Tracer/Processor, your 39.95 will be refunded.

When the post office delivers your Tracer/Processor package to your business or home, please make your check payable to: SMR.

If you are not home, they will leave you a yellow notice, so you can pick up your package at the post office.

If you are seriously interested, and you wish to order your Tracer/Processor package for \$39.95, leave your name, your business or home address and your zip code at the tone.

Good luck and have a nice day.

Sample Script for a Credit-Help Offer (2 min.)

Hello. I'm Kevin Anderson of Success Credit Systems. Our company was founded to get you the cash loan or major credit card you need, regardless of your credit history, for a total cost to you of as little as ten dollars. Please be ready to write down important information I'll give you in a moment.¹

Could you use a loan of 2 thousand, 5 thousand, 10 thousand, or more? Do you need a major credit card? If you let us help you obtain a Visa or MasterCard, you can enjoy making your holiday purchases right away with your new credit card. It's real handy and people think more of you because you have a credit card.

Our staff works with lenders nationwide ... *who need to expand their loan and credit-card business*. We'll help you get the best terms, regardless of your past credit. We've created an amazing, simple program which will work for *you*.

There are many fine companies which offer credit services. They've helped thousands of people obtain the credit they need.

Our program — the Success Credit System — is the best credit program in America because:

1. Our program is inexpensive, and
2. We get you results fast.

When you accept our help, we'll guarantee you that you'll get your new major credit card ... without a savings deposit required. Or if you need a cash loan of 2 thousand dollars or more, we offer an ironclad guarantee that you will get it.

¹ This financial-help script, courtesy Success Credit Systems, has been through several revisions, and is still in testing to determine best wording to maximize response. Note the seasonal appeal for the holiday period. This allows the customer to readily imagine immediate scenes in the upcoming season. Because the recorded script is easy to change, the seasonal reference can be changed or dropped and added again throughout the year.

Now's your chance to reach for your dreams!

For our complete package, write to: Success Credit Systems, 100 Big Avenue, Mill Valley, California 94941. Tell us whether you want the loan program, the credit card program, or both, and enclose 10 dollars for each one you order.

And if you order both programs, right now, we'll send you absolutely free our manual "How to obtain Cash Grants." A surprising number of people have used this inside information, available only from our company, to obtain money which never has to be repaid!

Finally, if you feel you need our help quick, and don't want to wait, tell us and we'll rush both programs plus the free manual immediately for a total cost of only 25 dollars paid to the postman COD. If you want rush COD delivery, just tell us:

1. Where you saw our ad, and
2. Your name, address, and phone.

Please speak slowly and spell any difficult words for us.

And in no time, you'll have the loan you need and the credit card you want the most.

Wrapping It Up

So here you have all the information you need to create powerful scripts for more sales.

Remember that you don't have to do everything in this report. Before we offered this special report, hundreds of clients created excellent scripts on their own. And you can too. After all, knowledge of your product and telling your story simply can be very convincing to callers, and most direct marketers have good instincts about presenting sales information. That's why we're direct marketers.

The material accumulated here was gathered from client reports of what worked, and from our staff experience. Many good ideas came from marketing books, though ideas presented here have been tested by ourselves or clients.

If you have an interest in learning more, we offer a number of business reports, written in intensely 'How-To' fashion, and these are available for free download from our websites.

And in the meantime, here's wishing you the best of results from your copy-writing efforts, and Prosperity from all your Endeavors!

About our Company

If you require information about our voicemail services, contact either Abe's VoiceMail or Action 800:

Abe's SuperBudget VoiceMail™

Post Office Box 969 •• Fairfax, CA 94978 USA •• recorded information: (415) 435-7501 San Francisco, Marin, Berkeley, Oakland, Richmond; (408) 882-5000 San Jose, Cupertino, Santa Clara, Saratoga; (707) 793-2100 Santa Rose, Sonoma, Petaluma, Novato.

Internet: www.abesvoicemail.com

Email: gooddeal@abesvoicemail.com

Action 800 NationWide VoiceMail™

Post Office Box 969 •• Fairfax, CA 94978 USA •• recorded information: (415) 789-7200 San Francisco, Marin, Berkeley, Oakland, Richmond; (408) 793-5100 San Jose, Cupertino, Santa Clara, Saratoga; (707) 793-2233 Santa Rose, Sonoma, Petaluma, Novato.

Internet: www.action800.com

Email: custserv@action800.com

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