

**This section is designed to explain as much as possible about my toll free consulting service. I basically help companies get the best possible toll free number for their business.**

My whole website is geared toward helping businesses get the best possible phone numbers that make money. As the original telenumeric consultant I have helped literally thousands of companies find good numbers. I provide a lot of information and tools on my website, but I also help clients personally with important projects as well. I do that as a consultant, usually for the type of companies that do tv or radio advertising, because that's where a really good memorable number becomes even more critical.

### **Spare #s versus Digging Deeper**

There are two types of help that I can provide. They are very different but are sometimes confused. I can help clients get a toll free number from the spare pool of the SMS/800 database or I can dig deeper to come up with great vanity numbers that everyone else says aren't available.

Spare is the status of numbers in the national database that are available to be assigned. This is the place that all phone companies go to reserve and activate numbers. It's the first place to start because if a good number is available from there, you can activate them fairly quickly and easily. These are also very inexpensive too.

The cheapest toll free services don't usually let you request vanity numbers or don't do a good job of it if they do, since they are reselling another carrier's service. The companies that do allow you to request vanity numbers use the reservation process as a way to lock you in to their service, which is usually more expensive (that's how they make money from it). I'm more of an independent reservation service and I charge a small one time fee to get you a number that's available from the spare pool, but after that, it's your number and you can transfer it to any carrier you want for the ongoing service.

I do a better job at getting numbers from the spare pool. I give you direct access to search for numbers as much as you want, I reserve and activate them faster, I give you proof that you own the number (which nobody else does) and I help you get it transferred to the best service too, not the one that pays the highest commissions. I do this all for \$39 for numbers you find or \$59 for numbers that I help you find. There's more information about this in the My Services section (<http://www.tollfreenumbers.com/myservices.htm>). Nobody else does this type of inexpensive service at all either, by the way.

If the Vanity Number Lookup tool says it's not available any other phone company will too. They are active in the national database. These might still be possible to get

as a consultant but they require a lot more work and are more expensive. The rest of this section is about the consulting service, not the spare number reservation.

**Doing the research for free and only charging a flat fee if I'm successful makes it easier for everyone.**

The first step is to do some research to investigate the number or list of numbers you want. After we do the research, if you don't like any of the possibilities, it doesn't cost you a penny. And if you do want one of those possibilities, I charge a flat consulting fee if I'm able to get it, after it's all done. The fee isn't based on the value of the number, the amount of advertising you do or the size of your organization, and it's only due if I'm able to get you the number you want, after it's up and working with the carrier of your choice.

My flat consulting fee is \$6995, which will seem high if you're not doing much advertising because it's geared toward larger advertisers, where a good brand name number can increase the response rate for all their advertising and easily be worth hundreds of thousands of dollars. The fee isn't based on the value of the number, but I don't want to help people get good numbers that aren't clearly valuable either. That's why I provide so much information and tools for the smaller businesses that want a good number but can't afford to pay someone a lot of money to get it for them. (See <http://www.tollfreenumbers.com/theprocess.pdf>)

**Why a flat fee?**

The fee is based on the typical time, effort and expense required to get a good number. It is tempting to charge more for getting someone a better number or to charge a larger company more. It's also inherently unfair to charge someone more based on their ability to pay or their need. But most other people in the vanity number business actually do that and you have to be very careful about what you tell them. I work with many of the largest companies and advertising agencies in the country and have gotten them some excellent numbers but charge them all the same flat fee.

There are also FCC regulations against hoarding and brokering. Some people in the vanity number business still get away with doing things which aren't entirely appropriate, but I feel it's important to follow not only the letter of the law, but the spirit as well. If you charge someone based on the value of the number, that is essentially selling or brokering a number, which is inappropriate. Charging based on the value of a number would also create an incentive to maximize the price rather than focusing on getting the very best number possible for the client, as a true consultant. The difference is like asking a car salesman what car you should buy and how much you should pay rather than your neighborhood mechanic.

## **Why pay someone else to do it?**

Honestly, the best thing to do if you're not sure whether you need my help or if you can afford it, is to just try it yourself. Everyone obviously can't afford to pay thousands of dollars to have someone do this for them, but even the smallest business can do a little research and come up with something helpful that won't even cost much if they apply themselves. It's not rocket science and with some persistence, creativity and some information or direction, you can usually get some reasonable options.

