Maximizing Voice Broadcasting Notes

- All of the steps outlined in the two preliminary training modules are detailed in the “What You Need” document, which can be downloaded from this page. This document reviews everything that you need to acquire for Voice Broadcasting, and it also tells you very specifically the order that you need to acquire these things in. It’s imperative that you go through that document step-by-step and check off each item as you complete them. Many of those steps can be done simultaneously, such as ordering your MegaRich Broadcasting system and arranging for the recording of your audios, so try and get everything completed within 2 or 3 days at the most. That way, you can begin broadcasting quickly.

- Make sure you allow adequate time to get this all setup for the first time. It typically takes a day or sometimes two to get your leads delivered to you, and it can take 2 days or so to get your audio’s recorded and loaded onto your Broadcasting System and your Remote Voicemail Service. Make sure you account for that time when you first get started with this, and if you are “technologically challenged,” we’ll help you through the process, but you need to have some patience with this.

- Also, make sure you take the costs of Voice Broadcasting into account as well **BEFORE** you commit to this method of prospecting. Remember, you need to purchase leads and minutes for broadcasting. Typically, this will cost around $450 in total, so you need to be prepared for that. If you’re on a tight budget, this may very well be a consideration for you. The return can be fantastic, but that money needs to be spent up front, so take that into account.
As mentioned on many occasions, Voice Broadcasting is far and away the most popular method of finding prospects for our activity, particularly among our top producers here at CTS. I know it’s been a staple of mine for a very long time. It’s progressed a lot since I began using it 7 years ago, but it still remains the “hands down” favorite prospecting method for the top producers here at CTS. Well, just what is it about Voice Broadcasting that makes it so popular with our members?

First, the thing most members like about Voice Broadcasting is the automation. Unlike methods where YOU are always making the first contact, here the TECHNOLOGY handles that, which really helps reduce that “first call” rejection that so many members loathe. I can certainly relate to that, having called lead lists for years.

And the power of these systems is absolutely awesome. The sheer number of dials that can be done in a short period of time is incredible. That allows members to really leverage their time properly, as while your “Voice Broadcasting” system is dialing away, you can be following up with prospects and creating some great “Cash Generating” activity while your dialer is making more initial contacts for you. That’s really leveraging your time.

The other thing I really love about this system is that with every broadcast I do get some prospects that go directly to my website. If you’ve developed a very strong “follow-up” process, this is a huge advantage. What can be more powerful than having a system in place that automatically sends prospects to your CTS Landing Page with absolutely NONE of your involvement? That’s the ultimate in time leveraging. Now all you need to do is to do a strong follow up in a timely manner.
o The downside for many members is that Voice Broadcasting requires a certain level of technical competence, but we’ve tackled that with the “Done For You” options with our MegaRich Broadcasting system. With these options, members simply order the package that includes leads, minutes and a full setup of their broadcast. The only thing that’s left for you to do is to call the interested prospects, and anyone can learn to do that.

o The one thing you will need to do is master your Remote Voicemail back office. Our Recommended Vendor is 800 Link, but you will need to spend a little time there so you’ll know what to expect when prospects begin “pressing 1” for more information and they show up in that back office. That area is extremely “user friendly,” and there are plenty of tutorials there to help you out. But the key is to review that interface BEFORE you do a broadcast, which will allow you gain maximum benefit from every Voice Broadcast you do. The key to making Voice Broadcasting effective is to get a positive result from each broadcast. A little preparation goes a long way towards achieving that result.

o Voice Broadcasting is unquestionably the most cost-effective method of lead generation I’ve every used, but that ONLY happens if you’re getting new members joining from each broadcast. Let’s explore some strategies you want to employ with each broadcast you do. Remember, this method of prospecting typically will cost some money up front, so it’s imperative that you realize some success with each broadcast. This is particularly important when you’re just starting out, as that will enable you to continue using this terrific lead generation tool and generate consistent Cash Flow, which is something we all want.
o The first thing you want to look at is the length and content of your Voice Broadcasting audios, and the process that your prospects will be presented with as a result of those audio’s. Your success rate here can be impacted “big time,” so it’s something you need to really pay attention to.

