



*What If You Could Generate **\$29.65** For  
Every Dollar Spent On Your Marketing?* (DMA)

*Imagine Your Best Representative Reaching Out to Millions of  
Potential Clients in a Day!*

*With ListeNation's Voice Mail Broadcast Service, You Can  
Reach-out, Emotionally Convince, and Draw Your Potential  
Clients to You.*



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## What Is Voice Mail Broadcasting Service?

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### *It is a Different and Better Marketing Solution!*



Our new media, Voice Mail Broadcasting, creates opportunities for a company that have never existed before. We have been developing and refining our system for the past 3 years. This new media gives marketers the ability to leave thousands - or even millions of messages a day - to potential customers on home answering machines and voice mail boxes that sound just as if your company's best representative personally called. The quality of ListeNation Corporation's message is so good that you would not know that a live person did not leave the message.

When our system dials the home or business phone numbers for our clients, the sophisticated voice analysis module in our software recognizes the difference between a live human voice and a variety of answering machines or voice mail. Our system will decide how to proceed after analyzing the two different options:

1. Live Human Voice – Alternative recording or the system will terminate the call immediately.
2. Answering Machine or Voice Mail - The system will leave your “*emotionally scripted*” prerecorded message that will generate call to action.

The beauty of marketing with ListeNation is that the customer can respond at their convenience; it is very unobtrusive.

**The home answering machine (or VM) is one of the last TRUE places** to communicate with your customers and prospects on a one to one basis. It is second only to live person-to-person interaction. People receive thousands of advertisements a day on the radio, TV, driving down the street, reading the newspaper, in their mailbox and even cold calls during dinner. ListeNation Corporation gives marketers the ability to leave a relevant friendly message on the home answering machine to communicate with their customers on a one to one level, while giving their customers the respect and control to listen to it when they wish.



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## Can We Have Your Attention Please!

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The competition is tough. We live in a result oriented world. One must always be on guard and look for ways to do it better and cheaper than the next guy. When you study the numbers and take action, you can have that advantage.

With an estimated 200+ million answering machines and voice mailboxes, the telephone/answering machine is the single largest common device possessed by the American home or business.

Humans will only believe up to 30% of what they read. However, we will believe up to 70% of what we hear from other people.

Over 9 Billion pieces of direct mail were never opened in the Year 2000.

On average, less than 17% of all direct mail offers to people are opened. Once opened, on average people spend from 5-to-6 seconds with each piece.

Voice Mail Broadcasting is quicker to market, has a much higher baseline effectiveness and the ROI (return on investment) is substantially greater. The following figures are from a comprehensive Direct Marketing Association study and actual Voice Mail Broadcasting campaign results reported by Fortune 200 companies.

<i><b>Direct Media Type</b></i>	<i><b>Return Generated Per Dollar Invested</b></i>
Television Commercial	\$5.06
Radio Spot	\$6.12
Telephone Marketing Call	\$7.78
Magazine Ad	\$8.80
Direct Mail Piece	\$11.18
Newspaper Print Ad	\$12.40
“Other Media”	\$5.03
<b>Voice Mail Broadcasting</b>	<b>\$29.65</b>



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**ListeNation Is Your Technology & Marketing Partner.**

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***...ListeNation Corporation  
Partners with a Major  
Telecommunications  
Company...***

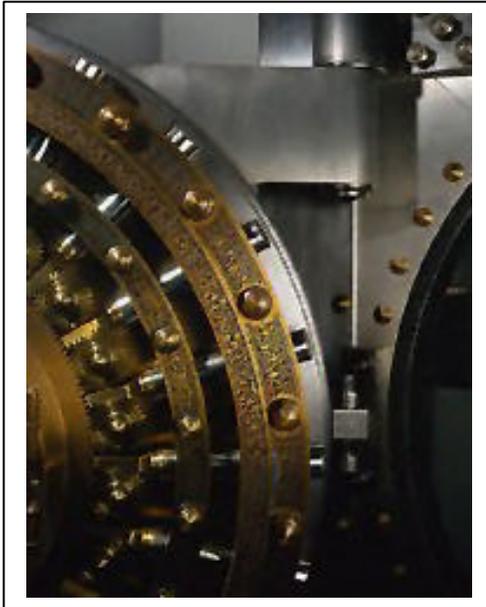
In addition to key strategic relationships with major telecommunications companies, ListeNation Corporation's technological facilities are located at a central POP (Point of Presence). The POP Partner is Exodus, a "world class" data-storage, disaster recovery facilitator that ensures your data integrity and protection.



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## What Are The Benefits Of Our Voice Mail Broadcasting Service?

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*When Was The Last Time  
You Were Pleasantly  
Surprised by Your  
Marketing **ROI**?*

**Customer Loyalty:** Increase your customer retention by using ListeNation's Voice Mail Broadcasting Service to communicate and cultivate client relationships.

**Control Your Marketing Costs:** Because we can generate better results, our clients will have the opportunity to reduce their conventional marketing costs.

