

Answering Machine Messages

"1- 2- 3 Strikes, You're Out!" (Cold Market)

First Message

Hi _____. This is _____ from _____ with a courtesy follow-up call. _____, recently you visited our website and submitted an interview in regards to increasing your income from home. I have your resume here and I'd like to speak with you about it.

Please give me a call at your earliest convenience at my home based office at _____ or toll free at 1-800 _____.

_____, If you're truly serious about changing your financial future, call right away! We can definitely set you up for success! Looking forward to chatting with you! Again, those numbers are _____ and toll free _____.

Second Message

Hi _____. This is _____ calling you back a second time. You must be very busy. Again, this is in regards to your interview submission and request for more information on a home based business. What I'd like to do, _____, is leave you my numbers once again. If you're serious about improving your financial picture, call right away! I can be reached at _____ or toll free at 1-800 _____. I know you're busy _____, but your future is just too important to put this off! Looking forward to hearing from you!

Third Message

Hi _____, this is _____ again in regards to your interview submission. Well, obviously you are too busy to call me back. I value your time as well and mine and I definitely don't want to get into the chase mode here, so what I'm going to do is leave my numbers one more time. I can be reached at _____ or toll free at 1-800 _____. Listen _____, this will be the last time I will call back for now. Perhaps you're just not ready to take charge of your financial future right now. Unless I hear from you, I'll be taking your name out of my file for now. Again this is _____ and my numbers are _____ and 1-800 _____. I hope all's well and I do hope you find the time to make that call! Bye _____.

The effectiveness of these scripts will come from being persistent with your follow through. We suggest making the second call 36 hours after the first (you may catch them at home at a different time of day) and the third, 48 hours after that. If done properly, using these 3 messages, 50% of the time they'll call back after the third message. This is the take-away. You don't want your prospects to get to the point of prejudging the business by listening to a nickel and dime presentation on their answering machine. It's a sure fire way to flush through your name list, especially if you're new. It's one of the worst mistakes people make with answering machines. Ans. machines can be an asset if used right. So.. Stick to the Scripts...They Work!!!