o Ideally, the audio that your prospect hears should be around a minute or so, and it should be direct and to the point. All you want to do here is get this prospect to take a positive action, such as “pressing 1” for more information or visiting your Landing Page. Either of those actions is what you want. Make sure it’s upbeat, and that it sounds interesting. Ask yourself this question, “How would I respond to receiving this call?” If the answer isn’t positive, you need to review the content of that audio.

o One important thing we recommend with these audios is that you get them professionally recorded, as this also has a HUGE impact on their effectiveness. As we indicated in our previous modules, this service is provided by CTS at a very reasonable rate. And once you get those audios recorded, that’s a one-time cost. You can reuse them over and over again as long as you like, but it’s critical that your audio sounds professional, so we always recommend you have us record them for you.

o Remember, this audio will direct people to either press 1 for more information or go visit your CTS Landing Page. This means you need to have a domain name that has some kind of relevance to becoming financially free. 

**NumberOneGrampa.com** may be very exciting to your grandkids, but likely won’t work very well here. Not only does your domain name need to be relevant, it needs to be very
simple to understand as well. If you have dashes or underscores in your Domain Name or numbers instead of words, that’s the “kiss of death” in Voice Broadcasting. Same for words that are difficult to spell. Remember, when prospects hear your website URL they need to be able to remember it if they can’t write it down right away. Otherwise, they’ll never get to your site, and you may have lost a potential prospect.

- Ideally, your “Live Answer” message should repeat your URL two or preferably three times. You don’t want your prospect missing it simply because it wasn’t repeated enough. And your “Answering Machine” audio needs to contain your Remote Voicemail phone number, since those prospects won’t have the option of pressing 1. Make sure that number comes through crystal clear. For brevity you only need to repeat that once, since the prospect can replay the message on their own system, or simply look at their caller ID to obtain the number.

- Your Remote Voicemail message is extremely important in this process as well, so let’s take a look at that. There are several schools of thought here, but this is what’s worked best for me. I like mine to be 3 minutes or so, no longer. I definitely don’t want to be trying to “explain” the CTS program with this audio as some of the longer ones try to do. That’s what the CTS Presentation Center is for, and I find that trying to explain any part of the program with this audio to be totally self-defeating. The **ONLY** purpose this message has is to get a prospect interested enough to go to my CTS Landing Page. That’s the **ONLY** action I want taken at this point, so that’s what my audio focuses on. There’s an old adage in the sales business, “Sell the SIZZLE not the steak.” And that’s exactly what I want with this audio. When prospects “press 1” for more information, I simply
want to tantalize them enough talking about a what great program we have that leads to financial freedom, and they simply need to go to my site to get the details. In many, many years of testing, this is what has given me the best and most consistent results. The audios I use can be found at recording.CashTrackingSystem.com.

- That always raises the question, “Do I only want my broadcast to go to “live answers,” or do I want my broadcast to go to voicemails as well?” Any good system should allow you to do either or both with any broadcast. There are differing opinions on this, but my preference is ALWAYS to do both, live answer and voicemail. The reason is simple. I have had a ton of members that have joined with me as a result of leaving a voicemail message, so I want this technology contacting as many prospects as possible on every broadcast. That just makes infinite sense to me, but this is ONLY my opinion. Yours may be different.

- “When should I broadcast” is the most common question I get, and I cannot remember a day that someone hasn’t asked me that. Once again, there are varying opinions on this one, but I’ll give you what I’ve consistently done that has worked well for me.

- The days you broadcast and the time of day vary widely between members, but I have a set schedule that I’ve used for some time. I broadcast on Tuesday and Thursday at 1:00 pm in the afternoon Eastern time. I selected that schedule because I’m available to work at that time, and to me, that’s the most important consideration in scheduling your broadcasts, YOUR AVAILABILITY.
Personally, I avoid broadcasting on Mondays and Fridays. Simply because Monday is a bad day for me to be available, and also because a lot of people seem to have the “Monday Blahs,” as they’re back to work from the weekend. Fridays are the same reason. Not a good day for me, and many people are mentally into the weekend already. Remember, these are **PERSONAL** choices I made some time ago, but I did try a few broadcasts on Friday, and I did notice my replies were down a bit and I wasn’t able to connect with as many prospects.

