

## High-Volume Advertising Response Handling

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Creating an Unfair Advantage

I used to think having “unfair advantages” in business took radical measures. Now I am confident that so few companies are even applying the fundamentals, that today it is realistic for even the smallest of businesses to have unfair advantages.

John Valenty  
Founder and CEO

### Earnware Features

- Phone Manager
- Web Manager
- Contact Manager
- Campaign Manager
- E-Mail Manager
- Message Distribution
- And Many More...

### Services Offered

- Web Strategy
- Web Design
- Content Development
- Permission Marketing
- Response Handling

### Get as much as 10 times more responses to your advertisements without spending any more money

You see them everywhere... expensive ads that don't say anything and are purely brand building exercises or ones that try to say too much in too little space. There's a better solution.

### Did you think the bold advertising claim was dead?

The reason professional marketers try to say too much in too little space is because they can't afford to have their sales teams answering calls all day from unqualified leads. What if you ad really hooked people with a bold claim and your phones burned off the hook with people asking; “I saw your ad, what are you selling?” Many sales teams, especially those with limited resources would be unproductive for weeks.

### Save money on advertising real estate

The solution for most marketers is to use advertising space (expensive real estate) to say enough about the product or service to hook only the most interested and qualified prospects. The problem with this is that every word you write is prohibitively expensive and sacrifices the essential *white space* that's needed for easy-to-read ads. Also, the more you say, the less effective your ad will typically be.

### The answer is automatic call handling

Get back to the bold claims. Do anything you can to get their attention and get them to call you. Simply set-up an Earnware toll-free number for publishing on the specific advertisement you are placing. The built-in information-on-demand features can provide pre-recorded audio overviews, fax-on-demand documents and automatic live connection to a representative. You'll spend a small fraction to qualify prospects with your Earnware system versus using your advertising real estate or live sales agents.

### Do the same thing with an Earnware web form

Publish a web address in addition to an Earnware toll-free number. Use a dedicated Earnware web form to ask qualifying questions. The responses will tell you who is qualified and who to call back first. Best of all, the responses go directly into your Earnware contact manager so you never have to type them in manually.

### To learn more contact:

800-800-8273