

## Marketing's Best Kept Secret

by Leni Chauvin, The Client Attraction Coach™

Are you making maximum use of your voice mail to market your business? If not you're missing numerous opportunities that will allow you to start relationships with prospects, get them to your Web site, and begin the client attraction process.

You've all got voice mail, right? If you're like most people, though, I bet you're using it to capture the callers' messages because you don't want to miss a call that might lead to business.

The typical message is something along the lines of "Hello, this is John Doe. I'm sorry I can't take your call right now, but please leave your name and number and a brief message and I'll get back to you, yadda, yadda, yadda."

Some people will leave their message and contact information, others won't. What do you do about the people who won't? Are they a lost cause? No, absolutely not, at least not if you use your voicemail wisely.

Your answering system is often the first time people are able to hear your voice so make sure it's warm and welcoming when you record your greeting. Place a mirror in front of you as you record your outgoing message and be sure you are smiling through every word of it.

Be sure there is a lot of positive energy in your voice and that your message is friendly yet professional. Most importantly, realize that your caller is a captive audience, who has already expressed interest in your business by the very fact that s/he has called. You've got the perfect opportunity to promote something, so do it!

Here are some ideas of things you can mention (but puh-leeze do not throw everything into one message or you'll lose them forever):

### Seminars and Workshops

Here's how you do it:

Let's say you're a veterinarian. After the request for name and number, you can say something like, "Oh, and before you go, if you're finding training your puppy a real challenge, you'll want to know about the special workshop I'm holding on May 3rd for pet owners just like you at the Community Center. Bring your pup and the whole family and learn 3 easy techniques that will make you and Fido best friends forever. It's free to attend and you can register on my Web site [www.PuppyDoc.com](http://www.PuppyDoc.com)."

Got the idea? You can use the same type of pitch for

- Teleclasses
- Webinars
- Newsletters
- Conferences
- Sales of every description
- Your book

- Your services
- Products
- ...and so much more.

The list is virtually endless.

Never miss the chance to tell your callers about what you do, e.g., "You've reached the offices of ThePuppyDoc.com, the Northwest's premier resource for happy and healthy puppies and their owners." Far better than "You've reached the offices of puppydoc.com," don't you think?

You'll always want to direct callers to your Web site. Let them deepen the relationship with you there by reading your promotional copy, your testimonials, your articles, and your bio.

Remember people will do business with people they know, like, trust, and respect. If you missed the opportunity to connect with callers live on the phone, send them to a place that will give them a compelling reason to either sign up for a free (or fee) offering or to contact you again.

In either case, you'll be able to get their contact information and to send permission-based marketing information to them in the future which will serve to deepen the relationship.

**BOTTOM LINE:** Your answering machine or voice mail provides valuable opportunities for you to promote yourself and your business. Use them or lose them.

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*Leni Chauvin, The Client Attraction Coach, has helped thousands of ordinary people build and market extraordinary businesses. If you want to attract more clients, make more money, and achieve more success, you'll find TONS of resources to help you at <http://www.AttractClientsGalore.com>*