The Big Question is, “How Many Leads do I broadcast at a time?” I get Optimum Leads from the CTS Lead store and break the file in half and broadcast 6,500 leads each day, Tuesday and Thursday at 1:00 pm in the afternoon. When ordering leads, in the “Comments” section of the order page you can ask to have your lead file split up like that and the Support Team will deliver those to you in two separate files of 6,500 each. This saves you from having to do that yourself, as some members don’t know how. If you’re using the “Done For You” offerings from the MegaRich Broadcasting system, this will all be done for you. You can also schedule your broadcast over 3 days, and that option is available with the “Done For You” packages as well. I tried that, and I find I just want to be busier on my heavy prospecting days, and that just doesn’t do it for me. But broadcasting half my list over two different days 48 hours apart I find to be perfect.

I sometimes rebroadcast the entire lead list on Saturday beginning at 1:00 pm. This is something I started doing earlier this year at the suggestion of one of our members, and it really has made a difference in the results of each broadcast. You will need to add more “minutes” to your account to accommodate
that broadcast, but this allows you to “catch” more people that you missed during the week. To do this, I simply reload the same list into my system, and give it a different name, then setup a broadcast to send the entire list on Saturday. The “Done For You” offering also has the options of broadcasting over 2 or 3 days that you can specify when ordering. Now when you re-broadcast your list, you can expect to get a few more angry replies, like, “Get me off this list.” That’s simply a part of Voice Broadcasting, and it’s something that we all accept.

- That brings us to another very important point. Make sure you remove every person that requests that you do so. I know, they simply could have “Pressed 9” to remove themselves, but lots of these people like to express their anger for you having “bothered” them with a call. So make sure you add their name to the “DNC” list in your dialer. It only takes about 30 seconds to do that with the MegaRich Broadcasting system, and it’s very important you follow through with that. Once their number is in that internal DNC list, that number will be removed from your dialing sequence on future broadcasts, and that’s key.

- That brings us to the most important point of our discussion here today, how and when to do the “follow-up” of prospects. The “When” is the easiest one, and that’s as soon as possible after the broadcast. Here’s how I prioritize my follow-ups, and this is probably one of the most important things I do.

- When I’m broadcasting, I have my 800 Link Back Office open as soon as the broadcast begins, and I begin calling these prospects as soon as they hit that system. This “timely” follow-up is unbelievably powerful, as it sometimes get’s them just mere
minutes after they’ve “pressed 1” for more information. Let me share an example of that with you.

- During one broadcast a few years ago, I called one of the very first “hits” to my 800 Link back office within minutes of her “Pressing 1.” She was so impressed with the timeliness of my callback she said, “Boy, you don’t let any grass grow under your feet do you?”, and we really began to “hit it off.” Turns out she was at an Internet Café and got my broadcast on her cell phone. Following a nice chat and my “qualification,” she visited my website, and she joined within 48 hours. But that Initial Contact got off to such a positive start because of the timing of my follow-up. I’ve never forgotten that lesson, and I think this follow-up sequence is one of the keys to my success with Voice Broadcasting.

- Prioritizing your Follow Ups is important too, and here’s my sequence. As results begin to appear in my 800 link back office, I begin calling those prospects that listened to at least 45 seconds of my messages first. If I get someone that actually left a positive message for me, meaning that they actually asked to receive more information, they go right to the head of the line. But otherwise, I’m just calling back the prospects that have listened to 45 seconds or more of my message. Since I don’t have their names in my 800 Link Back office but I do have their number, I search my lead list for their number and that displays the entire record for me. I now know their name, email address, phone number and where they live. This is important information for me to have since the more I know about them the easier it will be for me to “connect” with them. If you don’t know how to search a lead list for a contact, visit the CTS Online Support Center and click on the “Tutorials” link, and you’ll see
the “Finding Phone Numbers In Lead Lists” link. Clicking that link will open up an instructional video. Again, learn to do this BEFORE you broadcast. This is a key skill you’ll use often, so make sure you learn how to do that.

