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Introduction

I have a pretty unusual job. I'm a bounty hunter for phone numbers that make money. You probably didn't even realize that a phone number could make money, not to mention ever think there would be someone that makes his living tracking down phone numbers like that. But I've done this for years for some of the biggest advertisers in the country and gotten many of the vanity numbers you see on TV and radio every day.

I love my job and this business and I just want to help as many people as possible get great numbers that really do make money. There is probably a lot more to getting a good vanity number than you ever realized. It may seem overwhelming in some ways. I've tried to break it down and explain things as much as possible, but it does take some work. It can definitely pay off for you though, if you do what I've explained here and get a great number that really does make money for you and your business.

When I first told a couple of the people in the vanity number business that I was writing this book they were very nervous. They thought I was crazy giving away the information that I've built my business on for the past 9 years, and I guess I am in a way. I just figured that there are a lot more prospects and potential than I could ever reach myself and the more people that get vanity numbers the more people will realize that they need a vanity number too.

I like being a small business and really I don't want to have a lot of employees. That's why I decided to write that and share as much information and experience as possible in order to help as many people as possible. Sharing this much information will definitely ruffle some feathers but I've always provided a lot more information on my website than anyone else. Now I'm just taking that a step further.

Some of this is available on my websites or in past issues of my newsletter but nobody has ever put anywhere near this much useful information about toll free numbers together in one place. It's a lot of information but I really hope it can help you get a phone number that will make money for you and your business. All I ask is that if you get a good number you let me know and then that you advertise and promote it as much as possible.

Several people have suggested that I should sell the book for \$400 to \$500 and I admit that it is certainly worth that for anyone that puts it to use. Maybe several times that for anyone that gets a good number. But putting a price like that on it would limit the number of people I can help with it. Part of me wanted to make it FREE so I could reach as many people as possible. I finally compromised, making the first book free to allow it to be distributed to the widest possible audience, and making the next book pretty cheap and only keeping the last book more expensive to prevent my best strategies for number

negotiation and transfers from getting too widely circulated. That way only people that wind up getting or selling valuable numbers have to pay the higher price for that more advanced help.

One of the most interesting things about the phone number business is that the small individual has just as much opportunity as a big company to get a good number. Phone numbers are required to be given out on a first come first served basis, so anyone with an idea or that just happens to be in the right place at the right time, can wind up with a valuable number if they know how to do it. It takes a little work, and a little luck, but there are a lot more opportunities available now than there are people to develop them. So if you are creative and understand marketing, you should definitely see what possibilities there are in your area.

My ultimate goal is to help you find the best possible phone numbers that literally make money for you and your business 24 hours a day!

Executive Summary

This book is fairly long because I've tried very hard to be thorough and explain everything I could to help anyone get the best and most valuable phone numbers possible. You may want to skip over sections that aren't necessary or appropriate for your business. I've also made this shorter overview for busy entrepreneurs because starting a new business requires an awful lot of time and work.

If you don't do much advertising and just want the best deal on the cheapest non-vanity toll free service for just 2.85¢/minute go to www.800Numbers.com or use the "Where to go for a Toll Free Number" section on pages 17 to 20 here for a wider variety of options.

This book is mainly written for small to medium sized businesses that do a significant amount of advertising because that's where the right phone number is extremely valuable. Your phone number is your front door to new business and an attractive front door will always generate more customers and sales for anyone in marketing. There's a lot of information about toll free numbers in the first section.

You should start by trying a couple names in the Vanity Number Lookup tool at TollFreeNumbers.com. If you find something good, you can sign up for it right online and you'll own the number directly with no extra cost and you can get on with the rest of your business. Keep track of the names you try or just enter your email when you leave to get a list of them with the results emailed to you. Your first choice or first couple names are usually easy to come up with but if you don't find what you really want, the very MOST IMPORTANT thing you can do is to be more creative and try as many different options as you can. There are also several links and things that you can do to come up with all the best possible options.

After that, try calling the numbers you really want. If it goes to a real customer, they're the only ones you can give you that number. You could talk to the owner especially if it's a small residential user. The best ones to pursue are numbers that don't go through to anyone (the disconnected, not in service, invalid or unable to be completed as dialed and fast busy numbers) because they obviously don't require someone to change their advertising and reprint everything and they may even be able to get it from the phone company.

If you find a number that you really like, I'll email you back with the name and phone number of the carrier that's responsible for the number if you email me at resporg@tollfreenumbers.com with "resporg=" and the 10 digit number you want as the subject. Contact the phone company with the number and see what information you can get on it. They may be able to help you or give you some more information.

If you still need more help, I have a private investigator that can get you the customer name and address. If that still doesn't get it for you, I may be able to help you dig deeper. I come up with great numbers for important projects, even when everyone else says they're not available.

That is the quick overview of how to dig deeper than the surface level answer to get the best possible number for your business. There is a lot more here, including tons of information about toll free numbers, local vanity numbers, what numbers to look for and how to come up with more options, how to find the right phone company, how to talk to them or the customer, how to negotiate or transfer a number, how to make money off of wrong numbers, tips, tricks, what to watch out for and even how to make money with this free book.

I've really tried to make this an extremely valuable resource for anyone in marketing. If you have any questions or need more help I'll be glad to help you, but my only request is that you at least look through the book first so that I don't have to repeat things that are covered in the book. Don't throw your advertising dollars away trying to get your prospects to remember a random number. Read this book and you'll learn exactly how to increase the response rate of all your advertising for the life of your business.

Chapter 1. Overview

Getting started with a few Questions.

I'll add some side notes or additional points, highlights and comments etc... here in the margin.

You probably have a few questions getting started so lets start with those.

Who should read this?

This book is written for anyone in marketing, especially anyone that does a significant amount of advertising or anyone starting their own business. Whether you're starting a small home based business or launching a new TV or radio campaign the right phone number will increase the response rate to almost any advertising.

Why did I write this?

I quit my full time job to back in 1995 to start my own business helping companies find valuable vanity numbers (phone numbers that spell things). Since then I've helped literally thousands of companies find toll free vanity numbers and I'm writing this to share some of the secrets I've learned over the past 9 years. I still enjoy personally working 1 on 1 with a wide range of clients, but I just feel like I can reach and help more people this way than I can one at a time.

How much does it cost to get a great brand name number?

A law student in NYC got the number 212-867-5309 by just asking for it from Verizon—for FREE!

He then auctioned it on ebay getting bids over \$80,000!

It doesn't cost any more to have a random number than it does to have a memorable vanity number. It's just that the number happens to translate into an easier word to remember. Phone companies look at everything as numbers. They may recognize a hundred or thousand number or even a repeater number, but they never recognize vanity numbers. 356-9377 is a random number like any other to the phone company. They wouldn't even realize that it spells "FLOWERS!"

How do I make money?

That's an important question because you need to understand the purpose and intent of anyone before you take their advice. My goal is to help as many people as possible to get memorable vanity numbers. I get paid thousands of dollars as a consultant for coming up with brand name vanity numbers large advertisers (currently almost \$7,000 per number). I'm also

It's probably harder to find a good number than you realized, but it's also more valuable too.

writing this book to help smaller advertisers that obviously can't afford to pay thousands of dollars. My goal with this whole ebook series is to give smaller advertisers and even individuals a clear step-by-step insider's guide to getting these golden phone numbers too.

This is the most thorough explanation on this topic you'll find anywhere. I'll explain the process, and give you my best tips, tricks and tools to search for and come up with a vanity number that'll make money for you. You may not have thought about it before or realized the importance of your number or how much impact it could make on your sales. But just like a memorable commercial, a catchy jingle or the right brand name—a great phone number can definitely make you a lot of money for the life of your business!

First of all, How could a phone number make any money?

A good phone number doesn't send you checks, it sends you customers. More of them per dollar of advertising than a random number.

Your phone number is your doorway to new business. An attractive doorway that connects in your customers minds with your service will simply increase their likelihood of calling. It'll actually increase the response rate to ALL your advertising even word of mouth and things that almost nothing else can do. The main purpose of advertising is to get your prospects to remember you, and the most important things for them to remember are; who you are, what you do, your value proposition and most importantly, your call to action. Your call to action is the action you want to get them to take and is usually focused on your phone number (or maybe your website). The goal of a really great vanity number is to combine all of that in one memorable phrase.

You'll always make more money by building a successful business around a toll free number than you will by marketing a toll free number to someone else.

Really great numbers like great domain names have sold for as high as millions of dollars although that's obviously quite rare. But even if you're not in a position to pay much money you should still look for the best phone number (or domain name) you can find. The ultimate goal is that golden combination of a phone number/domain name match that describes your business and it's value proposition and is good enough to name your company after or be a brand name. A powerful brand name number can give you that magic combination to supercharge your business and turn it into a potential industry leader or even transform an entire industry.

Most people obviously won't be able to get a number that can do all that, but just as it's still important to look for the best possible domain name for your business no matter what size it is, you should still look for the best possible phone number for your business. And since most people really don't have a clue how to do this, you

are going to be at a huge advantage, armed with this information. Unfortunately your phone company probably won't be much help. That's why I'm going to show you the inside secrets I've developed over the years in this book to make it a little more even fight.

What makes one phone number any better than another?

Try to incorporate your strongest or most attractive selling point right into your name and number!

Memorability, Impact, and Connection with the customer's need and your desired Image! Every number and situation is different but those are the important traits. You probably remember the 1982 #1 hit song Jenny 867-5309 by Tommy Tutone. It proves that enough repetition can make any number memorable, as this has probably been one of the most memorable phone numbers for over a generation. However, a good vanity number with the right word or phrase connected with your business can be even more valuable if it's related to your company or service.

Some people like numeric numbers...

I don't warehouse or hold numbers, but I do have some connections and can get numeric numbers for clients as well as great vanity 800 numbers.

The question I usually ask callers that think nice numeric numbers are memorable, is "How many numeric numbers can they remember from advertising, along with the product or company they're for?" The answer is usually zero or one, because even the greatest numeric numbers really have no connection with any product or service. So they may be easier to dial, which is certainly not a bad thing, but they really aren't easier to remember the way a vanity number is.

There are some creative ways to use numeric numbers which can sometimes create a connection with your business or service even with a numeric number that wouldn't usually have much of a connection. For instance, utilizing the number 1-800 800-8000 for Super 8 motels, or the memorable song "Jenny - 8675309" and the slogan "for a good time, for a good time call... 867-5309" for a singles, chat or escort service.

How many nice easy to dial numbers can you remember along with the product or company they were for. And if people can't remember them what's the benefit?

When considering vanity numbers vs. numeric numbers some people say that they like numeric numbers better because they hate having to take the time to hunt for the letters. That's fine. We're all a little lazy, but that's only because you're not looking at it properly. The real question is would you rather go to a search engine or a phone book to try to look up a number or would you rather be able to dial it from memory? We're all lazy but that's really the reason why you should use a vanity number, not a reason not to.

Better yet, why don't you look at it from an advertiser's point of view. Would you rather have more people calling you or make it a little bit faster for the ones that do

have your phone number in front of them. Nobody decides not to call because it's going to take 2 seconds longer. But you will lose calls because people can't remember your number.

Consumers prefer numeric numbers because they're easier to dial, but advertisers prefer vanity numbers because they're more memorable and people always call them more.

There are four basic situations where a numeric number is appropriate or even better.

1. Foreign language speaking audiences
2. Elderly or visually impaired audiences
3. Call centers that reuse numbers for multiple different products
4. And repetitive dialing situations like calling cards etc.

Other than that a memorable vanity number with a connection to your product or business will always out perform an easy to dial numeric number.

Some people list the numbers next to the vanity word. That may seem like a good idea on the surface, but that extra effort and thought required is a huge benefit to the advertiser! It reinforces your contact number in a way almost nothing else can. If you put digits next to the vanity word, people are lazy so they will use the numbers and won't remember your vanity number or the digits. Remember, though that many sales aren't made on the first call, so if you want them to call you back, listing the digits will decrease their likelihood of remembering your number. Just look at the biggest companies and advertisers and you'll never see 1-800 FLOWERS or 1-800 COLLECT list the digits, because they understand the branding value. That's why their brands are so valuable.

Who should use a vanity number?

If you're doing TV or Radio advertising or outdoor display advertising, call me at 1-800 MARKETER because a good vanity number is very critical!

I just ask two questions to determine the importance of a vanity number.

