

Making Money Using SMS

Without a Mobile Phone

Beginner's Guide



By David McMahon

Table of Contents

Chapter 1: What is a Media and how does SMS work?

Chapter 2: Why is SMS & Multi-Media so Profitable?

Chapter 3: SMS is Personal?

Chapter 4: What Does Author Know about SMS & Multi-Media?

Chapter 5: Money Making Ways to Use SMS?

Chapter 6: Keep your Customers happy without breaking the Law?

Chapter 7: Make sure the Message Gets Through

Chapter 8: Keep up to date to Changes in the Media

Chapter 1

What is a Media and how does SMS work?

Media are messages that are distributed through the various forms of technology. Media includes text in books, study guides and computer networks; sound in audio-tapes and broadcast pictures in video-tapes and broadcast; text, sound and pictures in a teleconference. Media then, is actually a form of mass communication, such as newspapers, magazines, direct mail, billboards, bus signs, radio, television and internet are some important media that also contain advertisements.

Communication is important for many reasons. It is important to the improvement of education as without communication, individuals would not be able to teach, and people would not be able to learn. Communication is important to the development of the whole person, everything that makes a person unique. Succeeding in the business world and one's own career requires communication, as does being a responsible citizen socially and culturally.

Communication in the business-to-consumer world is how effective advertising is created. In fact, other than items that are a direct necessity for living, it would be extremely difficult for businesses to offer products and services if there wasn't a way to communicate their advantages and purpose to potential consumers. Communication then, serves as the "messages" that are conveyed in the various forms of media.

When communication is sent in a text format to a mobile phone user, it is sent via *SMS*. *SMS* is the abbreviation for "short message service". It is the act of transmitting short messages of 160 alpha-numeric characters or less, to and from mobile phones, fax machines or IP addresses. *SMS* can be sent from a computer to a mobile phone, from a fax or from another mobile phone.

When a message is sent, a Short Message Service Center, or *SMSC*, receives it and sends it on to the appropriate user's mobile device. The SMSC sends the short message service request to a home location register (*HLR*). The HLR is responsible for locating the customer with the mobile device. When the HLR has located the customer, they respond to the SMSC with details regarding the customers' status.

If the HLR reports that the customer is inactive, then the message is held by the SMSC. When the mobile device subscriber turns on their device, the HLR notifies the SMSC that the customer is available for SMS.

The message then gets transferred to a *Short Message Delivery Point* by the SMSC. The delivery point checks for a response from the device, and if it responds the message is delivered.

You do not even need to have a mobile phone in order to use the short message service. There are numerous web sites that allow you to enter your message and send it to a mobile device that accepts text messages. Try <https://www.vtext.com/> or <http://www.google.com/sendtophone>. With a mobile phone number of your customers or potential clients, you can send a 160 character text message, along with your name, call back number and email address.

It's interesting to understand a little about how a mobile telephone works. Cell phones are actually a combination of the radio- invented by Nikolai Tesla in the 1880's and the telephone, invented by Alexander Graham Bell in 1876.

The cellular phone system divides a city in what are called "cells", hence the term "cellular". When the city is divided into cells, it allows for frequencies to

be reused often- thus enabling millions of people using cell phones at the same time without constant interference.

One way to get a better understanding of how mobile telephones work is to think of a “walkie-talkie”, or a CB radio, like what truck drivers use. Both CB’s and walkie-talkies are known as *half-duplex* devices. Devices that are half-duplex use the same frequency for sending transmission and receiving transmission; meaning only one person can talk at a time.

Cellular phones are *full-duplex* devices. They have a frequency for talking, and a separate frequency for listening- this allows both people to talk at the same time.

A walkie-talkie is extremely limited in range, as it only uses a .25 watt transmitter. Most walkie-talkie’s can transmit up to a range of 1 mile, although there are a few walkie-talkie’s on the market that have more powerful transmitters and a broader range capability similar to a CB radio. CB radios operate using a 5 watt transmitter, which gives it a range of about 5 miles.

Cellular phones use a different technology for transmission. They work on “cells”, and as a person using a mobile phone moves out of range of one cell, the phone automatically switches to a closer proximity cell that allows for clear transmission of conversation. In most areas of the world, a person could drive for hundreds of miles and maintain the same conversation because of the range a mobile phone obtains using the cell system of transmission.

Chapter 2

Why is SMS & Multi-Media so Profitable?