- So what do I do with the rest of those prospects that didn’t listen for at least 45 seconds? I give those to someone in my organization that isn’t qualified yet so they will have some prospects to call. That’s a “win/win for everyone, since it will help develop their success and possibly generate some 1-ups for me. You gotta love that. However, when you’re just getting started, I suggest you call EVERYONE back that presses “1.” The more contacts you make at that stage, the better.

- Next on my priority list are the prospects that went directly to my CTS Landing Page, and I always have a few of those with every broadcast. These are the most important prospects you can get, so make sure you follow up with them about 1 ½ hours from the time you receive the email notification that they have visited your Landing Page. That gives them time to actually review your site, so that timing could be perfect.

- Here’s what NOT to do. Don’t EVER just email prospects that visited your Landing Page and expect them to reply. You need to pick up the phone and CALL these prospects. I see members all the time simply reply to the email notification they received and expect the prospect to respond. They won’t. You MUST make personal contact with them to see if they are a legitimate prospect, and you want to “connect” with them on some level. The people that struggle the most here are the ones that resort to email follow up with prospects. If they just picked up the
phone and called those prospects, they’d be amazed at how their success rate would increase.

- If your prospect isn’t there when you call, **NOW** you email them as well, and you reference your Voicemail Message in your email. There’s a great template as a download for you here on this page that you can use. This is where email is most effective, when it is used as a **SUPPORT** tool **AFTER** you’ve made or attempted to make that initial contact personally. This is the sequence that has proven time and time again to be the most effective for me and my group, so I highly recommend that you adopt it. Call, then email.

- Ideally, you want to follow the “Interview Techniques” script in the Training Center to handle that initial contact. Your **ONLY** mission on this follow-up call is to see if the prospect reviewed the entire site, and if so, how does he/she feel about what they saw? If they have a reasonable interest in the program **AND** you have confirmed they have some funding, book them on the next available Q&A call. Folks, this is the strategy that works. We have a ton of great resources for you to use, but the key is you need to use them in the right way and in the correct order. You really need to connect with your prospects, qualify them thoroughly, and you’ll get many more of them actually visiting your site.

- After they have attended a Q&A call, make sure you follow up with them right at the conclusion of that call. That’s the perfect time to identify if they are an Elite prospect or not. If they have a very high interest level after the Prospect Q&A, I like to have them review the CTS Elite video on the Presentation Center right then, and I call them back as soon as they’ve finished. If they’re
a good candidate, I book them on the CTS Elite Webinar. Again, it’s about using the great resources we provide for you, and using them at the right time.

- Usually after the Elite Q&A Webinar they’re ready to go, but if they still need to think about it for a bit I **ALWAYS** send them to the [WhyCTS.com](http://WhyCTS.com) site to review that very powerful video. This is the **ONLY** place this video should be used, when prospects are in the final decision phase with CTS. If you use it too early in the process, some of the content of that video may confuse prospects, and they may not be familiar with that portion of the program yet. Remember, this is a **CLOSING** tool, and that’s where it will produce the best results.

- What we’ve just shared with you in these past few minutes is a very thorough **PROCESS** for following up with every prospect from a Voice Broadcast, and strategically putting them in front of some very powerful resources. Let those tools do the work for you, and you’ll soon see some better results. The more you work the program in this manner, the wealthier you’ll become, and you’ll begin to build a very strong organization that will provide lots of residual and referred CA$H to you.

- Here are some additional tips that will help you successfully navigate the Voice Broadcasting landscape.