- ✓ **Do you make money from incoming calls?**
- ✓ **Do you spend money to generate those incoming calls?**

The extent to which those two questions are true show's the level of importance in getting a vanity number. One of my favorite analogies is getting a vanity if you don't do much advertising is like getting a snow blower if you don't get much snow. The converse is also true though, not having a vanity number when you do a lot of advertising is kind of like not having a snow blower when you get a lot of snow.

Although it might be nice to have one even if you don't do a lot of snow

removal/advertising the value or return you get is based on how much you can put it to work for you. That's why anyone that spends a lot of money on advertising and makes money from the incoming calls. There are a lot of other reasons to get a vanity number, but in general the more you advertise the more benefit you'll get from it.

Bill's Top 10

Here are my TOP 10 reasons to use a vanity phone number (taken from the 1800MARKETER newsletter)

If you get a good vanity number be sure to invest in a trademark to protect it.

10. INCREASED RESPONSE RATES

The most tangible and measurable benefit of a great vanity number is an increased response rate to all advertising. If you don't do much advertising it won't make much difference, but if you do any significant amount of advertising a good number can easily increase your response rate by typically 12 to 42 percent and sometimes more. And one third of your advertising can certainly be a lot of money.

9. CREDIBILITY & PRESTIGE

A good toll free number gives even the smallest start up, an air of credibility and authority. Consumers also trust companies more when they are more accessible. They feel more comfortable knowing they can pick up the phone and talk to someone any time.

8. INSTANT BRAND NAME

Just like a good domain name, a good vanity number creates an almost instantly prestigious brand name.

7. CUSTOMER FOCUSED IMAGE

Toll free numbers create a professional customer focused image. They show a companies desire to hear from consumers and make it easy for consumers to call and make the company seem more local no matter where they're based.

Get a professional logo

6. STRONGER PRESENCE

A good toll free number makes you look larger and more established and creates an image of a good more significant brick and mortar business, which has proven to be a real advantage in online marketing.

5. BETTER DOMAIN NAME AVAILABILITY

YourName.com is usually not available. But 1800YourName.com usually IS! This also has an added benefit of putting you ahead of even the A's in the alphabetic directory listings.

4. REPEAT AND SECOND HAND MARKETING

A good toll free number is one of the few things you can do to increase word-of-mouth and customer referral marketing as well as repeat customers by making it easier for customers to remember how to reach you or to tell someone else how to reach you.

3. BETTER CUSTOMER SERVICE

Toll free numbers not only improve customer service but create a strong customer service image and focus and allow for hand holding when unsure customers can talk to a live person.

2. IMPROVING CUSTOMER FEEDBACK

One of the most important and often over looked aspects of building a successful business is getting feedback and staying in touch with your clients, prospects, visitors etc. Knowing where visitors or prospects have questions, needs or problems is crucial to keep your business on the right track and growing.

1. ADDITIONAL SALES AVENUE

One of the most important benefits of a good toll free vanity number is that it gives you an additional channel to reach more customers and close more sales.

Unfortunately good vanity numbers like .COM domain names have always been hard to find, and like domain names, once they're gone, they may never be available again. The bottom line is that anyone that does business or deals with customer over the phone can reap huge benefits from a great vanity number.

Finding a good vanity number is definitely not easy. I will show you "how" to do it and explain some of the process but it'll take some work just like finding a good domain for your business. And just like a good domain name, a good vanity number increases in importance the more advertising you do.

Most people think of toll free numbers when they think about numbers which spell

I have a whole directory of call centers and answering services at TollFreeLinks.com

How cheap can phone service get?

Take a look at 1centPerMinute.com

things. So before we get into all the information about “vanity” numbers I will explain toll free numbers a little. A lot of my businesses and websites geared toward toll free numbers so I know quite a bit about that.

What should you look for in a good Vanity Number?

Try to incorporate your benefits, strengths and selling points right into your name like
1-800 GREAT RATE

When you’re considering a good vanity number, it’s important to know what to look for. We can’t always get everything we want, but you should look for something that says:

- Who you are
- What you do
- How to reach you (on the phone and the internet)
- AND your strongest selling point or WHY they should use you.

That’s a tall order to put all of that in one memorable package. Especially something that grabs you with an “edge.” You may not be able to get all of that but at least you know what to look for and what makes the best number. Many people also forget about their including their selling point or their message. If you’re in sales, you need to always have an answer for the question, “Why should they buy from you” woven into almost everything you do. The very best numbers tie that right into your name and phone number and even your very identity. If you can tie your benefit or selling point into your name it becomes an assumption even more than if you had shown a commercial full of comparisons. You don’t have to name your business after the phone number, to make a great number an asset to your business but you should at least reserve the domain name and use it as a brand name in your advertising.

Chapter 2: Toll Free Basics

If you're familiar with toll free numbers you can skip this chapter, which focuses more on the basics of toll free numbers.

A toll free number is free to the caller. The party receiving the call pays for the call as if they had placed it instead of charging the caller. There may be a small monthly fee but the main cost is the per minute fee which is often something like 6¢ to 8¢ per minute for a major carrier or 4¢ to 5¢ per minute for the cheapest resellers. It may be more for calls coming from within your state or with some more expensive "personal" plans. The overall cheapest one right now is 2.85¢ per minute at 800Numbers.com although they can't go to cell phone or some local phone companies and can't get vanity numbers.

You don't need to have a separate line or any extra equipment for a toll free number. It just rings to or points to any regular local line. You won't be able to tell whether the calls are toll free or not because it rings exactly the same. In fact with regular toll free service all of the features or options work exactly the same as if the caller had dialed the local number directly. All of your features such as Caller ID, Call Forwarding, or Rollovers, voicemail or anything else you use on the local number.

First the Benefits of Toll Free Numbers

A good number doesn't cost any more per minute than a bad (random) number does, but a more memorable number always gets more calls.

Portability - One of the most important benefits of toll free numbers for small businesses is the ability to change the ring to number, called portability. If you move your business or your needs change, it's easy to change the ring to number, usually by just calling your carrier at no cost. To bad you can't move your whole business around that easy!

Larger company image - Toll free numbers create a larger more significant corporate image, even for the smallest home based business. If this is one of your main objectives, take a look at the virtual office services described below because this inexpensive service makes it very easy to create an extremely professional large company image over the phone.

Expanded marketing reach - A local number is ok if you only market locally (see Local Vanity Numbers). But if you want to market outside your local area, a toll free number is practically a necessity for business in the US.

Scalability - Another benefit for smaller start up businesses is that you basically just pay for the usage or calls to your toll free number. This means that a new or small business with little usage will pay very little for their service and their bills will only increase as their usage and business increases. To bad all of your business

expenses don't work like that!

Vanity numbers can help children!

With a toll free number you get a list of every number that called you each month along with the date, time and duration, even if they block caller ID.

One other important hidden benefit of vanity numbers I want to mention is that they can actually help children. I probably wouldn't have even realized this if I didn't personally experienced it myself.

Do you know anyone with children between 2 and 6 years old? (The picture to the right is my daughter a couple years ago, she's 6 now) It's not easy for young children to remember seven or even ten numbers for your phone number. It's much easier for them to remember a word. They may not even be able to spell that word, but if they ever get lost or just need the neighbors to call you, they can remember that word easier than a phone number. This can be especially important for families going through difficult breakups. If a father for instance doesn't get much contact with his child, or is afraid of a potential abduction, a memorable vanity number can provide additional security, since no matter where the child is taken they can always remember how to reach you.



There isn't really any good worldwide toll free system but you can forward US toll free calls overseas to almost anywhere.

Look for something with the child or a family member's name, and it doesn't matter that much if it's 800 (remember 866 or 877 numbers usually get fewer wrong numbers). If you get a toll free number, make sure you keep it with a company that doesn't charge much of a monthly fee (the service at 800numbers.com has no monthly fee). I got a number with my daughter's name in it when she was three and she wasn't abducted but I was afraid there was a potential for that. I also recently helped a father whose child was abducted get a vanity number with the father's name in, because a family member was going to have an opportunity to talk with the child. In this situation, a toll free number has another added benefit because it gives the owner the caller information including the number they were calling from, so it can help to locate an abducted child too. They cost very little but a local or toll free vanity number can certainly be helpful for children and your whole family, especially in an abduction or if you feel there is a potential for abduction because no matter where that child is taken, they can always remember your phone number and can call your toll free number from anywhere. A toll free number also gives you all the billing records of every single call, which can be VERY important to show how often a former partner or a child calls you.

A quick history of Toll Free Numbers

A toll free number just rings to or forwards to a regular local number and there's no extra equipment necessary.

1-800 numbers were developed in the late 60s by AT&T as a convenient way for businesses to pay the tolls for their customers who contacted them. (Remember when everyone thought long distance was so expensive?) As the service became more popular, toll free subscribers began finding new and innovative uses for the service. As usages and popularity began to grow companies began to realize that consumers preferred to do business with companies with 800 numbers.

By 1984, when the Bell System was dismantled by the Justice Department, there were over 3 million 800 numbers in service by AT&T, and new long distance carriers were clamoring to provide 800 service. These carriers were assigned blocks of 800 numbers with common NXX (prefixes), so the phone numbers available depended on the carrier you spoke to and if you left your carrier, you would have to change your 800 number. The numbers weren't portable.

One of the steps in creating a more competitive toll free market, was to implement the current SMS/800 system which allowed true portability of 800 numbers so you could change phone companies without having to change your number. This gave toll free number subscribers much more ownership rights and made the popularity and value of good 800 numbers sky rocket, so much so that within 18 months of the introduction of number portability, very few of the 7 million 800 numbers were left for new subscribers.

Toll free numbers are portable and you can change carriers or ring to numbers relatively easily.

Then after rationing 800 numbers, the telecommunications industry chose 888 as the next toll free area code, introducing another 8 million new numbers to the toll free pool (less a couple hundred 888 numbers that were held out of the pool at the request of the 800 owner). 888 numbers have been in use now for several years and are fairly well accepted and understood by a large part of the country as equivalent to 800 numbers. But as 888 numbers began to dwindle, 877 and later 866 area codes were introduced as well. 855, 844, 833 and 822 are also reserved for toll free use as they are required. 877 was introduced in 1998, and 866 numbers were later added in 1999. 855 numbers were scheduled at one point but have been left on an indefinite hold at this point.

Some Facts about Toll Free Numbers

- 90% of Americans say they use toll free numbers.
- More than one-third of Americans estimates that they make 60 or more toll free calls per year.

If you try to wait for a disconnected "800" number to be returned to the pool, PrimeTel (aka. the Black Hole) will beat you virtually every time.

- ❑ Demand for new toll free 888 numbers for business and personal uses averaged above 238,00 requests per month, since introduction of the 888 code on March 1, 1996. That's in excess of 2,800,000 new 888 numbers per year. This led to the creation of 877 numbers.
- ❑ Toll free calling generates an estimated \$157 billion in annual sales of goods and services in 1997.

In addition, experts say that 84% of current Internet users rely on electronic media to search for product or service information in order to make a purchase (Source: InternetTrak). Being able to locate the 800 number on the Internet greatly improves the success rate of any Internet ad or Web site.

Sources: Individuals, Inc.; PR Newswire; Alliance for Telecommunications Industry Solutions

- ❑ The average phone order from a catalog can be 30% to 70% higher than the average mail order.
- ❑ As telephone buyers generally use credit cards, they will order more merchandise and higher ticket items 95% of the time.
- ❑ A productive ad featuring an 800 number can generate approximately 30% more orders.
- ❑ In a study accomplished by Bellcore, paper ads that were almost identical were displayed and monitored. One group had an 800 toll-free number and the others didn't. The toll-free number ads received six times the number of calls as did the regular long-distance listings. It also seems that this will hold true regardless of the socioeconomic level of the caller.

(Source:"Zip Feature Article")

- ❑ If you want to decrease returns by as much as 50%, use an 800/888 number on product literature. This encourages customers to call in and resolve difficulties with a trained expert.
- ❑ Fund-raising organizations have increased their response approximately 25% by adding that 800/888 number in commercials, print ads or direct mail pieces which previously used only addresses.

(Source:"Telephone Marketing Report")

(Source:"A.I.S.800 Report")

North American toll free numbers are usually only accessible from phones that can call the US without entering a country code.

The difference between 800, 888, 877 and 866 numbers

In the beginning there was only 800 numbers. 800 numbers are the original area code and have been so wide spread and accepted that "800 numbers" is basically

Please email or call with any comments or suggestions

a generic term for toll free numbers. And 800, or 1-800 is more than just a toll free area code but it's a brand name. That's the real difference between 800 and 888 at this point.