Understanding the full value of SMS as a profitable business activity requires us to understand the beginning of cellular phones, and why people use them in the first place. A man by the name of Martin Cooper had a vision for wireless communication, one that he described by saying, "People want to talk to other people – not a house, or an office, or a car. Given a choice, people will demand the freedom to communicate wherever they are, unfettered by the infamous copper wire." His vision came to life on April 3, 1973. The first cellular phone that did not require a vehicle or a phone wire to power it was invented, and a call was placed by Martin Cooper, who was serving as manager of Motorola's Communications Systems Division at the time.

It was Cooper's vision that clearly showed how mobile telephones would become communication devices between people. He understood that the phones would be a personal device. After all, people don't talk to buildings or cars, they talk to other people. Why should we be limited to conversations that take place only while in a building or vehicle? In the beginning, cellular phones were primarily used for business communications, because they were so expensive. (The first cellular phones cost over \$3,000 a piece and weighed over a pound!)

SMS on mobile phones was available sometime in the late 1990's, but the cellular service providers weren't allowing communication between the many different providers. For some reason, they just didn't see it as a technology that would be useful to people. Some of the mobile phone subscribers had SMS capabilities to other phones on the same network, but could not send a text message to a phone on another network. There was money to be made

for companies who realized this limitation and sure enough, several companies developed a way to connect the SMS capabilities between different service providers. Third party companies began offering connectivity between the major telephone networks – and bridged the gap so the SMS could be utilized even between mobile phone users belonging to different networks.

Currently, it is possible to send text messages to cellular phones using the short message service, regardless of the network the mobile phone subscribes to. Messages can be sent via other mobile telephones, internet, or fax, and they cost considerably less than actually making a phone call.

A once disregarded feature of mobile phones, SMS has become widely popular. One of the mobile phone service providers in Australia, Telstra, reported over 2.3 billion SMS messages were sent during the last financial year. That's 73 short message service messages sent PER SECOND, and is only representative of ONE mobile phone service provider!

If everyone is using SMS, there must be a way to turn it into a marketing and money making business tool, right?

SMS offers business owners an open door to communication with their customers. It's important to understand and consider the people who are using the cellular phones, however, and not think of your SMS messages as being sent to the phones. Once you have a firm understanding of the notion that mobile phones are actually personal devices, you can then use them effectively in your marketing efforts.

Men and women view their cell phones differently, and there are cell phone users in every age group, but they are personal items to everyone who owns one. Teenagers and the younger crowd use their telephones to “keep in touch” with friends. They like knowing that they can be out at lunch with a

group of their friends, and still get contacted by the friends who aren't there. They feel connected, and accessible.

The short message service allows teenagers to carry on a conversation even when they are unable to talk on the phone. Music concerts and parties, for example, are primary places where you are likely to see a teenager *texting* messages back and forth with friends, however, the use of the SMS is popular among teenagers in general due to the reduced costs over making actual phone calls.

The parents of teenagers like the ability to call their teenagers- and check up on them when they're not home. They may have cellular phones of their own in order to allow their children to contact them when they are not at home, as well. It helps provide a sense of security and safety.

Grandparents and the over 55 crowd are the least likely to use a mobile phone. Those in this age group that do use mobile phones are likely using them to keep in touch with younger generations, and to make cheaper long distance phone calls as the majority of this generation is living on a fixed income. They may even make use of the short message service to send quick messages back and forth and save over the cost of an actual phone call.

Even though everyone has a different use for their cellular phones, the main usage of phones remains on a personal level. As a business owner or marketer, if you start using SMS to contact people, they are going to feel an invasion on their personal space. Your message is unlikely to get "through", even if the person receiving it has read it because they are going to be angry that you've sent them a message without permission.

You wouldn't think of walking up to a stranger on the street and giving them a big hug while telling them about your business, would you? That would be an

invasion of the person's individual space and you know that the person is not going to listen to what you have to say.

In order to make money using SMS then, as a business owner- you need to understand that sending a message on their mobile phones is a lot like walking up to somebody on the street and giving them a random hug! In order to effectively use SMS as a business building tool, you need only learn how to gain permission from your customers. There are many ways to earn the trust or obtain permission to send text messages that are welcomed rather than deleted in anger!

Once you've obtained the trust and permission, using the power of SMS advertising is easy! You'll tailor your advertising personally using the mail merge- which inserts the customers name into your messages. You'll know what kind of messages are the most effective, and before you know it- you can make money using SMS even without a cell phone.