**Reach Out to the Mass:** On average direct mail gets opened only 13% to 17% of the time. In addition, 90% of the time telemarketers will not get to communicate their pitch.

**Juice-up the Current Marketing Programs:** When using ListeNation's Voice Mail Broadcast Service, you can supplement your marketing programs by sending a message out before, during, or after the direct mail campaign, which can produce 3 times the normal response rate.

**Believe in The Human Touch:** Our Voice Mail Broadcast messages are designed to draw responses by the use of sincerity, inflection, passion, tone and personality. This is a true art form. We work with the psychology of human behavior. We understand that people make decisions based on emotions. We are the best at the art of "emotional responses" no matter what your product and/or service.



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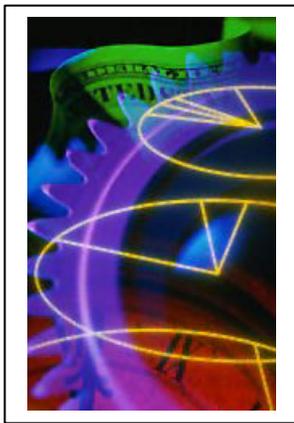
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## Why ListeNation Voicemail Broadcast Works For Financial Services...

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Voice Messaging is the newest, hottest and most effective tool in direct marketing strategy. It is often stated that 95% of all communication is nonverbal. The other 5% is what really allows you to get your message across. This refers to your voice, inflection, tonality, personality, and the emphasis that can be placed on certain words or ideas. This is where ListeNation Voicemail Broadcast allows you to send effective messages that generate results.



ListeNation has the technical and operational advantage over others. We help financial services greatly increase the effectiveness of their marketing dollars. We generate results with the following financial products and services:

- Credit Card Services
- Mortgage Bankers/Brokers
- Insurance Sales
- Credit Unions
- Accountants / Tax Services
- Financial Advisors / Stock Brokers
- Residential & Commercial Banks



### With Direct Mail

Less than 17% of all direct mail offers are opened. Once opened, on average people spend from 5-to-6 seconds with each piece. Therefore, sending 100 direct mail offers will result in 17 of them getting opened, and 102 seconds of "captured" attention.

### With Telemarketing



Although telemarketing was effective in the 80's and 90's, its return on investment has dramatically fallen off. Over 90% of telemarketer calls never make their pitch due to the ever-increasing response of "I am not interested". Telemarketing is becoming more and more intrusive. Yet, 90% of the people you leave an answering-machine message with will listen to it in its entirety.



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## Apply ListeNation Voicemail Broadcast As Your Marketing Tool...

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Voice Broadcasting helps marketing savvy companies increase response rates and lower marketing costs with our unique approach. Our Voice Mail Broadcast messages are designed to draw responses by the use of sincerity, inflection, passion, tone and personality. This is a true art form. We hope our marketing ideas will get you thinking about all the exciting ways to use Voice Broadcasting to help your company exceed its marketing goals.

**Customer Acquisition/Lead Generation:** For any business, acquiring new customers is always a priority and is very costly. We have been successful in cutting the marketing cost-per-customer in every industry we've worked with. ListeNation can lower your customer acquisition costs. We can help you quickly build a member base by communicating with millions of customers or prospects within hours.

**Enhance Marketing Results (Pre & Post-Call):** Information overload is causing lower response rates and declining the return on investment for direct mail campaigns. Voice Broadcasting has a proven track record of increasing the response rates and results of other media. Eliminate costly telemarketing efforts by broadcasting a friendly message to your customers before (anticipation) and/or after (special offer) your direct mail piece is sent. Direct mail & telemarketing for special promotions, private sales, catalogs, fundraising, voter persuasion, and cross-selling have all been enhanced with a personal VMB and generate substantial increases that result in increased ROI.

**Cross & Up Selling:** Customer relationships can be enhanced and purchases increased when customers receive a relevant and personal VMB message from a company representative. Target your company's leading customer base and consistently provide that customer niche with information regarding product & service upgrades, accessories, added-value tips, and other offers specific to their needs. This leads to customer loyalty and cuts down on the number of contacts required for profit.

**Customer Loyalty Programs:** Whether it is a "We appreciate your business" personal message from a customer service representative, the president of the company, or a celebrity, ListeNation VMB is a powerful way to show appreciation for your best customers and generate loyalty, and it enhances sales. It has been said that it costs less to keep an existing customer than to acquire a new one. Now you can consistently and cost effectively maintain a close, personal relationship with your customers.

**Drive to Web & Increase Web Traffic:** ListeNation Voicemail Broadcast is a perfect enhancement to banner ads, email, radio, print, and television for getting your customers and prospects to your website. The impact of a powerful and persuasive message heard while your prospect has access to the Internet is immediate and measurable. Whether it is a special offer, a discount, or a prize, your target market needs to hear about it.

**Branding Awareness:** Branding is the cornerstone of every great company and product. ListeNation VMB can help you create top of mind awareness.



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## Contact Information

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