5 Cool Ideas for Effective Outgoing Voicemail
From www.MichaelAngeloCaruso.com  (248)224-9667

Voicemail has become a way of life. Ever since Gordon Matthews invented the concept in the early 1980s, we’ve been looking for better ways to manage it, be creative with it and even circumvent it. Here are 5 Cool Ideas on how to make the most of your outgoing voicemail message.

1. Unique messages capture attention.
If you want people to think of you as special and distinct, don’t use the same voicemail message that everyone else does. See if you recognize the verbiage in this trite message:

   “Hello, this is John Doe. I’m not in right now, but your call is very important to me. Please leave your name and number at the tone and I’ll get back to you as soon as I can.” BEEP

2. Average people send average signals.
Get better results from your voice mail messages by being getting right to the point. Sometimes, even a slight deviation from the standard recording can give your message all the distinction it needs. For example:

   “Hi! This is John Doe with ABC Company and I appreciate your call. You can leave your message now.” BEEP

3. Tease callers and they’ll join in.
Many people employ a unique “teaser” in their outgoing voicemail message. This version teases the caller into inquiring about your “awesome day.”

   “Hi! This is John Doe. Today is July 24 and I’m having an awesome day. Please leave your message after the tone.” BEEP

4. Your message should match your mission.
Voicemail greetings work best when they match the company’s mission (i.e., innovative), corporate culture (i.e., creative) or the individual’s personality (i.e., energetic).

   “Hi, it’s John with ABC Company. According to my horoscope, I am going to hear from some nice people today. Thanks for calling. I’ll get right back with you.” BEEP

Insert bits of your corporate mission statement into your outgoing message. Recite your personal creed. Revel or despair about the score to a recent football game. Offer a movie or book endorsement. Sing a couplet from a popular song. Make birthday announcements. Above all, unless you work someplace serious like a funeral home, have fun!

5. Confidence attracts competence.
Confident outgoing voicemail messages suggest a high level of customer service. Of course, you are obligated to follow through on everything you suggest.
“Hi! You’ve reached John Doe with ABC Company. Please leave a message of any length and I will call you back within the hour.” BEEP

Remember, the key is to be distinctive without being ostentatious. Be functional without being routine. Find my phone number at www.MichaelAngeloCaruso.com and call to hear my unique, distinctive, confident voicemail message. If I happen to answer the phone, I’ll explain what I mean in person!