The short message service is a highly profitable way for businesses to advertise and contact their customers. It's cheaper than making long distance phone calls, and has an almost 100% receive rate. When combined with other forms of multimedia, SMS becomes the most powerful venue for marketing and providing customer relations.

SMS provides business people with many ways to make money using multimedia. You can learn exactly what to do by joining a free e-course at www.multiadvertising.com and learn how to increase profits using the same secret that debt collectors use to get money out of people who do not have money.

As a business owner, one of the most difficult things you are faced with is finding new customers to propel your business and sales forward, right? It can

take considerable marketing efforts and time to build a reliable database or mailing list of customers. Creating mailings- whether it be three-fold brochures or a simple postcard is expensive. Mailing through the postal system is expensive in general, but even more so if you are going to do them often enough to be effective.

When a person is in the market to make a purchase, whether it is for a mobile phone, a car or a house, they may take months before they actually complete the sale. It's been proven that if your business remains in the front of their minds, you will have a higher chance of being the business the person makes their purchase from. So if it takes someone 12 months to make a decision and make the purchase, you'll want to be the business they hear from during month one, month three, four, six... If you are not there when they actually decide to make their purchase in month seven, for example, you can forget about being the business they buy from! It's that simple.

With SMS, as you build a list of people who are in the market to buy (whatever it is you sell), you can quickly and easily send short messages that matter to these prospective customers on a regular basis. You'll provide them with information they want to know, and at the same time- you are keeping your business or brand in the front of their minds so when the time comes to make the purchase, they're going to think of you first and show up at your business door step!

Sending messages with SMS is profitable because it is inexpensive, particularly when compared to other means of communication and contacting your prospective clients, or other forms of advertising. When you use the full services offered on www.MediaSolutions.com.au/sms you'll actually be able to get an "autoresponder" type of system, called **sms broadcast**, set up for your SMS advertising needs. The site offers a service of sending messages on a

scheduled basis, creating effective messages within the 160 character limits of SMS, and even looking out for your customer list.

Using an SMS broadcast service means you're going to be able to use some of your profits from SMS advertising and take yourself on a vacation to celebrate before you know it!

Chapter 3

SMS is Personal?

The majority of SMS users tend to be the younger generation, people under the age of 35. There are over 20 million mobile phones in Australia alone, and not all mobile phone users are under the age of 35, of course. The users of the short message service, however, tend to be in the younger group of cell phone users. When the older generation(s) use SMS, it is likely that they are using it to text messages with people in the younger generation.

It's important to note that cellular phones are personal devices. Consider the tendency of a male mobile phone owner to put their phones on "display" everywhere they go! If business men are sitting down for a meeting, you are likely to see them set their day-planners on the conference table, followed by their mobile phone. It sends a message of "importance"; they have a mobile phone so they can be reached no matter where they are.

Consider female mobile phone owners. They are more likely to purchase smaller cellular phones; phones that can be stored in their purses or pockets. To girls, cell phones are accessories that are kept "under wraps", until it rings or they need to place a call. Suddenly, these miniature mobile phones come out, and if these girls are with other girls- you might even hear, "isn't it cute?" in reference to their favorite accessory.

As a business owner, if you forget that mobile phones are personal devices and start sending messages via the short message service, chances are your time will have been wasted. If you invade a person's personal space with your marketing or business related messages, they are not going to have the trust in your business that's required for them to "listen" to your message. In fact,

they are likely to be angry that you've invaded their personal space without permission, and disregard your business all together.

In order to effectively use the short message service as a profitable business activity, you will need to gain permission or a level of trust from cellular phone users to send them messages that will be read.

Then, even after you've gained the trust or explicit permission from your customers, you need to be sure the messages you are sending via SMS are useful to your customers. Sending a message to your retail customers about a 5% off select item sale is not as exciting as sending a message that says "everything in store 50% off today only". You need to be sure your messages are beneficial to your customers and give them a reason to take action based on the information you send.

Additionally, SMS falls within the Anti-Spam act. The Anti-Spam Act of 2003 says that businesses or people who send messages via any electronic device used for marketing or commercial purposes must have permission from the customer to do so. You can call a user's cellular phone, but using the short message service requires permission.

Permission, (also known as "prior consent") can be obtained when a person hands you a business card containing their mobile phone number, or when a person fills out a form on a website including their mobile phone number and checks the "yes send me stuff" checkbox. Permission is also granted when a customer makes a purchase from you, and provides their mobile number during the check out process. If at any time a customer says, "stop calling and sending messages", then the permission has been retracted and you can no longer contact that customer via SMS.

