

## BUSINESS OPPORTUNITY

# Numbers That Spell

With word numbers products and services become telephone numbers, advertising what you do and how to contact you.

In 1987, Jim McCann bought a struggling florist business which was losing \$400 000 a month. With clever promotion of its 1-800-FLORIST telephone number, the company became profitable within a year. Today, turnover exceeds \$25 million monthly and the business is valued at over \$1 billion. The telephone number itself, so critical to the company's success, is worth over \$100 million.

"That's just one example of what a word number could do for your business," says Mark Pratt of Word Numbers SA, which provides word telephone numbers for companies.

A word number is a telephone number that spells out what you do, like 0861-FLORIST, 0861-PAVING or 0861-PLUMBER. "Because words are so much easier to remember than numbers, word numbers benefit both companies and consumers," says Pratt. "Compare 0861-FLORIST with 011 624 1957, for example."

Word Numbers SA provides subscribers with an unforgettable word number and with advanced routing technology that can programme your number to ring exactly where you want it to.

## Why Word Numbers Work

Your number is exclusive to you in your area. If you are an electrician in Witbank, yours will be the only 0861-ELECTRICIAN number in that area.

It yields more clients, converting monthly advertising spend into an asset. A word number is retained in the mind of the customer, so advertising drives have a lasting effect. Word numbers keep customers away from the phonebook. Once someone knows your word number they no longer need to look it up and competitors lose the opportunity to divert business away from you.

Word numbers improve word of mouth. People are far more likely to remember a word number than that of a competitor's: "Give ABC Plumbers a call. Just dial 0861-PLUMBERS."

Word numbers save money in lead generation. As advertising response rates rise, the cost of generating each lead drops. If you double your advertising response rate, you're halving the cost of generating each lead.

You become part of an advertising network. You become part of a group of 100 or more companies in the same industry, but in different markets, all promoting a single number.

You get calls even when you aren't advertising. As consumers become more aware of word numbers, many simply guess a company's number when they need a service. This generates leads and sales long after an advertising campaign has ended.

Setting up a word number is easy and affordable. Word numbers vary in price depending on area. There is a once-off registration fee and a monthly subscription fee.

## Facts and Figures

**SOUTH AFRICA:** In South Africa, where word numbers are relatively new, clients have experienced an increase of 160% in calls in the past 12 months. Calls to the Word Numbers' subscriber to 0861-PLUMBER have doubled in the past six months to more than 1 500 calls a month.

## Word Numbers Franchise Opportunity

Word Numbers SA has over 700 generic word phone numbers available to subscribers in each town/city and is seeking franchisees with strong entrepreneurial and sales skills to sell this service throughout the country.

Initial sales, marketing and product training is provided, together with all the necessary sales material as well as ongoing training and support in the field.

The once off investment is in the region of R 95 000 to R 395 000 depending on the size of the respective town or city with the average recovery of the investment amount being 6 to 12 months. Financing will be available to approved applicants. □

## CONTACT

0861-WORD NUMBERS

(0861-967 368)

mark@wordnumbers.co.za

www.wordnumbers.co.za

need cleaning?

0861-CAR

PAVIN

0861-F

Need to say your sorry?

0861-FLORIST

Need new glasses?

0861-OPTOMETRIST

TOOTHACHE?

0861-DENTIST

For the job you don't want to do

0861-PLUMBER

Headache?

0861-PHARMACY

Locked out?

0861-LOCKSMITH

Car need cleaning?

0861-CARWASH