My brother has
a site called
1centPerMinute.com

888 numbers were introduced in 1996 after several months of rationing. 888 is intrinsically a good and memorable and has some uniqueness since there is no 777 or 999 area code. There has also been a fair amount of use, particularly with companies that couldn't get a good 800 number because of the way they were issued. So although the biggest companies still tend to use 800, 888s are extremely popular and recognized as toll free.

877 and 866 numbers function exactly as other toll free numbers do, but they'll probably never catch up to 800 and 888 for a couple reasons. First of all, 877 and 866 look like any other new area codes and have no intrinsic numerical significance or memorability. Secondly, they don't have the same amount of public use. Both 877 and 866 had only a fraction of the promotion that 888's did at their introduction and they simply haven't had the volume of public use that 888 had, even at the same stage in its life. Additional area codes such as 866 have also added to the confusion.

Vanity numbers aren't as valuable outside of North America because of difference in telephone keypads, advertising, cultures, market size and because toll free #s were introduced in the US when long distance calls were expensive.

Before 888 numbers were introduced, 800 numbers were rationed for several months. There was also a lot of pent up demand for vanity numbers that weren't available in 800. All of these factors helped 888 numbers but were not true of 877 or 866 numbers. And in fact, many of the reasons for wanting a vanity number in the first place, prestige, credibility, memorability, and its recognition as toll free are reasons against 877 and 866. So essentially anyone that cares enough about their program to read this for shouldn't use an 877 or 866 number for any significant consumer or marketing application.

866 and 877 have their place, but it's more for personal non-business uses because they get fewer wrong numbers. If your calls are revenue generating and you are spending money in advertising to generate the calls, 866 or 877 numbers will cost you money. Just as it is harder to build a brand name around a .cc domain name. 866 numbers technically function the same as "800" numbers, but they don't generate the same results in marketing, which is what counts the most.

Do Toll Free vanity numbers cost more than random numbers?

No, not if you get it directly from the phone company yourself. Just like a good domain name doesn't cost you any more to register or host than a bad domain does, a good vanity number doesn't inherently cost you any more than a random

There is more about
lookup tools in the
Initial Research
section of
Getting Great Numbers

Use a * as a wildcard
in our Lookup.

number. You can pay someone else to get one for you or you can purchase (or even rent) a good one from someone else which will obviously cost you more.

Acquiring or setting up the vanity number is the hard part, just like it is with getting a good domain name. If you find something with the lookup tool at my main website for toll free vanity numbers, TollFreeNumbers.com it will give you a link to AT&T. It won't cost any more to sign up for the vanity number you come up with than it will for a random number. AT&T is a little more expensive than some of the cheaper resellers, but they're competitive for a major carrier. The cheaper resellers aren't as good at getting vanity numbers because they don't have the same direct access into the pool as a major carrier since resellers are by definition reselling the service of another major carrier. You're not locked into any one carrier though because toll free numbers are portable.

Why do we use a 1 in front of 800?

We don't say or write a 1 in front of any other area codes or phone numbers. Why do we say or write a 1 in front of "800?" It's because years ago when 800 numbers were new, dialing a 1 in front of the area code was new. And large national advertisers that started using 800 numbers had to reinforce or remind people to dial the 1. Billions of dollars in advertising later, and "1-800" has become a powerful and recognizable brand name. We don't put the one in front of other 800 any more to remind people, it's just because it's become a brand name. That's the biggest difference between 800 and 888 or any other area code. The difference is marketing. I used to think that it was silly to advertise the 1 when I first started advertising my own 800 number. But after reviewing the number of domain names and big advertisers who prefer the 1, I now recommend that people use 1800WHATEVER.com and that they only get 800WHATEVER.com as an alias or backup. (See the domain name section for more information)

800 is the .com. It's the default and the one that the big money and fortune 500 companies have used and will continue to use. 888 is the equivalent of .net. It has some uniqueness and is somewhat memorable. It's seen and understood by most as an alternative. The main difference between .com and .net is the brand name, and the same is true for 800 and 888. You'll still lose some calls to the 800 version, especially for applications which involve spontaneous recall or require the caller to dial from memory but at least it gives you an alternative. That doesn't mean though, that if you can't get the first 800 you wanted, that your second choice should automatically be the 888 version of this number.

If you're a small start up and you're not spending a lot of money in your advertising,

you have to be realistic and may have to make do. It would be silly to insist that someone in Florida or Georgia needs a powerful snow blower if they hardly ever get much snow. But if you lived in Buffalo or Vermont, and you were getting a lot of snow (meaning you're doing a lot of advertising) it would be stupid not to get a good snow blower. If you're doing serious advertising, you need a serious "800" number that will help increase the response rates to all your advertising.

The cheapest way to call is often with a calling card. They can be as cheap as 1¢/min at Calling-Cards.com

Most other people will tell you that is just impossible, but I'm going to show you how to do exactly that, if you're willing to work at it.

Would you like unlimited incoming calls from your regional calling area for just \$99/month see Premium800.com

Chapter 3: Toll Free Service Options

Where to go for a Toll Free Number

If you do a lot of advertising, you can skip this chapter because this chapter is more for basic non-vanity service options.

If you don't do much advertising and just want the simplest answer for the overall cheapest basic non-vanity toll free service, take a look at one of my websites, www.800Numbers.com. Most people can get non-vanity toll free service for just 2.85 cents per minute with no set up fee, no monthly fee and no minimum or strings at all. That's the rock bottom cheapest toll free service you'll find anywhere.



There are a couple simple questions that I usually ask people to understand their situation and their needs. If you do a lot of advertising you can skip over the next two pages. If you don't do much advertising you may only need the next page or two because the majority of the rest of this book is about vanity numbers. I'll explain the other options briefly though so you can, not only understand your options but you'll understand why that's the best option for your situation.

Do most of your calls come from within your state or nationwide?

Instate800.com avoids the higher instate rates by routing all incoming calls out of state and then back in.

Everyone always compares the State-to-State or Out-of-State toll free rates for a couple reasons, because it's generally cheaper and because it is less confusing and doesn't vary from state to state the way In-State rates do. That's fine, but for many businesses who's calls come mainly from within the state, the State-to-State rate really doesn't matter nearly as much as the In-State rates.

In-State rates vary because of the tariffs (aka. taxes) which are set by the state. So if most of your calls come from within your state, always check and compare the In-State rates. State rates vary a little from service to service, but here is a list of the states which generally have higher In-State Rates:

These states generally have higher instate rates.

- | | | | |
|----------|---------------|----------------|---------------|
| Arizona | Massachusetts | New York | Vermont |
| Arkansas | Minnesota | North Carolina | Virginia |
| Colorado | Missouri | North Dakota | Washington |
| Florida | Montana | Oregon | West Virginia |
| Idaho | Nebraska | Rhode Island | Wyoming |
| Iowa | New Hampshire | South Dakota | |
| Kansas | New Mexico | Texas | |

If you are in any of these states and most of your calls come from within your state, you should look at Instate800.com for cheaper instate rates of 5.9¢/min in any state.

InState800.com

Cellular 800 service or Stand Alone 800 service

Most toll free services can't point directly to cell phones, but you can forward your calls to a cell phone!

Do you need to point your toll free number to your cell phone or do you want a regular toll free number that doesn't effect your long distance service? Most toll free services won't go to cell phones and require you to change your outbound long distance too but I've built a special site for each of these options.

Cellular800.com or TollFreeOnly.com

Cellular800.com

TollFreeOnly.com

I also have sites geared toward forwarding US toll free calls overseas (International800.com) and a site for service in Canada (Canadian800.com or 800Numbers.ca). It offers toll free service and long distance to or from anywhere in the US or Canada for only 5 ¢ per minute Canadian.

Canadian800.com

International 800

Regular Toll Free Service vs. Enhanced Toll Free Service Providers:

Enhanced services are generally a little more expensive, then regular service but if you understand the difference between cost and value. Enhanced services can help you sell more, which is the real value!

Do you need a separate voicemail for your toll free number, need to screen your calls, need your callers to have options for different departments or people, or do you need your toll free service to try you at multiple different numbers? If you need any of this, you may want to consider an enhanced toll free service.

Enhanced Voicemail Services

I generally break toll free services into two groups. Regular toll free service and enhanced toll free services. Regular toll free service simply forwards directly to the local number you specify, sort of like a remote call forwarded number. But "enhanced voicemail" services receive the call in a computer/switch, they process

All your local features like Call Forwarding, Caller ID and any Voicemail will work the same for calls to your toll free number as they do now to your local number.

it before trying to forward the calls to your local number. They generally play a recorded greeting, may give options and then forward the call to the user, often trying multiple different numbers. It may then give you the option of accepting the call or sending it to voicemail. This type of enhanced voicemail type service is a little more expensive, but has a lot of additional features and benefits.

I'm working on a Voicemail Comparison Guide which I may attach as a chapter or addendum and will be located at TollFreeVoicemail.com but it's not ready yet. Here are a few of the best enhanced voicemail services which you can compare.

If you want to be able to differentiate your existing local calls from your toll free calls, you can either get a service from your local carrier that will give you a second number which points to the same line but rings different (sometimes called differential ringing) or you can get a full second line, or use one of the Enhanced services.

Several of the best enhanced toll free services:

The cheapest way to get voicemail may be to point a regular toll free number from 800Numbers.com which you can get for as little as 2.85¢/min to the voicemail on your local number.

<http://www.FreedomVoiceSystems.com> - A popular professional voicemail service that can give you the image of a much larger organization, sold under several different names.

<http://www.SmartVoicemail.com> - A smart choice for economical voicemail for only \$4.95 per month and 6.9 cents per minute.

[Http://www.1800RingCentral.com](http://www.1800RingCentral.com) - A good voicemail service especially for high volume applications with several excellent options including local numbers in 87 cities, multiple extension and per minute costs as low as 3.9 cents on some plans.

[Http://www.TeleCenterVoicemail.com](http://www.TeleCenterVoicemail.com) - A great option for unlimited incoming calls for voicemail and announce only messages.

[Http://www.1800VirtualPBX.com](http://www.1800VirtualPBX.com) - A feature rich service that can totally replace or backup your office PBX without the set up or equipment expense.



How to get the extra features without paying extra!

(This section is from an article in my 1800MARKETER newsletter)

I guess it's only human nature to want to get more for less. That's why I want to show you a clever combination of services that I use in my own home office to get some of the better more advanced features of the more expensive toll free services for a lot less.

The Enhanced services listed above each provide what I call "virtual office" services. There are several other services but these are some of the best and most popular (many of which are also offered under several different names too).

FreedomVoiceSystems.com a good enhanced toll free service available on the net under a variety of different names but you'll recognize them all because of their "lite" and "pro" versions for \$9.95/month and \$19.95/month respectively. It's an excellent combination, but they charge more per minute to connect the call to a live person. But if you do it right, you can get some of the follow me type of capabilities of these enhanced services without the extra expense.

The very cheapest toll free service is just 2.85 cents per min. at 2centsPerMinute.com

My special 2.85¢/min toll free and long distance service (at 800Numbers.com) is a fantastic deal but it can't point to a cell phone. But you CAN forward your calls with the local phone to your cell phone. And if you use Forward- No-Answer and Forward-Busy (available from your local phone company), it'll automatically forward to your cell phone if you're on the office phone or don't answer it. That way you can use your cell phone as a roll over extension when you're on the phone or you can just walk out the door and if your local phone's not answered, it'll always "follow you" to your cell phone. This combination not only goes to your cell phone at 2.85¢/min instead of the 4.9 cent Cellular800.com service, but it gives you the follow me features of Freedom Voice Systems service which costs 11.9¢/min all for only 2.85¢/min with no set up fee or monthly minimum at all!

One VERY important rule for toll free numbers is to NEVER put any toll free number in print until it is up and working, ringing into you!

You can also use Ztel's unlimited plan (see PhoneConsultants.com/ztel) and that will give you a very professional unlimited forwarding system that even announces the calls like the enhanced services. I use this and have had several people tell me that it sounds professional. This gives you the best combination of enhanced features and capabilities along with the lowest possible cost per minute. I've used this for my home office for a while now.

Why doesn't the phone company tell you any of this?

Phone company representatives that answer the phones definitely aren't the highest paid people. Some companies even use representatives overseas today because the

Make MONEY from
your toll free number
by signing up in my
affiliate program
800MARKETERS.com

This is the end of the
toll free basics.

labor is cheaper in India or the Philippines. They may be nice people but they just don't get any of this in their training. It's also not in their best interest to go to this much trouble. They don't understand the marketer's perspective and they just look for the easiest way out. That's why they always say for example that 866 is exactly the same as 800 or that a number isn't available if it's not available in the SMS/800 database. From their perspective it is all the same and they just don't have any incentive to do any more than what's necessary or what everyone else does. There are some nice phone representatives but this really is hard and they are usually not very helpful.