It's important not to invade your customer's personal space- including their mobile phone without permission. SMS is a convenient and effective means of communication- but only when used intelligently and carefully!

Chapter 4

What Does Author Know about SMS & Multi-Media?

Media is a term that encompasses so many formats. From newspapers to wire services (internet) that offer up to the minute news reporting, to magazines and television or radio- media allows us to communicate with one another and broadcast messages to large groups of people all at once. Media, in general, is not “personal”, and any information can be broadcasted on the typical formats.

As a business owner, however, searching for ways to attract new customers and retain those that you already have, it is difficult to learn how to use media to your advantage. If you don't somehow make a connection with your target audience when using the media to communicate your message- then you have wasted your time and money on useless advertising.

The importance and effectiveness of multi-media advertising is demonstrated through its' increasing usage on the internet. There are many technologies on the web that support animation, audio, and video that are used to supplement the traditional text and image media. Multi-media is an effective advertising medium as it delivers messages in a way that attracts customer attention. Like too much of any good thing, multi-media can be over used and become ineffective. Obtaining a strong balance between standard text media and multi-media is keys to a successful campaign.

One of the benefits of having a multi-media coach is the assistance you receive in learning how to make the best use of multi-media in terms of gaining new customers and retaining your existing customers.

David McMahon is a multi-media coach. His website, www.multistepadvertising.com, lets business owners like yourself learn effective uses of multi-media, including using SMS for customer contact and advertising purposes. In addition to these valuable lessons and methods of attracting new customers and retaining existing customers, you gain access to the secret that up until now, only bill collectors know- and that is how to get money out of people who don't have any money to give!

David McMahon is one of Australia's leading Voice Messaging Specialists. Businesses hire David to teach them how advances in technology like voice messaging, SMS broadcasts and fax broadcasting to generate more profits with less effort.

David got an early start in the industry. Upon completing a Bachelor of Business – Computing at QUT Brisbane, David worked as a highly skilled programmer at the age of 21 and consulted to large companies, including Qsuper, Bartercard, Suncorp, Woolworths, Golden Casket, Monash IVF and Stegbar.

At the age of 30, David moved on to the position of Information Systems Director of Australia's third largest telecommunication company, AAPT (mobile division).

More importantly, David knows how to use SMS and Multi Media to create effective marketing campaigns and is using that knowledge to teach business owners like you how to be more successful.

Chapter 5

Money Making Ways to Use SMS

There is a large number of ways to make money using the short message system. Using SMS for business promotion and increasing sales is a fairly new technique, but one that's becoming more widely accepted as more people in the corporate world are becoming technology savvy.

The trick for using SMS as a money making tool is to keep your messages within the 160 character limit, and send messages that will immediately get your potential customer's attention. Your marketing efforts using SMS can bring in new customers and keep your company in the minds of existing customers, therefore encouraging them to become repeat customers.

Here are some tips for using SMS to make money:

Use your customer's first name. Marketers have learned that one of the most powerful and effective methods in getting a person's attention is by using their first name. When using SMS, you can use an SMS merge and automatically input the customer's first name into the SMS itself.

When you put the person's first name into the message, you give it a personal touch that will be much more likely to obtain the attention of the reader. In fact, it's guaranteed to increase the response rate by as much as 200-300%.

Use SMS to make a coupon. One of the reasons SMS is such a strong marketing tool is because of the speed of which a customer receives the

messages. It's almost instantaneous. Making a coupon is as easy as sending a message with the details. For example,

"Hi Fred, Here is a free gift for you: \$5 off your next in-store purchase! Quote Voucher # 125X"

You want to treat the SMS as a valid coupon and require recipients to either show the message when they come in to make their purchase, or provide the voucher code in order to receive the special offer.

SMS coupons have the potential to become a viral marketing technique for you. The message a customer receives with the coupon code can be forwarded to the customer's friend, and the friend could forward to their mother, and so on.

The coupon method is designed to get customers into the store. Once they are there, you want to have an up-sell process in place to maximize your profits.

Give away notice. SMS is the perfect venue for sending a short and sweet message about how to receive a free gift. For example,

"Hi Fred, Visit www.compflash.com.au and receive your free MP3 ring tone! Have a great weekend."

You don't need to mention anything else. You want the message to state clearly what they get for free and how to get it. Once the person visits your website, then they will be presented with not only the free MP3 ring tone as you said, but also whatever else you have for sale on the website. One way to up-sell while using a free website offer, is to set the site up so that while the

free MP3 ring tone is downloading, the visitor is taken to a screen where they could then purchase a related item (a wall paper for the phone, logo, etc).

