

Understanding how it works



1. **You selected your territory**, via mile radius, area codes, counties or states. In this example the client has the Atlanta Metro Market and surround suburbs.



2. **You advertise the number in your existing advertising** as your new unforgettable phone number while still having your existing phone number listed also.



3. **People see the number, remember the number, and call**, the number than rings your existing number we called "The Point to number"

How it doesn't work

EXAMPLE ROOFING

Bob Stevens – Sr. Rep.
1-800-A1-ROOFS (217-6637)

Local: 715-273-5100 ~ Fax: 715-273-5122

1. **If people miss dial the number.** *On literature, make sure you also put the numeric version for simplicity.*
TIP: Always have the numeric version on printed items.

2. **People call from outside your territory.** *Make sure you have the territory you service.*

3. **If you don't advertise the number.** *It sounds crazy, but we have had clients who have gone months without putting their number in their advertising or on their vehicles for example. Only to call us and say it doesn't work and want to cancel.*

TIP: If you are a contractor help people know how to get a hold of you, make it large enough to be seen.