This is probably the biggest difference between me and the couple other people in the country that do this type of thing. I don't mind telling people how to do it and pointing them in the right direction because I don't want to charge someone thousands of dollars to do something they can do themselves with a little information and direction. I also don't scare or try to intimidate people as one woman does.

My goal is really to help as many people as possible. I hope that shows from my website and my attitude in email and on the phone. I started this business 10 years ago and have not only helped thousands of businesses get toll free numbers myself, I've also helped nearly as many get good numbers themselves as well. So even if you don't think you can afford to pay me to get a good number for you, please feel free to email me with your situation and I'll try to give you some information and direction to help you and your business.

## **The Process**

I have a whole document called *The Process* which describes in detail the steps to go through in looking for a good number yourself.

See: <http://www.tollfreenumbers.com/theprocess.pdf> and there is even more information in my book *Phone Numbers That Make Money*. I'm not going to repeat all of that here, but I do want to review briefly some of those steps because it's helpful for consulting clients to understand the process and because I often suggest that consulting clients do the first couple steps at least as well, especially if they're looking for something in a highly competitive field.

*If you have a single core word or name, you can skip over this. One of my best strengths is taking a core word or name and researching all the options to come up with a handful of possibilities. Skip over the Process for more on Core Words below.*

Here are the five steps in *The Process*:

1. Try the first things you think of in the Vanity Number Lookup tool at the top of TollFreeNumbers.com. If you find something good you may not need to go any further, but don't expect to find anything

really great, especially in an 800 . '

2. Be more creative. This is important even if you want to have someone else do the rest of the work because nobody knows your business, your message and your audience the way you do. They also don't know what you are looking for and what you like as well as you do. Sometimes there is a clear core word or name that you need to focus on, but otherwise it's important to make a thorough list. We can expand on it but the more input you can provide the better the outcome will be, so use the links in my ebook, TheProcess or the Creativity section and make a really thorough list.
3. Try your new list in the Vanity Number Lookup tool. If you find something good, again you may be done. You should also try to at least come up with a back up number, because vanity number acquisition is more of an art than a science and if you don't come up with anything I don't want you to be stuck at the last minute. So it always pays to at least have a back up. And I also don't want clients to think that I'm charging them to get numbers that they could get themselves through the phone company.
4. Try dialing the numbers. That doesn't tell you whether a number is available but it does tell you sometimes when it probably isn't going to be available. The best numbers to pursue are the ones that don't go through to any active customer, because it's always easier to get a phone company or end user to give up a number that's not actively being used than one that is actively used.
5. The final step is to contact the phone company responsible for the number and perhaps the end user of the number. I can lookup and tell you the phone company responsible for any toll free number (link) and I even have a private investigator that can track down the customer name and address for any toll free number too (link).

The sixth step is probably to use me as a back up if you really need more help. I created this process from trial and error years ago and have helped to find numbers in virtually every business or industry. These are the tools and the steps that I've used for years to come up with great brand name 800 numbers for years.

I've probably got a few more contacts than you do for this but creativity and persistence will get you pretty far too. Start with the first couple steps and let me know what you come up with and I'll be happy to help you.

## **CORE WORDS**

If you have a specific core word or name, I can do the research on everything around that name for a consulting client. It works best with 4 or 5 digit words, but can be done for any size word/phrase too. I do this by adding all of the most popular prefixes and suffixes. I also try to add some creativity to it but the one draw back to this system is that it may not find other related phrases that don't contain your core word.

You can also use my Core Word system yourself. It's in the TIPS section at [TollFreeNumbers.com](http://TollFreeNumbers.com) or you can email me for specific instructions.

## **We don't charge anything for doing some Research**

The first step after talking about your needs is usually to do some research for you. There's no charge for doing some initial investigation and research for appropriate clients. I usually try to come up with a hand full of the best options from the list or core word. Sometimes the best number is obvious, but even if it's not, I can usually narrow it down to 3 to 5 numbers. That makes it an easier decision for even a large organization. You can check domain names, trademarks, do some testing and picture the numbers right in the advertising much easier after we've narrowed it down to just a couple numbers like that.

