

# The Little-Known, Step-By-Step Formula For Creating A Money-Making Voice Hotline Message!...

By Craig Forte

Format	Example
1. Your Introduction...	<i>"Hello, and Thanks for calling. My name is _____.</i>
2. Define a <u>Problem</u> from Listener's perspective (must be a legitimate problem they really have). Remember, it's about THEM.	<i>Selling your home can open you to pitfalls costing even the most seasoned homeowner thousands of dollars. On top of that, few home sellers know the true secrets for getting top dollar for their home and selling it in the shortest time...</i>
3. Introduce your <u>solution</u> ...your special report (the "magnet")...	<i>That's why I recently authored a special consumer report specifically for home sellers titled "Avoid The 12 Costly Mistakes When Selling Your Home."</i>
4. Tease with a few <u>benefits</u> of your report...	<i>In my report, you'll learn 9 ways to dress your home for sale, a tell-tale signal to know if your buyer is serious, what repairs will make you money, and which ones may cost you dearly...and a lot more...</i>
5. Tell <u>WHY</u> you're offering it...	<i>My report is a Free community service, but quantities are limited.</i>
6. Create a <u>SHORTAGE</u> to motivate urgency ( <i>quantities are limited</i> )...	<i>So at the tone, please leave your name and full address. Please also leave your phone number in case I get any information incorrect.</i>
7. Get information clearly...	<i>Please speak slowly, and spell any uncommon names.</i>
8. Closure...	<i>Best of luck with your home sale, and thanks again for calling. Please begin speaking at the tone..."</i>

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