Phone company representatives look at things from their one product perspective. They don't really know all the other options and they don't have to worry about your biggest expense, generating the calls. Generating the prospect calls is always MUCH more expensive and more complicated than just completing the calls. So the next time they tell you it's all the same thing, ask them if they think 866 COLLECT would be the same value and generate the same amount of calls as 1-800 COLLECT or ask them why there are so many times more 866 and 877 numbers available than "800"? or ask them what the main number is for their company. They may use some 866 or 877 numbers but most of their advertising probably uses "800" and all of their major ad campaigns always feature vanity numbers prominently. That's because, no matter what that customer service representative says, their advertising department knows what works. So do what they do, not what they say.

You also have to realize that there is no single service that is the best in every situation no matter what most companies want you to believe. That's why I've put together a network of different sites and services, because each different situation has different needs and each service has different strengths.

Instant Impact!

So put this all together and put your company to what I call, the Instant Impact Test. If you only had one fender on a race car, could you get the essence of your message across in a split second? Could you get your message across to people driving at 60 miles per hour on a sign on the side of the road? If you can do that, then you definitely have a powerful marketing weapon that nobody else can beat.

By the way, if you don't think a memorable phone number is valuable, do you think memorable domain names are? They are valuable for the exact same reasons. They require less advertising to create impact, memorability and a powerful brand name.

If you make money from your incoming calls and you spend money to generate

those calls, then you need a memorable vanity number. And the more money you spend the more important it is to have a better number.

Chapter 4: Misdials can make you money!

Misdials (a.k.a. wrong numbers) are often looked at as a problem but they can be turned into valuable numbers

A misdial is just a wrong number. A "misdial number" is a phone number that gets a lot of wrong numbers. There are actually several kinds of misdial numbers. There are also a lot more wrong numbers or misdials on the average for a toll free number than on the average local number. That's because there are only slightly fewer toll free calls than local calls in most areas but people are dialing toll free area codes from over a hundred local area all over the country. There are roughly 200 local area codes and only 4 toll free area codes. They may not seem like that big of a deal, but misdials are actually one way to make money from a phone number.

How would you like to get calls from people looking to order your product or service without any advertising at all. That's what you can get with misdials. There may be hundreds or even thousands of people calling for your product or service, or a product or service similar to yours that you could sell to without any advertising costs at all. And when people are already calling for your service they may be ready to buy and may even be less price sensitive since they were already calling.

You should look for misdials of your own number as well as misdials of your competition. I mentioned that there are several types of misdials. Let me explain them a little about each of them and you'll probably realize yourself what opportunities may exist for your business.

Qs, Zs, and Os

1-800 QUALITY was recently acquired for \$50,000. It definitely would have been worth more for someone like Quality Inns but it's hard to make a company understand the value if they don't "get it."

Telephones designed less than 8-10 years ago have the Q on the 7 key and the Z on 9 key, but phone designed more than 8-10 years ago (even if they were built more recently) often don't have a Q or Z at all and some even have them on the wrong key. When I first started in the vanity number business you had to avoid Zs and Qs all together. The first number I got with the Z was 1-800 PUZZLES and we put in small print underneath (hint: Z = 9) to tie the deficiency into the theme of the number. But now Zs and Qs are much more widely used and it's basically just a footnote to consider. I admit that I'm a little surprised at how quickly they are now understood and can be used in most situations.

There is also a less common misdial possibility on the O key, as in MNO which would usually be the 6 key. Some people occasionally mistake the Zero key either because of the large 0 or because of the O in operator which is usually abbreviated OPER. Those are really the only misdials that I've ever seen become a consideration. I wouldn't discount a good number simply because of potential misdials, but you should at least be aware of the potential. The Misdial only becomes more of an

options in cases that involve really large amounts of advertising and sales calls for products or services that can be easily replicated to capitalize on the misdials. The most famous case was 1-800 FLOWERS. It had a lot of advertising and the wrong number could easily be sold flowers from other sources.

Roll up Misdials

Whenever you see a competitor using an 866 or 877 number check the 800 version of their number.

Every time you see a competitor using an 888 or especially an 877 or 866 number, you should always jot down and pursue the 800 version of their number. People think of "800 Numbers" as the generic term and default name for the industry and will often remember the number but will wind up dialing 800 instead of 866 or 877 and even 888. I call this type of misdial "Roll Up" because they roll UP from the other area codes to the 800 version, but they don't roll down from the 800 to any other area codes.

The number of misdials will probably depend on the amount of and type of advertising they do, as well as the number itself, but it's always worth checking. Roll ups can be one of the most common type of misdials. They are also a very subtle almost invisible marketing tool. The competition probably won't realize for quite a while, that you are getting their calls until they mistakenly dial your number themselves. But just think about the devastating feeling you'll give your competitor when they realize that you have a number similar to theirs and are probably getting customers from them. They won't be able to prove how many calls or customers you're getting and as long as you don't mislead anyone you are always allowed to answer your phone and accept any orders which people want to place with you on it. So always look for the 800 version of your competitor's number!

Fat Finger Misdials

Some companies think about misdials in the beginning but then move onto other things. Part of the trick with misdials is to keep watching this because if a small user gets a lot of wrong numbers they often discard their number leaving it available to anyone on their toes.

This is probably the type of misdials people usually think of when they think of wrong numbers. They are often called "Fat Finger" because they are simple human error, caused by accidentally pressing a wrong key with your fat fingers. Make a list of all the numbers that are one digit away from yours. Add to it all of the numbers that have an extra stutter digit, that repeats one of the digits. If it's a vanity number look for misspellings. Then check them all.

You can check the misdials pretty much the same way you search for vanity numbers. First use the lookup tool at TollFreeNumbers.com and then try dialing them. The biggest difference is that you don't actually have to get the numbers to get the benefit from them. If they go to an active customer, say hello and introduce yourself. Find out how many people there answer the phones and how big they are. Ask them if they get many wrong numbers for the product or service you sell.

Please email or call with any comments or suggestions

It's harder if the misdial goes to a really large company, but if you can make a friend and let them know your correct number they will often be happy to give out the "correct" number for you.

I said, "make a friend" because they have to like you a little. They are going to get the wrong numbers anyway. It may actually take less time to give out the correct number than it would if they hang up and just call back again not mention that many people want to help you and the customer looking for you. So get the name or names of the people who answer the phones and send them pizza on a Friday and Christmas cards with several business cards that they can put up by the phone(s). Depending on the volume of misdials, this type of Gorilla Marketing could get you a steady stream of prospects at almost no cost. The odds are that nobody else ever thought of this so it doesn't take much effort to go the extra mile and get those calls.

Out of business Misdials

Businesses come and go every day. You've probably seen some of your competitors go out of business. Well they are almost certainly still getting calls that someone should get. So why not you.

Every business advertises and many types of advertising such as yellow pages for example, last for an average of two years. So if a company spends just an average of \$500 a month on advertising you could easily pick up \$10,000 worth of advertising by just paying attention and grabbing the right number at the right time. It is probably easier for toll free numbers than local numbers since toll free numbers are portable and can be directed anywhere. Toll free numbers are also usually used by the larger companies but local numbers can also be remotely forwarded and with services like [Vonage](#), local numbers can be accessed anywhere via the internet.

Every business has repeat business and if they don't want that business why let it go to waste. Make a list of all your competitor's numbers and call them every couple months or so. You can also sign up for them on my Watch List which will let you know when a number goes to an intercept message which is often a prelude to the number becoming available. The Watch List is still under development but it's an excellent tool to help keep track of numbers that you might like to get in the future if they become available.

<http://www.tollfreenumbers.com/watch.htm>

Directory Assistance Misdials

Everyone can sign up for a free listing in the Internet 800 Directory at GoTollFree.com

I've talked with businesses that generate several customers per day simply for the cost of listing their business with Toll Free Directory Assistance (which generally costs \$10-15/month). It's most effective for unusual company names. For hard to pronounce names register under multiple different names, some spelled phonetically as whatever you think a customer might ask for or an operator might hear. You may even be able to register for competitive names.

You should also think about what city you are listed in. If there are multiple distributors for an organization listed, the operator will usually ask them either what department they want (if there are different departments listed) or they will ask them "in what city?" If the customer knows where the company is based they will often select the number located in that city. So you should try to get the city listed with directory assistance to be the city your organization is based in.

AT&T doesn't charge for being in the 800 directory if your 800 number is with them.

TIP: The main Toll Free Directory Assistance is run by AT&T. Other companies will always charge you a monthly fee to be added, but AT&T won't (although their toll free numbers generally have a fee of some kind). Smaller companies will sometimes list your name or address with directory assistance as something else though which can be an advantage which AT&T generally won't.

Assumptive Misdials

My number 1-800 MARKETER also spells MARKET DAY and I get a number of calls for Market Day all the time, even though they never had or used that number.

People often assume that a company will have their company name in an '800'. I helped a distributor for Trivita get the number 1-800 TRIVITA and a distributor for Sea Silver get the number 1-800 SEA SILVER. They both got thousands of dollars worth of calls from customers looking for the company as soon as they activated the number. Even if it was never advertised or promoted, people looking for the company, hopefully to reorder, will often "Assume" that the company has that number. 1-800 CONTACTS received tens of thousands of dollars a month even without any advertising. So even though it may be hard to get your exact company or product name it can be very valuable!

Misspelled Vanity Names

This is pretty straight forward. Some names are just easier to spell than others. But no matter how easy a name is there's always someone that'll find a way to misspell it. You should avoid names that are exceptionally hard to spell, complicated or overly creative. Using one or two digits from the area code or abbreviating GREAT as GR8 for instance may seem like a good option, but they will

cause more wrong numbers. So watch out for that and consider all the wrong number possibilities up front and monitor them.

Previous Customer Misdials

Most people tend to assume that the majority of wrong numbers come from previous customers. But I usually find that the majority of wrong numbers come from the other types of misdials.

Virtually every "800" number has been issued and used before. Toll free customers also tend to have several times more use on average than local numbers since they are often used for higher volume applications. They're usually larger companies advertising to a larger audience so some toll free numbers can have a much higher volume of wrong numbers. If you're concerned, 866 from 877 numbers usually have a lot fewer wrong numbers because they don't have as many large advertisers, they haven't been around as long and there are more unused numbers.

Most people assume that the majority of wrong numbers come from previous customers, but in reality I usually find that the majority of wrong numbers come from the other types of misdials.

The Black Hole of Toll Free Numbers

No discussion of making money with misdials would be complete without mentioning what I call the Black Hole. The Black Hole is a phone sex business that gets basically all of their advertising from wrong numbers. They play a short message telling callers to call the "Talk Line" and giving out another number. It costs them next to nothing at their level with hundreds of thousands of toll free numbers, to play that message.

I call them the Black Hole because they are sucking up around 10,000 "800" numbers. And with over 500,000 "800" numbers as of January 2004, they passed Sprint and are now the third largest phone company in terms of the number of "800" numbers they control. The worst part is that because of the regulations against hoarding and brokering numbers, they can't give up any numbers either. That's why I call them the Black Hole, because they suck up everything in the world and nothing ever comes back out. You should also check the misdials of your own numbers. The 800 version of your toll free number might be going to a phone sex and you don't even realize it.

How to deal with wrong numbers

If you wind up with a number with a lot of wrong numbers there are several things you can do to minimize them. You can block areas of the country that you don't need calls from. If you don't do business nationwide this can often eliminate most of your wrong numbers. You can also use a service that plays a greeting for the

Please email or call with any comments or suggestions

caller before the call is completed to a live person. Most wrong numbers will hang up before talking to anyone. See the enhanced toll free services for a review of services that can reduce wrong numbers.

Chapter 5: Local Vanity Numbers

Toll Free versus Local vanity numbers

Toll free numbers have a lot of special capabilities that local numbers don't.

As I explained earlier, there are basically two types of phone numbers that make money, Local numbers and Toll Free numbers. Most vanity numbers are toll free numbers because of several unique capabilities of toll free numbers. Toll free numbers are portable so they can be activated anywhere. They're also better for marketing nationwide. But not all businesses market nationwide. Many are much more localized, especially service related businesses. And in your local area, your local area code is probably every bit as popular and well known as 800, and more so than 866, 877 or even 888. It's not toll free but people just aren't as concerned about making long distance calls any more.