If you don't like any of the options we came up with for you, it doesn't cost you anything. But if you do want one of them, our job is to do whatever it takes to get that number up and working again for you. You will be the owner of the number, nationwide with no strings and then we get a one time consulting fee.

## **End user negotiations and payments and our success rate**

Many people often assume that we are simply contacting the owners of numbers on behalf of the client and attempting to negotiate the number from them. We do that and have some success in doing that, but we usually try to avoid end user negotiations because end user negotiations are often more expensive, more difficult and much less predictable. In fact, 85% of the numbers we get for clients don't require any end user negotiations or additional payments. If a client has their heart set on a specific number that's actively used, there will be some type of end user payment, but as long as we have a decent list and some flexibility, we can usually find several good options that don't require end user negotiations and payments.

Our overall success rate for consulting clients is 95% at coming up with good brand name 800 options for them and 90% at getting them the number they want from those options. These percentages apply to clients which follow our process and with a normal amount of flexibility in their needs. It does not apply to clients which have already selected a number they want before doing the research. But if you follow our

process properly we have a high probability of being able to get you a great number for your business.

## **Timing**

The timing really varies from project to project depending on the situation. We try to work within whatever time constraints you have but for planning purposes, you should allow at least 4-6 weeks. It generally takes 3 to 5 days to do the research and get the possibilities. And if you ask us to pursue one, it usually takes at least a week or so to get it under our control. There are a few more steps after that, but you will know whether we're going to be able to get it for you more quickly.

The timing above is for consulting projects. Getting a number from the spare pool is much faster. You should still allow yourself a week or two to transfer the number to whatever phone company you need, but you'll know it's your number right away. So you can go to print or into production as soon as we activate it for you which is the same day.

If you have a short deadline but want us to look for a great brand name number, you may need to get the best spare number you can find right now and then we can start the process to look for something better for the long run. You'll have more advertising and deadlines in the future and it'll still be valuable for that too.

## **How to get the best results**

The most important thing to do to get the best results is to be extremely creative and thorough in your brainstorming process. Use the creativity section of my site or my ebook and if you apply yourself you'll be amazed at how easy it is to come up with over a hundred good names even if you don't consider yourself creative.

Another good tip is to make a mock up of the possibilities so you can easily picture them right in the advertising. You can also turn a double or a triple into a home run if you use it properly. Always get a back up to make sure you don't run into problems up against deadlines.

Don't pick your domain name and your business name and then look for the phone number as an after thought. Check for phone numbers while you're considering domain names and even company names. It's much easier to get a great golden combination of a matching phone number and domain name if you look for both at the same time.

Plan ahead. Don't wait till you need to put the number in your advertising before you look around for a good number. If you do that you will probably need to settle for something quick to start with, but you can always start the process to get a good

number for your future advertising.

Stay focused. Sometimes you have multiple projects or need multiple numbers. It's often better to stay focused on one number and project at a time. We are usually juggling multiple clients and if there are multiple projects within a single project it's hard to stay focused on the top priority. We'll do everything to get your number up and working, but it's also a good idea to check in from time to time.

### **How to get started**

All you need to do to get started is fill out the contact information at the bottom of this page. We use email to communicate a lot, but for potential consulting projects it's helpful to talk rather than email as well as we really need to discuss your project and needs a little to help you properly.

### **Renting versus Owning**

Most other people in the vanity number business look for good numbers and then try to rent them out area code by area code. That's called shared use and it is appropriate in some circumstances, but it also has its drawbacks. For instance, the more you use and promote the number, the more at the owner of the number's mercy you become. It's kind of like building your business on someone else's rented property. It is also cost prohibitive if you need a large territory or if you think you might need a large territory in the future.

The client is the end user of record for all the numbers I get on any of my sites because I believe that is the only honest way to be a true consultant for my clients and is by far the best solution for most businesses.

You definitely have to be careful because some companies use the shared use concept to get around the number portability regulations. They reserve a number that you asked for in their names as the owner and then claim that they are keeping Alaska or some small part of the country and that way you can never control the number yourself. In addition to not being at the mercy of the number owner, you usually end up paying at least twice as much or more per minute as you would with a competitive carrier, and that's in addition to whatever monthly charges they decide to charge.

