

arch

Competitive Advantages through
Innovative Marketing & Technology

PRSR STD
U.S. POSTAGE
PAID
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PERMIT NO. 964

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Ask? Belinda

Web Reporting, Direct
Connect Listings

Dear Belinda,
My monthly statement no longer subtotals my calls by extension. I use the invoice to show clients how many calls they have received. How can I continue to provide this information to my clients, they have come to expect it?

Sincerely, Concerned in Canada

Dear Concerned,

There are actually two possible solutions to your problem. First, I would recommend using our web reporting to show call activity to clients. Not only does web reporting allow you to sort call activity by extension (just like it was on previous invoices), you have the ability to pull specific extensions only if you choose. Reports can be requested for any date range you desire within the last 90 days, which is invaluable for many users.

Another option, if you absolutely must have your bill separated by extension is to contact Customer Support. We can change your invoice format to one that closer resembles invoices of the past, including subtotals by extension.

Dear Belinda,

I am a loan officer using the Powerline system. I maximize



my system by allowing several affiliates such as a title company, a real estate agent and an insurance agent to utilize the system also. My question is how can I give each of these affiliates a zero transfer of their own?

Yours truly, Networked in Naples

Dear Networked,

There is one key question that must be answered to determine the best solution, "Besides the zero transfer, do your affiliates require separate pager notification for their extensions?"

If the answer is no, then a Direct Connect Listing (or Secondary Transfer) is the answer. A direct connect listing, instead of transferring the caller to a recording, transfers your caller directly to a phone number exactly like a zero transfer does. A caller can go directly to the direct connect listing from the master greeting or you can direct them to it from other listings by instructing the caller to press 5 (the option for returning to the master greeting to select another extension) and then the direct connect listing number. For instance, "... If you would like to speak with a loan officer to get prequalified, press 0 now. If you would like to speak with an agent for more information on this home, please press 5 and extension 400 now."

If the answer to the question above was yes they do need separate paging as well, then you should call your Arch representative or call Customer Support to discuss adding mailboxes to your system. *

please write to belinda at belinda@archtelecom.com

In this issue: Dan Kennedy's "Magnetic Marketing," Customer Profile: Chip Franks, PrecisionLists.com, New Invoice Design, Arch Telecom's Telemarketing Compliance Guidelines, Ask Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom

As summer takes hold, things are definitely heating up around the country and we certainly hope the same can be said for your business. All businesses experience slow periods. Causes vary: increased competition, struggling local economy, seasonal business, etc. One key difference between companies that withstand down times and those that do not lies within their marketing strategies... innovative thinking.

In this newsletter we have arranged for you to preview the revolutionary yet proven strategies from one of the America's most respected marketing experts, Dan Kennedy. Those interested in quality, targeted lists should take a close look at one of Arch's new Strategic Partners, PrecisionLists.com. We will take a look at what Arch customer Chip Franks is doing with Powerline and of course we will share with you what is new with Arch and our services.

First, however, we would like to take the opportunity to sincerely thank our many customers for continuing to allow Arch to provide your telecommunications solutions. With that said, enjoy the newsletter!

Famous Speaker's FREE AUDIO CASSETTE for Arch Telecom Customers reveals:

Amazing Advertising, Marketing & Sales System Guaranteed To Boost Your Sales By 100% To 500%, Fast!!

If you would like to quickly increase your sales and profits, get better customers with less work, cut waste out of your advertising..... here's a FREE OFFER from one of America's most respected marketing experts.....

Why Dan Kennedy's "MAGNETIC MARKETING®" Will Revolutionize YOUR Business, Too: Tens of thousands of business owners in every imaginable product or service category have reaped benefits like these:

1. How to sell at prices higher than your competitors, with zero price resistance (raise your profits now!)
2. How to use simple, "dirt cheap" postcards, simple sales letters, even FAXes to create a flood of new customers
3. How to create "Irresistible Offers" that magnetically attract past and new customers like a porch light attracts a swarm of bugs
4. How to create a fast Cash Flow Surge
5. Marketing Made Simple: just 3 steps anybody can master
6. How to stop being an advertising victim; stop wasting money on advertising you can't hold accountable

7. Switch from hit-or-miss to a "system" for attracting a steady stream of buyers

And sales professionals change their entire experience of selling and skyrocket their incomes with....