Many local numbers can now also be transferred to competitive local phone companies like [Vonage](#), which can then make them into portable numbers too. So with technology today, local numbers are even starting to gain some of the important benefits of toll free numbers.

If you can't find any toll free vanity numbers try the [Local Vanity Number Locator](#), especially if you're business and marketing is localized in nature.

My brother had a small Pizzeria a few years ago and I got him the number 201-EXTRA CHEESE. It was an awesome number that was perfect for his local pizzeria. I also had a cell phone with the number 914-OPEN HOUSE. Your local area code may actually be an advantage in many ways because it reinforces your local-ness, and you don't have to pay a penny more for it.

You wouldn't generally want to use a local number for national advertising. But a lot of services businesses are local. You may be able to get an even better, more valuable or memorable term in a local number than you can in a toll free number because almost nobody else looks for or considers them. Even if you want a toll free number too, you have to have a local number so why not look for one that's memorable too. I matched my local and your toll free number with 1-800 MARKETER and 845-MARKETER.

212-867-5309 was auctioned on ebay up to over \$80,000 for the famous number.

Local numbers also have one advantage that toll free numbers don't have. They're available worldwide, while toll free numbers are basically only available from within the North American Numbering Plan (mostly the US, Canada and a few small territories).

I built a whole website around Local Vanity Numbers at [VanityNumbers.com](#) The main best feature is the local vanity number locator. Look at the website for more information but you can also get it by sending a blank email to

localvanitynumbers@localvanitynumbers.com with your 10 digit telephone number or your 5 digit zip code as the subject line. It'll send you a list of all of the exchanges available in your local area along with all of the words that can be created from those numbers sorted in order of popularity. It still takes a little legwork but it will be a huge help to find a good local vanity number. You never know what might be available if you knew what to ask for unless you try it.

Maybe you'll wind up with the next \$100,000 auction on ebay!

Cellular Vanity Numbers?

If you point your toll free number to your cell phone and get a lot of incoming calls, consider Nextel because they have plans with free incoming calls.

Another type of local vanity number is a cell phone vanity number. They're especially valuable now that you can keep your cell phone numbers if you change carriers. That means they can be used in advertising now which is a huge asset, because before they couldn't really be used in any permanent advertising since if you changed cell carriers, you would lose your number.

I already mentioned that I had a cell phone number 914-OPEN-HOUSE but when I changed carriers from AT&T to Nextel, I had to change my number. I wasn't in real estate and only had it for the fun of it so it didn't really hurt that much to let it go. But now you won't have to do that any more. A vanity cell phone number may be even more valuable in many ways than a vanity number on a regular land line now because no matter where you move or what carrier you change to, you can keep a cell phone number for life now.

The next book, Getting Great Numbers, will explain step by step how to get a good local vanity number, how to use my Local Vanity Number Locator, the two main ways to look for local vanity numbers, several special tools and lookups that will help you track down numbers and a new section on vanity cell phone numbers. Again it takes a little work but if you follow the instructions you will be surprised at how many potential local vanity numbers there are available in your area and surrounding areas.

Marketing costs vs. Operational costs

Phone numbers are required to be given out on a first come first served basis. That's why it's often a creative individual that winds up with the really valuable numbers.

I mentioned earlier the toll free cost for some services and from a telecom company perspective it doesn't cost any more to get or use a fabulous brand name vanity number than it does to use a random non-vanity number. The real cost either in terms of time or money is usually in acquiring the number.

But it's a different kind of cost. You have to understand the difference between marketing costs and operational costs. The cost of receiving the calls is your phone

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bill and is an operational expense. The cost of generating the calls is an advertising expense, so the acquisition costs for a good brand name number should always be considered a marketing expense like your advertising, not an operational expense like your telecom costs of receiving the calls.

If you understand the difference it will make it much easier to measure the value and importance of the right name and number. And when I talk about a phone number making money for you, you have to realize that it's making money for you from a marketing perspective, as in generating additional sales. It's not sending you a check every month, but if you put it to work properly it can send you new customers every month which is certainly good too.

I've personally gotten hundreds of great brand name numbers for clients and charged them several thousands of dollars each. I've gotten numbers for as little as \$20 by tracking down the right people and asking the right way and negotiated transactions that went into seven figures. It's hard to predict ahead of time what the costs will be like since it's often based more on the present owner's situation and their use for the number than the acquiring party.

How to measure the value of a good vanity number

The simple way to calculate the value of a number is to multiply the percent of additional response received by the amount of money spent on advertising. For example, if you spend \$10,000 a month on advertising and you receive a 18% increase in response, then the number is generating an additional \$1,800 per month in value or \$21,600 per year. That's why it's so much more important for large companies that do a lot of advertising to get a better number and why it will be worth more, the more advertising you do. There are other factors and more complex equations. I've got a more thorough formula later in the last chapter, but this is the simplest way to calculate a number's value without going too crazy.

Napoleon Barrigan, the founder of 1-800 MATTRESS, told me a long time ago, that the value of his number was that it stuck with people even if he stopped advertising for a week or a month or more. It keeps on getting calls. If he had been using a random number the calls would stop as soon as the commercials stopped. That's a phone number that makes a lot of money.

You probably won't get a number quite that good (good enough to change your entire industry and make you tens of millions of dollars) but anyone that advertises should look for something memorable for your business because it definitely works.

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Just send an email to 800info@800info.com with 800 newsletter in the subject to get my newsletter with additional information or advice and I'll be your personal toll free consultant.

Remember your biggest expense isn't paying for the cost of the incoming calls, it's generating those calls!

Some types of advertising are more effective for vanity numbers than others

If you're in an industry with a high cost per lead try a service that gives you the callers information in real time. [Kall8](#)

Have you ever seen a vanity number on the side of a truck or noticed the stickers on trucks that say "How's my driving?" They **always** use vanity numbers because it makes the biggest difference for the type of situation where you're not looking at the number when you dial (dialing from memory). So any type of outdoor display advertising or in broadcast TV or Radio it's critical and has the most impact. It helps in other things but generally to a lesser extent, down to the least critical situation where people always call with a catalog for instance, in front of them.

The value of a vanity number also grows over time. A vanity number is more memorable which means that prospects remember it longer and often call it quite a while after the advertising, especially for great brand name numbers with a lot of advertising. 1-800 FLOWERS advertises heavily primarily before the "flower" holidays like Mothers Day, Valentines Day etc., but they get calls all year round even when they aren't doing much advertising because of the brand name power of 1-800 FLOWERS. Most direct response happens directly after advertising (hence the name) but a good vanity number will give any advertising much longer legs.

Other area codes?

If you get an 888, 877 or 866 number check the 800 version to make sure it's not going to a phone sex business.

People often ask if 866 or 877 numbers are as good as 800 numbers in marketing. The answer is almost always no. But the reality is for smaller home based businesses you often have to take what you can get. Larger businesses are generally doing enough advertising that they really need to have a decent number. It's always smart to pursue the best possible name and number for any size company, but you also have to be realistic. If you're not doing that much advertising, you probably shouldn't spend that much time effort or money pursuing a really huge number. That's why I wrote this book to show smaller advertisers how to look for a good number rather than trying to sell them thousands of dollars worth of consulting.

If you're a smallish home based business you may have to take the best 866 or 877 number you can come up with. But if you're not a home based business, don't settle for a number that makes you look like you are.

If you understand marketing and you're building something bigger than yourself you should definitely focus on doing what it takes to get the best possible number. But if you're starting up a small business and not going to be doing that much advertising, a better number won't be as valuable. I always tell people I don't want to sell them a snow blower if they don't get much snow, because the value of the toll free number is usually determined by how much advertising you do. You can always upgrade it later on, since you can add a second number without having to give up the original number. With a toll free number, you basically just pay for the volume of calls or traffic so it doesn't cost much more to have the calls split over more than one line. And for local vanity numbers you only pay the monthly line

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charge so either way it's not very much, especially for a good number.

Your phone number is your doorway to new business. If you have to have one any way, why not get one that will attract more people and help them to find you and make you look more attractive. The whole purpose of advertising is to make them remember you (in a good way). Your call to action should be the most memorable part of the advertising and that is usually a domain name and/or phone number.

Domain names

Try to incorporate your strongest or most attractive selling point right into your name and number.

Vanity phone numbers have a lot in common with domain names. I've mentioned a couple times that your phone number is your door to new business which is also true of domain names. A good phone number is important to the same people that a good domain name is too—marketers. You probably also realize that names are hard to get today, but what you may not have realized is that a good vanity number usually makes a good domain name available.

The combination of a matching domain name/vanity number combination (ie. 1800BESTLOAN.com) is actually MORE valuable than having a good domain (like MortgageShopper.com) plus a good phone number like 1-800 BEST LOAN because they both reinforce each of, they take less time to say in a commercial, and bottom line, it's just easier to remember one phrase than 2 separate things. So prospects that decide to shop around a little for this are more likely to remember and contact you in whichever method they're most comfortable with.

If you find a good number make sure you reserve the matching domain name, at least to make sure your competition doesn't.

Good domain names are obviously very difficult to get. And so are good 800 vanity numbers. So you might assume that it's practically impossible to get that golden combination of a matching domain name and vanity numbers. But if you start with the phone number first, that's not necessarily the case because if you get a really good '1-800' number means the matching domain name is usually available.

And if your competitor has a vanity number consider signing up for their matching domain name.

Unfortunately many people start with the domain name and then limit the number of 800 number options available. But if you start with the phone number and get a good brand name '1-800' number, you can usually get the matching 1800domain.com. 888, 877 and 866 numbers don't work as well because they don't have the same brand name strength. There are over (20,000) 800 number domain names registered but there are still tons of good 800 number domain names available.

It's also easier if you start with the phone number first because if you narrow down the phone number possibilities it's easier to check the domain names doing a whois search and to even contact to owners of names you're interested to see who might

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be willing to sell for a reasonable price and who wouldn't. It's hard to be as thorough if you have a long list of domains, but you can go through a long list of phone number possibilities if you do it methodically and know what you're looking for.

After you get a good 1-800 number, which matching domain names should you really register? I'm in the process of building a directory of all vanity 800 number businesses and have done some analysis of 800 number domain names which may be helpful. You'll be able to search the directory I'm creating in the domain name section of TollFreeNumbers.com for some ideas of what other people have done, but here are some statistics.

800 Domain Statistics:

Toll Free version	# of domains
800	19665
888	4533
877	1143
866	685
855	106

800 version	# of domains
1800name.com	6244
800name.com	6894
1-800-name.com	5526
1-800name.com	1001

Make sure you sign up for my [free monitoring service](#) to be notified when any of the active numbers you are interested become disconnected.

As of 11:59pm June 15th 2003, (it's hard to keep this information up to date as it's constantly changing) there are 19,665 registered domain names that contain '800' and for 12,401 unique vanity numbers. 4.5% (885 names) of those registrations were for misspellings or variations of the same actual numbers.

There are another 4,533 domains containing 888, 877, 866 or 855 for 3,836 unique vanity numbers. Approximately 10% (433 names) of those non-800 toll free domain registrations were also for the same base number in multiple exchanges.

My first choice used to be '800whatever.com' but over the past few years I decided that even though you need to register the 800whatever.com version, and no other area codes use the 1, it's still appropriate to include the 1 with 800 numbers because after billions of dollars in advertising, 1-800 has become a powerful brand name.

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So I prefer '1800whatever.com' but always recommend '800' as well to make sure that you don't lose any visitors. You may also want to register the '1-800-' version, especially if it's a really large project. However, the dash versions tend to get a little carried away and confusing with multi-word vanities. But if your project is big enough that you feel you need to pick up the .net versions and if you feel you could be losing sales or your competitors might try to register similar versions the general rule is that it's cheaper to be safe than sorry, especially since it's so cheap to register domains. (Only \$10.95 at the new service at TollFreeNumbers.com)

A matching domain name and phone number is extremely valuable and much easier to get if you start with the phone number first or at least at the same time rather than afterwards

A matching phone number and domain name combination is extremely valuable in marketing and much easier if you start with the phone number. Look through the domain name section of TollFreeNumbers.com for more information on domain names and our new 800 domain directory. And if you have an 800 number domain name url, let us know because we're making a directory of all toll free domains and we'll link back to you. We'll even put your logo in our directory if you link back to us.

Don't ask your prospects to work hard. Make your phone number and your domain name both say who you are, what you do and how to reach you and your customers will remember your name and call you first when they need your service.