### **Competitors?**

One company in particular, MyTollFreeNumber.com is doing this all the time and is has caused huge problems for many consumers. They often reserve the number right out of the spare pool which the visitor could have gotten from any other carrier and owned. Then they send you an email saying "Congratulations, they got the number

you wanted. But they conveniently leave out the fact that they put it in their name, not yours and that you'll have to rent it from them at rates several times what you would pay from anyone else.

It's kind of ironic their name is MY toll free number, because with them the number is always theirs and not yours. Unfortunately most users don't realize until too late how badly they've been had. I've heard a lot of their horror stories because my website TollFreeNumbers.com (which I registered back in 1995) is similar to theirs. The bottom line is that you need to be a little careful who you tell the number you want to, and to make sure you're the end user of record for whatever you do.

\$6995 may seem like a lot, but the only other real competitors not only charge quite a bit more for a good number, but they also charge you just to do the research. I put links to them in my Toll Free Links section to a couple other small companies that do some what similar things. You can check them out but I would definitely be careful not to tell them too much about your project if you're not sure you want to use them. One woman that acts as a consultant often tries to intimidate companies by warning them what they are trying to do is illegal and that you need her help or the FCC is going to be knocking at your door. She also tries to get a retainer and money up front before even talking with you. 4800use has also been involved in some significant law suits over their actions with phone number related domain names. Another charges up to \$25,000 just for helping you get an 800 number.

You'll also notice that most of the other companies try very hard to keep the principle's name hidden, not only on their website but even when you look up the whois information for their website. I guess that's ok for really large businesses, but this isn't a big industry and none of the businesses in it are really very big. I take the very opposite approach, with my name and even my picture prominent on many pages and my direct phone number and email on every page. I do this because my attitude of helping people first, is very different than anyone else's in the industry. Some people in this business don't appreciate this attitude and the amount of information I provide, but my visitors and the end users definitely appreciate it. I link to the other businesses in my Toll Free Links section because I really try to be the best resource possible. They wouldn't dare link to my site, because anyone that compares my service, my rates and my website to theirs usually ends up loving my service.

### **Working with Advertising Agencies and Phone Companies**

I have a special program for advertising agencies. I like advertising agencies because they tend to have larger clients and my search process works well with and helps the agency look good, make money and most importantly helps to serve the client and increase the value of their advertising.

I'm also working on another site that will allow us to work even better with anyone in the long distance business, since we don't really sell or promote any specific long

distance carrier. Many phone companies and telecom representatives already send people to our site to lookup numbers. They all want to make money on the usage of your toll free number. I don't make money on the usage, I just focus on the acquisition and then help you go to whatever carrier you want for the usage. So this is a natural combination for anyone in the telecom business and creates an additional profit as well as increasing their value to their customer and ultimately their usage.

If you have any other win-win situations that you'd like to work with us on, please let me know. If they ultimately serve the visitors to my site, I will be glad to consider it.

### **Leftovers**

Left over numbers are the possibilities we had from researching previous projects. They are often discounted from the regular consulting fee \$1000 or in some cases \$2000 depending on the demand.

### **Why do I provide so much information? (Move to The Process)**

I've always known that an educated consumer was my best customer and that the best way to promote my business was by being a real resource. It takes more time and effort to create a site that people will want to link to, but in the end that's much smarter than buying the traffic with other marketing tricks. And having a lot of valuable content also increases the likelihood that someone will actually want to use your service too.

A friend also sent me a joke that I thought was funny yet appropriate for my marketing approach too.

When my printer's type began to fade, I called a repair shop where a friendly man told me that the printer probably needed only to be cleaned. Because the shop charged \$75 for cleaning, he told me, it would be better for me to read the printer's directions and try the job myself. Pleasantly surprised by his words, I asked "Does your boss know that you discourage business?" "Actually it's the boss's idea," the employee replied. "We usually make more money on repairs if we let people try to repair things themselves first."

If you have any questions or need more help, please don't hesitate to contact me at 1-800 MARKETER or [billquimby@billquimby.net](mailto:billquimby@billquimby.net). I really enjoy this niche and try to help as many people as possible. I also figure that even if you get a good number yourself without using much of my service, you'll probably still recommend my service and my site to others. If you join my affiliate program you'll even get paid for that too. Remember, your phone number is your front door to new business. And the right number will make a significant difference to all your marketing for the life of your business and ultimately make you a lot of money.