1. Why and how to STOP "COLD" PROSPECTING forever!
2. How to use Dan's powerful marketing strategies to become much more productive and time-efficient.... meet only with "grade-A" prospects predisposed to do business with you
3. Sell in a competitive vacuum
4. Sell more with less stress, earn more in less time

Just one of these ideas put to good use could dramatically, positively impact your business and your bank account — and you can discover all the details in a FREE AUDIO CASSETTE featuring excerpts from Dan's famous speech on 'Magnetic Marketing', commentary, question-answer, even comments from business owners using his System.

Who Is Dan Kennedy? — And Why Should You Rush To The Phone, To Get His FREE Cassette That Reveals Breakthrough Money Strategies? ENTREPRENEUR MAGAZINE wrote that Dan has "102 money-making strategies for any business." INC. MAGAZINE included one of Dan's books on its "500 best business books of all time" list. Each year, Dan speaks to over 200,000 people, including appearances on the famous "SUCCESS Tour" (as seen on CNN, in TIME)... Appearing with former U.S. Presidents, General Colin Powell, Larry King... business leaders like Ben & Jerry of Ben & Jerry's Ice Cream, Jim McCann of 1-800-Flowers, top sports agent Mark McCormack... and Zig Ziglar, Tom Hopkins, Brian Tracy. These events draw audiences of 10,000 to 20,000 people! And private clients "pay through the nose" for Dan's advice one-on-one: his fees start at \$5,800.00 a day or \$800.00 an hour, and he typically commands over \$25,000.00 for a "project" — and 80% of all clients who use him once, do so repeatedly.

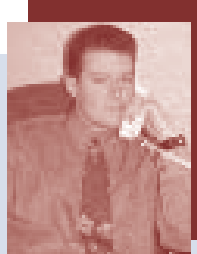
Millions of dollars worth of his "Magnetic Marketing Tool Kits" have been sold to small business owners who then use Dan's methods and "paint by numbers" marketing tools to boost their incomes.

But you don't have to part with a penny to "preview" Dan's methods. We'll send you a FREE AUDIO CASSETTE by First Class Mail, no obligation whatsoever.

Simply call: 1-800-928-4554, ext. 222, listen to a brief free recorded message, and leave your name and address. Or send a request on your letterhead via FAX to: (512) 263-9898. Unless you are totally, 100% happy with the return on investment from all your advertising and thrilled with your take-home profits, why wouldn't you say "yes" to this Free Offer? *

customer Profile

Chip Franks, The Real Estate MarketPlace



Chip Franks entered the real estate business directly out of Texas A&M 5 years ago. He started his own company, The Real Estate MarketPlace two years later in the Central Texas community of Killeen. The MarketPlace is a “one-stop” shop for all of its Clients, providing real estate sales, mortgage brokerage, and property management. The concept of one overhead for each of the businesses helps to keep the company profitable.

About one year ago, Chip purchased the Powerline system and hasn't looked back since. Powerline is a perfect fit, and helps each part of his business. Chip has successfully distinguished himself from other competitors in his market through a combination of innovative marketing and systems that serve his Clients well. Using a few new marketing ideas in concert with the Powerline system has allowed him to increase his business six times over in the past two years. This year, with the help of two Buyers' Agents he is on track to close over 100 buyer side transactions alone.

Chip heavily promotes his USPs (Unique Selling Propositions) in all advertising as well as each recording he creates. The USP that gets the most response is emphasized in his advertising and every single recording, “If you want access to every home on the market, press “0” to talk to The Real Estate MarketPlace.” This has led to a high rate of zero transfers from those worried they might not see everything. “We let our Clients know that there's a real difference between companies, and that many brokers will only want to show their own listings—and our Clients have responded,” says Chip.

As for advertising, Chip has had tremendous success with the local Homes magazine. Through careful testing, Chip has found a winning formula with his ads. He believes it's important not to put *too* much information in the description (like a home only having 3 versus 4 bedrooms); he will try to touch several hot buttons that give a good reason to call (such as government foreclosure, below market value, Cathedral ceilings, etc). Too much information allows prospects to eliminate the home before calling while providing too little information will not peak enough interest to get them to pick up the phone. It is a delicate balance indeed.

Another important tip is to provide a call to action in each and every description—both in the ad and the recording. “Clients are begging to be led,” says Chip “make it easy for them to know what to do.”

Chip also believes in giving as much free information as possible. He does this by advertising and giving away a dozen free reports relevant to prospects in his market. There aren't as many that call the free report extensions, but they are a much higher quality of prospect, and most end up as Clients.

Chip has started a website at www.freerealtorhelp.com that shares hundreds of techniques collected from many of the top minds in real estate. Visit to get a free informational newsletter with many tips and strategies to increase your business

Strategic Partners - PrecisionLists.com

Whether our representatives are discussing direct mail or Voice Broadcast strategies with a client, one question inevitably comes up, “Where do I get my list?” Well, we have finally found an excellent source for obtaining whatever type of list you need. The company's name is **PrecisionLists.com**.