Chapter 6: Creativity

You'll get better results if you make a large list of all your possibilities and check them ALL before deciding on which one is best for you.

The next most important thing to mention in getting started is the biggest mistake most people make. I told you, you could start with the first couple things that you think of off the top of your head because that's the natural reaction that most people have anyway. The mistake most people make is to start with the first few things they think of and then assume that those are the only numbers that will work well for their business. There are ALWAYS a lot more good numbers than you realize at first. Don't just focus on generic obvious names. Being more creative doesn't mean less valuable. The surprising thing for most people is that the more creative phrases that are harder to come up with, are often the best numbers because they are more creative, not to mention even more likely to be available.

I always tell clients that if they don't have 50 to 100 names, they're not trying hard enough. That may sound hard to come up with but for some tough industries like legal or financial businesses, I tell them that they really need to aim for 100+ options and generic names don't count. It may seem harder, to be that thorough however, it'll not only increase the ultimate quality of your results on average, and makes the whole process much easier, but being thorough will also make it much easier to make that final important decision for your business. Otherwise after working for two weeks on the best number, someone will suggest a new name and you'll have to start over and over again.

If you need a really artistic Flash website, [Irina Pessin](#) built my site [VanityNumbers.com](#)

Ask yourself who will get a better job, who will be more frustrated and do more work in the end, the job hunter that sends out 1 or 2 resumes at a time as he happens to come up with prospects, or the job hunter that's thorough, makes a list of every company in their industry and sends out and follows up with all of them at once. The second more thorough job seeker will spend less time, come up with more options, it'll ultimately be easier to make a better decision for their future. It's natural to think that you should only send out a couple resumes to the best possible companies you like the best, but you don't really know the best company to start with. That's also true of names. Sometimes your first choice is obvious, especially for an established company name. Beyond that though, it's just not possible to tell what the best options are going to be before trying them all, whether you're looking for the best possible job or the best possible vanity name.

1-800 MARKETER is a great number, but I didn't think of it for several years in this business. I didn't think of it for myself at first either. I was looking for numbers for a market research co. I didn't even realize it spelled marketer at first. I just did every possibility with the word market and realized after the fact that it could be good for me as well. So when I say there are more good possibilities than you

If you're building a website for anything with a phone number or phone related, look at TelephoneArt.com for thousands of telephone related pics.

realize, it's coming from a lot of first hand experience. There really are a lot more options for your business than you realize at first.

That's why making a really thorough list is so important to the process. Trying to short cut that is the most damaging and most common mistake many people make. I built a whole section of my website to help with this important process, but I'll explain the whole process and give you the resources to help you with the Brainstorm process.

Company Names

With a company name, try having someone not connected to the number explain the value and why they need it. That way they'll be contacting you rather than the other way around.

Specific company names can be difficult to market and usually get less money than a more generic name/number. It's also hard to approach the company who's phone name you have without seeming like a squatter. The seller usually tries to keep the focus on the value to the buyer, while the buyer if they're smart usually tries to keep the focus on cost of the seller to give up the number. The only exception is for a specific company name, because if you approach the buyer and focus on the value to the buyer you generally come across as a squatter, trying to blackmail the company into buying their own name back and that generally backfires.

A name that is only valuable to a single organization is ultimately only going to be worth what they are willing to pay when you approach them. However, if they approach you, then they may have to pay what you are willing to sell it for. You'll also have much less concern about looking like a squatter too. That's partially why you'll get twice as much for your number if the buyer approaches you than if you approach the buyer yourself. That's why it can be valuable to have an independent third party suggest to a company name that they should try to get the number from the current owner. The other reason why you'll get more if the buyer approaches you rather than if you approach the buyer is because there is no book value or open market for vanity numbers.

Generic vs. Creative?...

Some people think that a good vanity number has to be a generic term. I admit that simple can be good, and simple generic terms are often what people think of first. They may also have the most credibility but they are not necessarily the best because they don't usually cover the fourth and perhaps the hardest but most valuable point to cover in a great vanity number, your USP.

People in the Mortgage or Refinance industry often come to me and say that need a number like 1-800 MORTGAGE thinking that a generic term would make the best possible number. First of all, generic terms are much harder to get and less likely

to be available. They're basically out of reach for just about every industry. You can think about them, but don't focus on them or you'll have a very difficult and disappointing search.

By the way, 1-800 GREAT RATE, 1-800 FAST CLOSER, 1-800 QUICK LOAN, & 1-800 EZ APPROVAL are all examples of great brand name numbers that I actually got for previous clients!

1-800 GREAT RATE, 1-800 FAST CLOSER, 1-800 QUICK LOAN, and 1-800 EZ APPROVAL are all examples of numbers which are better than 1-800 MORTGAGE because they not only said who you are, what you do and how to reach you, but they also included the strongest selling point. They build the reason why a prospect would want to call you right into the name and number and are actually better than a more generic number.

Generic non industry specific terms are also not as appealing as you might think at first. Some people assume that 1-800 CALL NOW, 1-800 ONE CALL or 1-800 AMERICA are the best options because they have a broad appeal. But again if they don't clearly describe your business, they aren't going to be as valuable as something more specific to you and your business. If you're in real estate, don't pursue 1-800 REALTOR or 1-800 BUY A HOME. Be more specific because you're not only more likely to be able to get 1-800 NV HOMES, if you're in Nevada that really would be just as good if not better because it really says more specifically what you do. The extreme example, 1-800 CALL NOW might sound like a good number but like 1-888 222-2222 it just doesn't have any connection to your business. If your prospects remember your number but not your product or service you still won't get the calls.

Most of the examples above are toll free numbers because toll free numbers are still used for vanity numbers more often than local numbers for several reasons. But local vanity numbers are increasing in potential and popularity as the cost for long distance calls decreases, the amount of numbers available and their portability increases.

Extra digits?

I got 1-800 HOME SWEET HOME for a Plumbers Association in Chicago, and it works because "Home Sweet Home" is really a phrase.

Don't limit yourself to 7 digits. A lot of great vanity numbers are more than 7 digits. The phone company doesn't use anything after the first 7 but you can use them in your advertising. My main number is 1-800 MARKETER which is 8 digits but that's a lot easier to remember than 1-800 MARKET 3. The extra digits are just ignored by the phone company (although some cell phones and pbx's may not like them). The rule is usually to not start a word after the first seven digits because it would be lost. 1-800 COMPUTER HELP is really just 1-800 COMPUTER. But you also have to know when to break the rule. In some ways longer numbers can have a better edge. 1-800 SWIM WITH THE SHARKS, for example, is way too long but it has a great edge. You don't need to type in the extra digits in the lookup tool. Just enter

the first seven and you can assume the rest as anything you need for your marketing.

If the vanity word you need is less than 7 digits you can add some extra digits or another word in front of or after your word. Even if your vanity word is 7 digits or larger, if you can't get the pure term you wanted you can still try adding a few digits before the vanity word. It'll create more possibilities and increase the chance of getting a number. Just remember that phone numbers can't start with a 0 or a 1 in North America. You can also use an astrich "*" as a wildcard in the lookup tool to try multiple different options at one time.

One exception to the rule of not putting a 1 in front of the area code and number is when you're using the area code as part of the vanity number, because you need to make sure that people understand that it's a phone number.

You can also include the digits of the area code in the name itself. Some examples of this would be 1-VONAGE HELP (866-243-4357), 1-TOO ORDER PIZZA (866-673-3774), 1-THE DENTIST (843-336-8478) or 123 WATER BED (239-283-7233). But You really have to be careful about this because being overly creative can cause problems and a lot of misdials. You also have to be very careful to reinforce that the name is a phone number when you do something unusual like this.

Making more options with prefixes...

If you're not able to get your first choice term, but you really need that name or phrase, try adding a small word or prefix in front of your name. 1-800 REFERRAL might become 1-800 4 REFERRAL if necessary or 1-800 ID POLICE might become 1-800 THE ID POLICE. If your name or phrase is less than 7 digits you can put the digits at the back and start a variety of additional words. But if your core word or phrase is 7 or more digits, you can only add it in front of the core word. That limits your choices more because if you can put it at the end it can start a wider variety of words, but there is a much more limited amount of short prefix words you can add in front.

Here's my list of two and three digit words to try in front of your word.

(Next page)

Look for a good 4 or 5 digit core word and try our 'Core Word' system to come up with all the numbers available and all the words they could start.

2 digit words:

2 A or 22
4 A
AH
AN
BE
BY
DO
DR
EZ
GO or IN
HI or 44
MR or MS
MY
OK
NO or ON or 66
PC
TO
US or U R
WE
AT
SO
IF or HE
OH

3 digit words:

247
241
321
411
4 ME
4 MY
800
ABC
ACE
ALL
ANY
ASK
BIG
BUY
FOR
FUN
GET
HEY
HOT or GOT
I M 4
ITS

LET
MAX
MRS
NET
NEW
NOW
ONE
OUR
PRO
SEE
SOS
THE
TOP
TRY
USA
WEB
WOW
WHY
WWW
YES
YOU

This can be worth \$15,000+

If you have multiple locations or would like to in the future, see TollFreeLinks.com for a directory of IVR and Call Routing services that can automatically route calls to the nearest location or any way you like.

Creative naming consultants charge large companies ten to twenty thousand dollars to do what I'm going to show you how to do next. This will help not only come up with good phone number prospects, but it will also help you with keywords for your website and internet marketing, search phrases you wouldn't have thought of for PPC ads, creative ideas for all of your advertising, slogans, potential product names, jingles or names you could get to prevent competition or even potential spin off product lines just to name a few. This is often overlooked or glossed over thinking that you probably know all the possibilities so you really don't need to bother with this. It's definitely one of the most valuable exercises that you can do, especially for any start up business or project though so don't skip over this.

Bill's Brainstorm Process...

The goal is to come up with the entire universe of idea and words related to your concept. You should open a document and name it brainstorming. Start by putting down the most important words that come to mind. Try to come up with a dozen words or terms. If you don't have at least a dozen, start with the Virtual Thesaurus at <http://www.visualthesaurus.com/online/index.html>

It's a very cool tool that will help you come up with interesting synonyms for your concept. You can also use <http://www.kwmap.net> and <http://www.wordsmyth.net>.

Next try analyzing the keywords of some of your competitors websites at <http://www.keywordcount.com>. (make sure you set the keywords to compare the top 50 words and include all the tags) I also really like the domain name tools from <http://www.startname.com>.

Take a look at TextPad.com. It's an amazingly powerful and easy to use text editor that I really love and use all the time.

Google, the king of search has a cool tool that can help you find popular words and phrases related to any terms. <https://adwords.google.com/select/main?cmd=KeywordSandbox> This page will let you enter a multiple terms at a time and returns a variety of potentially related terms and topics. Try entering just one or two of the most important ones and then try it again with several more words. Every time you get any results copy and paste them into your brainstorm document. Don't worry if some of the words or phrases don't fit or if there's duplicates. Your goal is just to collect as many potential ideas as possible.

I also really like the Overture Keyword Suggestion Tool a lot because it also shows how many searches each word or phrase had too. Try it at <http://inventory.overture.com/d/searchinventory/suggestion> and after you do a search and copy the results into your document, click on some of the words to try other words connected with that word.

Additional Brainstorming Tools

There are a few more you can try such as http://www.sli-systems.com/search_suggestions.php

You may have to try this one with a couple words and click on some of the links to explore further the way you did with Overture. But make sure you keep pasting the results into the master list document without worrying whether the results are too relevant. You don't need to "judge" in the collecting stage, just collect as many related ideas as possible.

Did you know you can forward a US Toll Free number almost anywhere in the world, often for the same or less than the cost of many regular instate calls at International800.com

There are several sites that show domain names that contain your word or phrase. This is important and helpful because if people have registered a domain name with the word or phrase you're interested in, the other words in the name are probably related too. So try some of these domain name related sites. Whois.net is great and can give you up to 2000 domains that contain almost any word. You'd be amazed how many domain names there are that contain almost any word. I also use DeletedDomains.com a lot. I like to go there and to NameWinner.com at least once a week just to check on new names that may become available for my

industry. You can also try a similar site is DomainSurfer.com
<http://www.whois.net>
<http://www.deleteddomains.com>
<http://www.domainsurfer.com>
<http://www.namewinner.com>

If you want real live help for Business Name issues look at the [Business Name Forum](#) at [Idea Café](#)

You're almost done. Take a look at the most popular two and three digit words in my word list at page 27.