The main idea of free offers such as this is to get people to go to your website. Once they're there, they might look around and find other items of interest- and hopefully, make a purchase.

Appointment Alerts. Many businesses rely on the appointments of customers to profit. If your cancellation rates get too high, your bottom line is in danger. Businesses like salons, spas, doctors, wellness practitioners rely on the appointments of their clients.

You can use SMS to send appointment reminders to your clients and therefore reduce your cancellation or missed appointment rates.

Two or three days before a client's scheduled appointment, send an SMS reminder that contains the date, time and location of the appointment. Sending appointment alerts can reduce the number of people who don't show up for their appointments by about 50%.

Business Cards. Using SMS is a great way to send someone your "business card". If you meet someone while you're out who asks for your business card, and you find you don't have one on you- just let them know you'll send them one. Take their business card and use their cell phone number to send a message containing your business card details. For example,

"Hi Bob, this is Dave McMahon. I met you at such & such. For future reference, my contact details are <company name, address, phone number>".

It's better not to list several phone numbers on a business card being sent using SMS, as it can get a little confusing. Pick one and send it through!

Request Free Reports. It's been proven that the younger generations rely on cell phones in a way that the older generations would remember their car keys on the way out the door! You rarely see a young person without a cell phone.

The findings have also shown that you'll receive more requests for a free report if you allow people to use their cell phones to request the report using SMS. You could use a message like the following in your advertisements:

"To request your free report on <topic>, please call <toll free number> or SMS to <number>."

When you receive SMS requests for the free report, ask for the customer's name and address, and because they've sent the SMS you've already gotten their mobile phone number. You can then use this number for future marketing efforts.

Customer Queries. Much of the success of any business depends on the trust of customers towards the company. If you use SMS as a way for your customers to contact you with questions, comments or concerns- you can generate a level of trust when you send replies to the customers. It makes them feel valued to your organization, and that the company cares about the level of quality it provides in the products and services it offers.

Reduce Expenses. SMS is a low cost alternative to many other forms of communications with customers. When you are able to reduce your costs of communications, you can then budget more money for other forms of advertising which will continue to increase sales over the long term.

Chapter 6

Keep your Customers Happy Without Breaking the Law?

In Business, we often find that people want to be kept up to date with our latest innovations and exciting sales. However, even though we may want to use SMS to give our customers a head start on our Christmas sale or a customer appreciation sale, there are some rules and regulations that apply to sending sales messages.

So how can you be sure to keep your customers happy, without breaking the law?

There are many ways you can go about doing this; however, the first thing you must do is check the laws and regulation as they pertain to SMS in the area in which you operate, as well as within the area you intend to send any SMS messages. Therefore, if you live in Canada, operating world-wide, and you are having an exciting promotion that might interest your customers in Japan, you not only want to look at the laws as they apply to you in Canada, but also the laws as they apply to your customers in Japan.

In nearly every country in the world, there are anti-spam regulations in place that protect customers from receiving spam and prevent companies from sending spam, without some sort of retribution. The anti-spam regulations apply in all areas of communication not only emails, as we are well aware of, but also with telephone, voice broadcasting, faxes, and even SMS.

Therefore, it is ultimately important that before you send out that message about your latest promotion you follow these regulations, laws, and guidelines specifically to protect yourself from troubles as a result.

As you have read in this e-book, SMS is one of the choice methods of communication in this day in age. Many people are on the go and simply do not have the time to read through postage mail or even email, they are therefore, relying on SMS to obtain a host of information from promotions to reminders, and even sports and weather related information.

The law is on the side of the consumer however, so you must ensure that you are invited to send information via SMS before you do so. You are probably asking yourself, how do I get that invitation, keep reading.

Getting Permission

The most important aspect of following the law, in most all areas of the world, and still getting your message across is obtaining permission or an invitation to send the information via SMS. There are several ways you can obtain permission from your customers, let us take a look at some of them.

1. Order Forms

On the bottom of your order forms, you should include an area that asks for permission to send offers and special promotions to the customer via SMS. You will also want to provide a space for them to put their cell phone number, which will then allow you to send information via SMS to that customer. When they checkmark that box, they are giving you permission to send your offers. This will keep you in accordance to the laws of your area and your customers happy.

2. Online Methods

One thing many companies do is prompt visitors to sign up for a newsletter, information via SMS, or other means when they visit their website, order any products or services, or even contact for information. This is done in a variety of ways.