Benefits you will enjoy by using PrecisionLists include:

- The most current and complete consumer file available- over 107 million records compiled monthly!
- Complete geographic selections including ZIP Codes, radius selections, and custom trade areas.
- Over 500 unique consumer profiles to select from for superior targeting.
- **FREE** and instant counts 24/7, with orders available for downloading in minutes.
- Highly deliverable prospects, which contain a ZIP+4, Carrier Route and Postal Delivery Code on every record delivered.
- Online mapping helps ensure that the right neighborhoods are being targeted.
- The most cost effective prices in the industry.

These benefits will enable you to:

- Maximize your direct mail response rates
- Decrease your number of undeliverable mailing pieces
- Reduce the overall cost of your direct mail projects

Visit <https://www.e-dataserv.net/arch/> today and receive a 10% discount on any order! *

SPECIAL ANNOUNCEMENTS

Congratulations Paul Andrews! Paul, of Sunbury Financial Resources, Inc in Englewood, FL is the 2nd quarter's referral contest winner of a \$500 American Express gift certificate. Keep those referrals coming as the contest continues into the 3rd quarter. For every referral that signs up we'll reduce your per minute rate by \$.02 cents or give you a \$50 certificate! We'll also enter your name in a drawing for a \$500 American Express gift certificate. So call your Arch representative now at (800) 882-9155.

Your Invoice Has A New Look! You'll notice, beginning with your May statement, a new design to our statements and change in how information is delivered. In order to improve readability and make our monthly statements more useful for everyone, several changes were made. For example, the new statement better distinguishes between the type of services such as Voice Broadcast and IVR (Powerline) and IVR charges are now summarized by mailbox instead of extension code.

We sincerely hope you find the redesigned statement more informative and useful. However if it does not, please do not hesitate to contact Customer Support. We can switch you to an invoice format that more closely resembles the previous design. *

Arch Telecom, Inc. Telemarketing Compliance Guidelines as of 6/26/01

Telemarketing, including the delivery of recorded telephone calls, is regulated at the federal level by the FCC through the Telephone Consumer Protection Act (TCPA). In addition many states have enacted specific regulations regarding telemarketing. This document provides some general information that may be helpful in pursuing effective marketing within regulatory compliance. While we provide this information to assist you, please remember, customers (as the actual marketers) are solely responsible for ensuring compliance with regulations as specified in our “Service Agreement”. A copy of Arch's service agreement can be found on our website or requested through Customer Support.

Federal Regulations:

- http://www.fcc.gov/ccb/consumer_news/unsolici.html - This site presents the regulations from a consumer's standpoint in common sense language.
- http://www.fcc.gov/ccb/consumer_news/tcpa.html - This site presents the actual regulations and related links.

State Regulations: State regulations vary considerably. Many states have no regulations, other states have regulations similar to the TCPA, and others are in the process of drafting regulations. Specific court cases have held that FCC rules have jurisdiction in inter-state (between states) calls, and that states have jurisdiction in intra-state (within one state) calls, however this is always subject to new developments.

The following states (as of April 2001) have Do Not Call (“DNC”) lists. Where indicated, Arch has acquired the list and will automatically check all Voice Broadcast jobs, marking as “Failure – Global Do Not Call” those phone numbers found to exist in the state DNC lists. We do this as a courtesy to prevent calling those consumers that prefer not to be contacted, regardless of compliance issues.

Entity	List Loaded	Entity	List Loaded	Entity	List Loaded
Alaska	yes	Florida	yes	Missouri	yes
Alabama ¹	no	Georgia	yes	New York	yes
Arkansas	yes	Idaho	yes	Oregon	yes
Connecticut	yes	Kentucky ¹	no	Tennessee	yes
Direct Mrktg Assn ²	no	Maine	yes		

¹ Alabama and Kentucky provide the lists only to telemarketers registered with the state. Therefore each Arch customer who needs to use this list must acquire it individually.

² The Direct Marketing Association also maintains a list. While there is no regulatory requirement to adhere to this list, Arch can provide it to customers who wish to apply it to their call lists.

Legal Help: The law firm listed to the right specializes in telemarketing compliance. They are familiar with Arch and our technologies. The firm produces a monthly newsletter (for subscribers) describing the latest news in federal and state regulations. In addition, they can be engaged to help with an initial compliance review or responding to consumer complaints.

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