By now probably have several pages of ideas and related words. Your goal is to come up with the entire universe of words and phrases related to your core concept. Then you print out a couple copies of the entire list and give a copy to anyone who will help you brainstorm. Give them a copy of the list and tell them their goal is to put as much ink on the papers as possible. Use different color pens, highlighters and pencils, anything at all. There's something magic for the creative process about putting ink on paper, you really can't do it the same on the computer screen. You might also want to have an extra cup of coffee or soda if you drink them because many studies show that caffeine increases the creativity for some people.

A good vanity number becomes more important and more valuable in proportion to the amount of advertising you do.

Then you get together with the other brain trust people who reviewed the list and walk through your notes together. Two heads are always better than one and a brain trust is an example of when 1 plus 1 is more than two, it's synergy. And when you do this properly you'll be amazed how easy it becomes to wind up with 100 to 200 possible names. Again, you don't want to judge the names, just try to come up with as many as possible. Judging blocks the creativity process because you start second guessing each other. Let every idea flow out and write it down. You need to do all the brainstorming first before you start judging them too.

If you think of something that seems really perfect go ahead and call it. There's a lot more on what to do and what to look for later in the Dialing for Dollars section, but if you're really excited about a number just dial first and ask questions later.

Even if a number's disconnected we can still get you the CNA (Customer's Name and Address). That's often the only way to get a really good number.

There's more information about what to look for or how to approach people and the phone companies in the Getting Great Numbers book. But basically the best numbers to look for are numbers that don't go through to active customers, ones that go to phone company messages such as disconnected, not in service, unable to be completed as dialed, or fast busy.

If you send an email to me at resporg@tollfreenumbers.com with "resporg=" and the 10 digit number you want as the subject, I'll lookup and email you back with the phone company responsible for the number. I even have a Private Investigator that

Please email or call with any comments or suggestions

can get you the end customers name and address if you need to dig deeper.

See Getting Great Numbers for more information.

How many possibilities are there?

Some people ask me if they could see a list of all the 800 numbers available. They don't understand the enormity of the 30+ million possible toll free numbers or the 6+ million available toll free numbers, not to mention that most numbers have dozens of potential minor vanity numbers hidden within each number.

Chapter 8: Making Money with Numbers

I pick up where my books and websites leave off in terms of questions and information or for tracking down hard to find toll free vanity numbers.

You're almost ready to go on to the details about how to get phone numbers. But before we do, it's time to talk about the real reason you're reading this. You're not reading this for the fun of it. I'm sure there are plenty of more fun things you could be reading. You're ultimately reading this because you want to make money, right? That's why this is called "Phone Numbers that Make Money" after all.

So lets go over all the different ways you can make money with phone numbers, because you may now some, but I think there are probably a couple ways you probably didn't realize.

The 5 ways to make money with phone numbers

1. Building your existing business

This is by far the most profitable thing you can do with a valuable number. In some cases, it may be easier to do other things but it's always more profitable to put a good number to use than anything else. It's important to keep that in mind. The potential depends on your industry and your business to some degree, because it takes a lot more than just a good phone number to build a big business like 1-800 CONTACTS, or 1-800 PET MEDS. It takes a lot of work and a good business behind a good number in order to make a successful 800 number business, just like it does for any other business.

I can't tell you how to build your business, but if you have a business you probably already know how to build it. All I can do is tell you how to find the best possible number to use in your advertising. And using that number in your advertising is by far, the best possible way to make money with a good number.

2. Misdials

I already went over misdials quite a bit, earlier in the book, the different types of misdials and how to use them. I won't repeat that, except to mention that if you just pay attention and keep your eyes open, this really can be a great way to make money.

My 1st rule of vanity numbers is that you make more money building a business around a good number than you do by marketing the number for someone else to use in their business.

Visit our [Toll Free Forum](#) to post questions, comments or search the answers to other people questions

3. **Getting a good number you can market**

Some people do make money marketing good numbers. But a lot of people see someone like the law student in NY that got 212-867-5309 for free from Verizon and auctioned it off for over \$80,000. Things like that make it look a little overly easy, like a great get rich opportunity. It may have more than it's share of opportunities but it really isn't a get rich quick business either. It's NOT as easy as it probably looks from the outside.

There is more information about marketing toll free numbers, maximizing the value, negotiating and transferring them in the third book, NUMBERS. I've put all of my inside tips and tricks for people who already have valuable 800 numbers in the third book, so that most people who just need to know how to get a good number for their business don't need to pay for that advanced course.

4. **Sharing a good 800 number**

Sharing an 800 number allows a single number to be used by potentially hundreds of smaller local businesses. This means you can essentially sell it and the value of the number a hundred times over.

If you have a really good number like 1-800 CATERING for a business that only covers a limited area (because the food gets too cold to cover the whole country) then it definitely makes sense to create a network of smaller businesses, that can each use the number exclusively within their area.

It definitely sounds like a get rich quick scheme when calculate the potential, because each subscriber can typically pay \$100 per month per area code for a decent 800 number up to thousands for the very best numbers. Then when you multiply that by over 100 area codes, you can see how a good shared use program can be a great passive income machine. It can be good, but unfortunately it definitely takes more work than people realize at first. There is more information on setting up and marketing shared use in the third book, called NUMBERS.

5. **800MARKETERS affiliate sales**

If you think the information in this book is valuable to you, it'll probably be valuable to other people you know as well so I'm going to show you how you another way you can use this information to make money with it. I've spent almost 10 years developing the secrets in here plus several months to write

This whole book is all designed to help you make money, but the 800MARKETERS.com program is your secret weapon to making money!

Please email or call with any comments or suggestions

Sign up at
800MARKETERS.com

Then rename this book
with your affiliate ID
at the end

You get a commission
on anything they order

this book. I've done all the work but you can benefit from it by just sharing it with anyone you think could use it. I wanted to be able to help more people and if you can help me do that I'm going to pay you! Maybe you know some people in marketing or advertising, or almost any type of small or medium sized business. We all know and come in contact with a lot of people, that's why I think you can make money with this.

It only takes a few seconds to fill out a very simple form with your name, address phone and email at 1800MARKETERS.com and you'll be automatically registered and set up in my affiliate program. That means you'll make a commission on nearly all of my services from anyone you give this ebook out to.

It's incredibly easy to do. You don't need to have a website or a newsletter or anything. As soon as you sign up for the 1800MARKETERS affiliate program you'll get an affiliate ID. All you have to do is take that number and rename this ebook with your affiliate ID after the name phonenumbersthatmakemoney???.pdf. That's all you need to do and then just give the renamed ebook out to a few people.

All of the order forms on my sites have a place to enter that ID# and the reader receives a \$10 discount for entering it. They get a \$10 discount but you can make over \$500 for just one sale. Take a look at the commissions at 1800MARKETERS.com for the commissions on all our services.

Your Commissions
with 800MARKETERS:

Full vanity #	\$500
Partial vanity #	\$250
Customer lookup	\$20
Getting Great #s	\$10
N.U.M.B.E.R.S.	\$50

This is an unbelievably easy system with no expiration, no cost and no limits. There are more sophisticated ebook programs that allow affiliates to customize an ebook with special links, but they take special compilers and they always create an .exe file which is bigger, doesn't print as easily, can carry viruses, and can't be opened by MACs. And even if I put affiliate links that automatically track leads if you click them, that wouldn't work with this because I mention the direct urls anyway. That's why we use this much simpler coupon system in the file name. That makes it very easy for you and it lets anyone purchasing through you, get a special discount and insures that you get credit for all your sales. This really is such a unique and valuable book that it should be sold for several hundred dollars, but you get it for free and you can even give it away for free too. And you almost can't give it to a lot of people in marketing and not have any of them or the people they know, not buy something.

You'll get \$10 (30%) from anyone that purchases the second book, Getting Great Numbers and \$55 for each sale of the third book, N.U.M.B.E.R.S.

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You'll even get \$500 per sale for full vanity numbers. The tracking is automatic and very easy to do.

There are lots of ways you can use this. You could offer it to visitors on your website, write a review of it in your newsletter, or just email it directly to some friends. (Do NOT email it to anyone you don't know well because I hate spam and have an absolute zero tolerance policy and you'll be removed without question if you get even a single complaint!) There are a few suggestions below but you should consider sharing it with anyone else you think would benefit from it and you'll make a commission on anything they buy.

There are lots of great ways you can even use this to build your own business

Just think of me as your personal toll free consultant. Call me at 1-800 MARKETER if you have any questions or need more help.

You can give it away to people on your subscriber list, or as an incentive to get more people to join your list or affiliate program. It will help build your credibility and let you be seen as a leader and to build your website traffic or as an incentive for completing a survey, sending you a testimonial, linking to your website or as a thank you for each or previous purchases. However you use it, it will certainly be a benefit to both you and your readers, both because of the value of the information as well as the great marketing program that gives you an incentive to share it with other people.

You should also think about anyone you know that knows a lot of people because not only are you going to make money from any purchases they make, but there's also a second tier too, so you'll also make money from the sales of anyone they give it to, as well. It'll only take a minute to sign up and rename the book, but you could make hundreds or thousands of dollars in commissions from sharing it with a few people who share it with a few people.

Don't share this with anyone if you don't think it was or will be helpful for you. I know this information is valuable because I've helped hundreds of companies get great brand name phone numbers that make them a lot of money. It can literally help anyone that does advertising and wants to get more response from their advertising. I could pay an advertising agency but I figure that satisfied customers and word of mouth advertising is infinitely more powerful. I'd just prefer to pay you for helping me get the information out than spend the money on advertising. So take a minute and join our program at 1800MARKETERS.com and rename this file and just send it to 5 people.

Ongoing Advice and Information

Sales Push for Local Vanity Numbers book and/or Toll Free book.
Contents for Getting Great Numbers & N.U.M.B.E.R.S.

What to do next...

There are three volumes:

Phone Numbers that Make Money - an insider's guide to everything about vanity numbers. Free!

Getting Great Numbers - an insider's step by step guide to digging deeper to get the best possible vanity numbers (toll free or local numbers) for any business.
\$39.95 minus \$10 affiliate discount.

**Negotiating
Utilizing
Money Making
Business Building
Even
Reassigning and
Selling more with
NUMBERS!**

to just get a good number for your own business. This is only necessary for people really into the vanity number business. It has all my inside secrets to negotiating, marketing and transferring numbers. It's more expensive and not duplicatable so that my best strategies and secrets to negotiating, marketing and transferring numbers which are revealed in the book are less likely to be used against me, in my own number acquisitions. But I don't want to have to repeat everything that I have done that I have done with you used and transferring toll free numbers. \$199 minus a \$10 affiliate discount.

APPENDIX A: RESPORG LIST

800 Ideas.com, Inc.	858-565-4000
Alascom Inc.	907-264-7340
ABCO Communications Inc.	707-528-6789
Ameritech Services Inc.	312-424-2290
Amrigon Inc.	248-332-2300
AmeriVision Communications/Lifeline Comm	405-600-3604
American Long Lines	215-442-9700
AT&T-ATX**	800-222-0400
AT&T-ATX03	800-222-0400
AT&T-ATX99	800-544-6317
ATL Communications	510-217-5784
Allstate Communications Inc.	818-598-1570
Allstream. (AZC01)	800-575-4662
Acceris Communications Partners	800-576-7775
ATX Telecommunications Services	610-668-3000
Adeptel, Inc.	407-682-3022
AT&T Local Network Services	303-749-6563
Advanced Tel. Inc.	225-621-4300
Access Point, Inc.	919-851-4838
Access Point, Inc.	919-851-4838
Alliance Group Services, Inc.	203-845-9600
AMS/One World Interactive	514-879-5646
Allegiance Telecom	469-259-4269
Amtec	310-766-2222
America's Carrier Service	972-380-1900
Amax Two	208-475-6021
ATG	480-688-5760
AccessLine Communications Corp.	866-865-5463
Access Services, Inc.	877-256-6512
Auris Techmology	305-436-8486
Allstream	800-575-4662
Acceris Solutions	800-447-2111
ANPI	217-698-2788
BellSouth Long Distance - BDL**	866-506-9252
Bellsouth Long Distance	678-587-5138
Big River Telephone LLC	573-651-3373
Broadview Networks	315-422-9567
Business Telecommunication Services	305-357-0138
BellSouth Telecommunications - BS***	404-321-2859