- One of the downsides of Voice Broadcasting is some of the negative and rude comments you get from some people. Some of them are downright rude, and I’m being very kind here. The very best strategy in this situation is to simply “Delete and Ignore.” That’s the very best thing you can do, “Delete and Ignore,” and just say to yourself, “Next.” And that’s exactly what you do, move on to the next prospect. Regrettably, this is
an “occupational hazard” with Voice Broadcasting, and it’s something we all accept and tolerate. After a while, you’ll develop a pretty “thick skin” and these types of things will just kind of roll off your back. Here’s a great little phrase, “Some will, some won’t, so what? NEXT!” Always think of that phrase every time you get any type of rejection, and you’ll be fine.

- Another key is to define your Process, and here’s what we mean by this. I’ve always made it a habit to know exactly what I will do at every stage with a prospect before I ever make that Initial Contact call. I need to know EXACTLY how I intend to handle that first contact call and qualify this prospect. I need to know what I’ll say to get him/her excited enough without explaining anything, to get them to review my website. I need to know how I will handle that follow-up call after their site visit so I can properly assess their interest and get them over to a Prospect Q&A call. I also need to know specifically what I will say AFTER they attend the Q&A call and what my next steps will be to move them towards joining CTS. ALL OF THIS is my Process, and it’s the most important thing in being successful in CTS. And I’m always working on making that better and more productive every day. I heard a great interview with Mark Cuban, the owner of the Dallas Mavericks basketball team the other day, and he was commenting on this very concept. He said, “It’s my philosophy that you need to be evaluating and re-inventing your business every day if you want to stay ahead of the pack.” This sage advice comes from a man with a current net worth in excess of $3.5 Billion. Yes, that’s BILLION.

- Your process must be clearly defined in a step-by-step fashion BEFORE you setup a broadcast. In fact, this must be done first
regardless of **WHAT** lead generation method you choose to use. Here’s why this step is so critical. No one expects you to be perfect, particularly when you’re just starting out. But spending a few hours defining what you will do and say, and spending some time in the CTS Training Center learning what to say and do will pay **HUGE** dividends for you. This “planning” portion is key to your success. Remember that old adage about planning, “*By failing to plan, you are actually planning to fail.*” That’s absolutely true. By simply identifying each step of your process beforehand, you’ll have a much better chance of converting prospects to members, and getting some of that CASH flowing to you. And it’s something you can duplicate over and over again, and teach to all of your new people as well.

- We mentioned earlier that it’s key to experience success early on with Voice Broadcasting, particularly when you’re just starting out. This is a terrific lead generation tool, but **ONLY** when it’s producing results. So it’s imperative that you prepare properly for each broadcast, follow up with absolutely everyone in a professional and timely manner and use the extensive resources provided by CTS to attain some positive results. This will ensure you always have consistent Cash Flow to continue your lead generation sequence without interruption, as well as putting yourself on the path to financial freedom. After all, that’s why we’re all here, right?

- Another key strategy I use is to always review how my broadcast went each time I do one. What did I do that worked this time, what didn’t work, what can I do better next time to help me obtain a more productive result? I think a lot about these things, but more importantly, I make **NOTES**. If I have a broadcast that isn’t successful, I can go back and review notes
from previous successful broadcasts and more often than not I see something that I didn’t do with this one that I should have done. The only way you improve is to consistently review your results and always be asking yourself how you can make this better. This is a very productive habit I’ve developed, and I do it after every Voice Broadcast is complete.

- And lastly, I want to encourage all of you to keep your expectations realistic. My goal is to get at least **ONE** new member enrolled with each compete broadcast I do, and that usually happens. Sometimes I’ll get two new members, and once I actually got 3, but once in a while I’ll get none. But at the end of the month if I’ve broadcasted weekly, I should have 4 to 5 new members, and that’s a great result. But if you’re just starting out, half of that is a good result. Remember, with the incredible Cash Flow plan you have here at CTS, every success can mean a considerable amount of CASH in your pocket, so it doesn’t take many new members to keep that CASH flowing consistently. If you implement the ideas we’ve given you in this Training Module, it can certainly happen for you.

- Thanks for reviewing this Training Module on how to maximize your Voice Broadcasts. And make sure you download and review the “What You Need” document, as that will highlight all of the things you need to have in place to get started with this great tool. Good luck with your broadcasts. Bye for now.