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Business Telecom Inc.	919-863-7253
Beehive Telephone Inc.	801-250-6639
Bridgecom International, Inc.	914-742-5555
Bay Star Communications Inc.	800-229-7827
Bell Canada	800-340-3008
Broadwing Communications-DBC01	513-369-2100
BH Telecom	310-273-9023
Bulletins Inc	714-453-2360
Birch/Ionex Telecommunications, inc.-FEL01	816-300-7395
Birch/Ionex telecommunications, inc - FST01	816-300-7395
BBCOM	213-489-2156
Broadwing Communications-IZC01	512-742-7894
Bestline	800-365-6030
Broadview Networks	718-947-8682
Bell Atlantic	212-338-7666
Birch/Ionex Telecommunications, inc.-TTH01	816-300-7395
Birch/Ionex Telecommunications. Inc. - VDL01	816-300-7395
Birch Telecom Inc	816-300-7395
csf Corporation	732-356-6999
Covista Communications-BKD01	423-648-9675
CommuniGroup Inc.	601-353-9118
Communications Options Inc	800-333-9967
Cooperative Communications	973-759-8100
CGI Long Distance Services	913-722-6005
Cais, Inc.	202-898-1992
CYTEL	281-591-3000
Cincinnati Bell Any Distance	513-565-2800
CTC Long Distance Service	704-722-2072
CNM Network, Inc.	805-520-7170
Capital Telecommunications Inc.	717-848-8800
Cablevision Lightpath	516-803-5760
Carrier Network Services	954-453-7000
Citizens Communications	888-635-2096
Cavalier Telephone, LLC	804-422-4000
Callcast Inc	650-614-0750 x 20
Connect America Inc.	630-505-0005
C & C Management	334-607-0210
Centennial PR Operations Corp.	787-620-3255
Cinergy Communications Co.	270-450-3230
Communication Management Services	858-565-2800
Connectto Communications	818-546-4601
CallSource	888-763-6200

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Choice One Communications RAC01	616-988-7296
Cordia Communications Corp	407-313-7000
Covista Communications-TOT01	423-648-9675
Capsule Communications	215-633-9400
Choice One Communications UUS01	888-493-7300
Capital Telecommunications Inc.	717-848-8800
Digital Solutions	800-891-8203
Direct Connect Communications	908-806-7096
Dancris Telecom	480-874-2700
DSI Technology, Inc.	310-845-7575
DTI	507-452-2303
Dial-Around Telecom Inc	817-329-7424
e-responses.com	310-902-5169
EurekaGGN	212-404-5111
Excel Telecommunications Inc.	972-738-1771
Excel Communications Canada	514-940-2978
Earnware Corporation	888-388-4359
Eastern Telephone & Telecommunications Inc	610-433-1000
Executive Conference, Inc.	800-788-1085
ERT	888-767-3300
Electric Lightwave-ELI	360-816-3000
Epana Networks Inc	212-931-8755
eMeritus Communications	877-835-2680
First Communications	330-835-2323
Full Service Network	412-745-9000
FDN Communications	407-835-0300
Focal Communications	888-362-2522
First Digital Telecom	801-456-1000
Futuredontics Inc	310-215-6400
Fonorola Inc c/o Sprint Canada	416-773-7574
Full Spectrum Telecommunications, Inc.	727-524-3900
Global Crossing/ALF01	800-783-2020
Global Crossing	800-466-4600
Global Crossing/ALN03	800-783-2020
Global Crossing/ESM01	800-783-2020
GCI Communication Corp.	907-265-5654
Grand Circle Travel	317-346-6825
Globalcom, Inc.	800-589-1531
GoSolo Technologies Inc	727-821-6565
Globatron Communications Corporation	888-465-3731
Global Crossing/RC***	800-466-4600
Global Crossing/SDR01	248-359-7259

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Global Crossing/SRC01	248-433-5183
Global Crossing/WCU01	248-433-5183
Granite Telecommunications LLC	866-847-5500
Gabriel Wireless LLC	561-999-0999
IT&E Overseas	671-646-8886
iBasis	703-620-4700
IDS Long Distance	305-620-1620
Integra Telecom	218-825-7880
Iowa Communications Network	515-725-4650
IDT Corporation	201-928-4320
Iowa Network Services	515-830-0550
International Telecom LTD	206-479-2878
Intelemedia Communications Inc	972-994-0700
IBGH Communications	212-989-6905
International Telecommunications Solutions	954-862-2249
ILD Telecommunications, Inc.	678-309-1524
ITC Deltacom	205-931-1333
Information Telco Services Inc	847-501-4679
Ice Net LLC	800-482-0000
ICS	330-491-1540
Logix Communications	713-865-8525
LDDS Metromedia (EDS)	918-590-8336
Legacy Long Distance	562-491-1991
Lightship Telecom, LLC.	603-314-2000
Locus Telecommunications, Inc.	800-539-6016
LDMI Long Distance	248-440-4157
Long Distance Partnership	802-860-0378
Lucre Inc	616-361-0128
Level 3 Communications LLC.	303-326-3085
Linx Communications, Inc.	617-747-3950
Lynx Telecom LLC.	801-254-6245
Long Distance Billing Services, LLC	434-376-8943
Lightyear	800-393-7300
McLeodUSA/Access Long Distance - ACC02	800-300-4410
McLeod USA - CDN01	888-702-7970
McLeod USA/West - CDN03	319-790-7952
MCI Worldcom - LDD**	866-603-4168
MCI - MCI01	800-624-6762
MCI Wholesale - MCW22	866-603-4168
MetTel	212-607-2042
Micronesian Telecommunications	670-682-2501
Monmouth Telephone & Telegraph	732-704-1000 X 9

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Mpower Communications	702-310-4300
Misc-Etc	503-234-1234
Mirage Network Services	206-505-5566
MCI Wholesale - WIL01	800-894-5835
MCI Wholesale - WIL04	888-735-9266
MGC Services, Inc.	877-223-4629
McLeod USA/Caprock - YSG01	888-702-7970
New South Communications	864-672-5048
NetTronix, Inc.	801-942-0998
New Network	877-667-3463
NuVox Communications	864-331-7920
National Comtel Network Inc.	818-881-7900
Network Comm. International Corp.	888-386-3709
Norlight Telecommunications Inc.	262-792-7905
Next-G Communications	713-952-5885
Network Management Inc.	801-990-0325
NTS Communications Inc	806-762-4565
Network Enhanced Telecom	903-323-4808
Network Enhanced Telecom-NKT01	903-323-4900
NOS Communications	702-547-8793
Network Telephone Services Inc.	818-992-4300
Navigata Communications	800-668-9377
North American Telephone Network	404-255-9999
Nation Wide 800.com	877-977-9191
Nobel Tel LLC	760-405-0105
Network Telecom Inc.	626-339-3333
One Call Communications Inc.	317-843-1300
Orion Telecommunications Corp.	718-357-0463
Pacific Light Net	805-547-6443
Premiere Network Services, Inc.	888-739-4734
Paymentech LP	800-354-8879
Premiere Conferencing	913-661-0700
POPP Communications	763-797-7900
Primus Canada	416-236-3636
Pacific Bell	213-339-3526
PNG Telecommunications	866-791-8283 x235
PrimeTel Communications Inc.	888-774-6383
Pacific Telecommunications	714-650-6931
Paetec Communications-PKC**	877-340-2555
PaeTec Communications/PKC04	949-753-5474
Pilgrim Telephone Inc.	617-225-7000
PT-1 Communications	718-939-9000

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Premiere Communications	770-325-8000
Puerto Rico Telephone Co.	787-792-0910
Pacific Centrex Services	818-623-2300
Phone USA, Inc.	800-390-0779
Pac-West Telecomm, Inc.	209-926-3300
Point Telecom Inc	818-788-0123
Powercom Corporation	920-887-3148
Primus Telecommunications	703-902-2800
Qwest/LCI International	614-798-6331
Quebec Telephone	418-722-4116
Questar InfoComm Inc	801-324-1924
Qwest Services Corporation	970-252-8865
Qwest LD Corp	614-215-6335
Qwest/US West	800-223-7508
RCC Atlantic	802-654-5037
RCN	570-270-1911
Red River Network	405-409-1521
Radiant Telecom, Inc.	305-914-3381
RNK Telecom Inc	781-613-6000
RCC Network Inc	320-808-2135
Rolinium	718-609-9700
Remi Communications	724-836-5800
R W Lynch Company Inc	925-837-3877
SBC Long Distance	800 595-9000
SMS/800 - Business Manager	732-799-3939
SMS/800 Galileo	888-767-3300
SMS/800 Site Support	888-767-3300
SMS/800 Help Desk	732-699-2100
SMS/800 Data Center	888-767-3300
SMS	888-767-3300
SMS/800 Website Vendor	
Shoct Communications Inc	702-369-8883 x251
SNiP LiNK	888-764-7600
Siouxland Telephone Company STC/MTI	605-232-3457
Sierra Communications Inc	866-270-7560
Switching Solutions	813-318-9395
Switch 2000 Inc.	507-385-2440
Selective Media	415-543-9033
State Farm Insurance Companies	309-766-1220
Scherers Conferencing Inc.	614-841-2421
Southwestern Bell Corp.	800-234-2355
Simplified Development Corp	512-422-5807

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Startec Global Communications	301-610-4422
Southern New England Telephone	860-422-6264
Signal One Inc.	904-280-5353
Sprint Communications Co. L.P.	800-578-1000
Suntel	800-785-1355
SMS/800 Training	888-767-3300
Toll-Less.com	203-341-0372
The Business Edge Group	732-207-7435
Tone Networks Inc	604-257-5575 X 263
TNCI	617-369-1021
Telecon Communications Corp	321-263-5999
Telefyne Inc	904-565-4051
TELUS Corporation	604-697-8188
Teledata Solutions, Inc	805-277-0400
Teleglobe International Corp.	541-868-7354
TGEC Communications Co.,L.L.C.	650-596-7302
Time Warner Telecom	303-566-1375
Total Call International Inc	213-239-0910
Telcove	877-224-1556
TCAST Communications	661-253-5030
Transaction Network Services	703-453-8352
TXU Communications Telecom	936-633-6617
Telecom Analytics Inc	925-449-7580
The Phone Company	215-862-1363
Telepacific Communications	800-487-8722
Telescan, Inc.	423-282-5043
TecNet, Inc.	561-994-6222
Telefonica Larga Distancia	787-749-5800 ext. 5844
Touch America	866-772-7383
TeleServices Inc.	877-870-8700
Transtel Communications	801-521-0200
TTE of Charleston	803-744-0150
Telcom Affiliates Inc.	970-226-2999
TeleQuest USA, Inc	816-842-5381
Telephone Express	888-702-4079
Tele Corp.	561-687-9833
Tricom USA	809-334-7397
Telstar International	914-428-5555 x 260
Telvue Corporation	856-273-8888
Telco Group, Inc.	888-844-5390
Texas Communications	325-658-3566
UCN	800-538-0904

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UCN	800-538-0904
Unipoint Services Inc	512-735-1200
US Lec	704-319-1104
U.S. South Communications	770-240-6160
Union Telephone Company	307-782-6131
US Link	218-568-4000
Ultrachat Services Inc	800-891-9442
Uni-Tel Communications Group	800-499-5912 Ext. 510
Verizon Communications	800-483-3722
Verizon Select Services	800-483-3722
Verizon (LEC)	212-338-7666
VeriSign Inc (Illuminet)	360-493-6100
Vanity International	858-792-5000
V3 Global Inc	800-610-4274
VoCall Communications Corporation	973-376-2565x234
VPT, Inc.	512-419-4600
VarTec Telecom Inc.	888-702-4079
Videotron Telecon Ltee	514-380-4619
Verizon Select Services, Inc.	800-483-3722
WilTel Communications	877-864-2309
Winstar Telecommunications Inc.	248-204-5132
W.E.P.S. Inc.	516-378-9116
World Wide Telegraph	877-272-2576
WesTel Inc.	512-480-5500
Wellington Technologies, Inc.	732-933-4576
Who's Calling Inc.	800-621-6871
Warning Communications Inc.	602-230-0420
Word of Mouth Communications	847-926-4444
Wake Up Inc c/o Air One Inc.	404-365-0800
World Communications Inc	206-652-4470
Xpedite	877-490-3186
XO Communications-IBC01	800-999-6083
XTN	423-323-1142
XO Communications	503-972-6833
XO Communications - NLS**	800-999-6083
XO Communications-PEN01	800-999-6083
XO Communications-VWC01	888-288-2580
Xtel Communications	856-596-4000
Zone Telecom Inc	866-539-9663
Z-Tel Network Services Inc.	813-233-4554

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