Information Boxes - For example, you could create an area on your website asking the customer to sign up for special offers and promotions via SMS. When they fill this out they provide their cell phone number, name, and give you expressed permission to send your information.

Online Order Forms - When someone orders a product or service from your company, you will also want to include an area on the order form that asks for permission to send information via SMS.

Contact Forms - Additionally, if a customer or potential customer contacts you via your website, preferably through an online form, you will want to include an area in that form as well in efforts to obtain their permission, of course you want to make sure they include their cell phone number, or the permission really does you no good at all.

Sign Ups – If your website requires visitors to sign up to use any area of the site for their needs such as to gain information, order, or use your services, you will want to include an area for permission to send them information with SMS as well.

What happens with all of these is once the box is check marked; you then have full and total permission to send messages regarding your products, services, offers, and promotion to these specific customers.

Now in the case of a website, many webmasters design their websites in such a way that the permission boxes are already check marked, and they require the customers to provide their cell phone numbers in another area. Not everyone looks at all aspects of a form when they are filling it out; therefore, if

the box is already check marked you have obtained their permission even if they did not notice that area to begin with.

Gaining permission directly from your customers is the best way to keep everything legal in all areas of the world and keep your customers happy at the same time.

Infer Permission

Now, there are other ways you can obtain permission to send information via SMS. When you infer permission it means there have been certain instances that allow you to assume that you have the permission to contact the customer in a variety of methods. Now, just because a customer is interested in your products or services, does not mean you can infer permission. No, there are very identifying instances that create these circumstances.

For instance, say that Sally has visited your website and used your online form to ask you a question and they have checked marked a box that says contact me, then providing their cell phone number. You can then infer or assume that you have permission to contact Sally in regards to business offers and promotions.

Perhaps you have spoken with someone about your business and they hand you their business card, complete with all their information. Again, you can infer permission because they are obviously wanting more information about you, your company, as well as what you have to offer. People generally do not offer a business card without some expectations of contact.

Upon checkout if a person offers up their telephone number you can then assume they are wanting to further their business relationship with you and obtain information about your sales and promotions.

As you can see, there are many ways you could obtain permission, to send messages to customers via SMS. Verbal permission is also a form of inferred permission. If Sally tells you, "I would like to hear more about your company, here is my phone number," you can infer permission because Sally just gave you her phone number and requested information.

The key here is that whenever someone offers you their phone number, you can infer permission that they are willing to receive more information from you and your company.

Another method of inferred permission is when a person publishes their telephone number in any way such as classified advertisements or other media means. When a person publishes their telephone number either verbally or by other means they are essentially opening the doors of communication and expressing permission to receive your messages.

The entire point in this is that in order to keep in accordance with the various laws, rules, and regulations within various countries of the world, you must, in most cases, obtain expressed permission in written or verbal form. All of these methods protect you from the repercussions of the many anti-spam laws that surround even SMS messaging.

The best way for you to understand these laws, are to check out the country laws yourself and speak to a reputable service provider as well. Both of these areas can help keep you abreast of the happenings in regards to the regulations set forth on SMS messaging systems and anti-spam.

Chapter 7

Make sure the Message Gets Through

When we send SMS messages, we hope that it is transmitted without issue and read by the intended person. However, that is not always the case. There are various reasons why your message may not reach its desired destination. One of them being the fact that you might have chosen a cheap SMS provider, over one that is more reliable, trustworthy, and most of all, cost effective.

Choosing The Right SMS Provider

Have you ever sent a text message from your phone only to see that message “message not sent” or depending on the provider, it might display an X or some other feature showing you that your message did not send? This tends to happen if you use the wrong SMS Provider. The right SMS provider should send your messages regardless of where you are and where you are sending it.

Now, it is possible that if you have unreliable service provider that it may experience a technical glitch, which will result in failure to deliver the message and you may never even know about it. You will sit there thinking your messages have been delivered, when in fact the recipient never even got it. This could really hurt your business, if you rely on SMS messaging to contact clients, customers, and potentially interested parties.

The key is to remember cheap is not always the best possible solution. You might save a little bit of money, but are you really? Let us ponder that question for a minute. Think about it, sure, you might save money on your SMS messaging service provider, but if they are unreliable and your messages are not reaching its desired destination, you may in fact be losing money.

For example, let's say you send a message to a client and receive a call back with them willing to buy your products, which is great. Now the client wants you to send them an SMS message when you are ready for them to pick it up. This is the only contact information they have given you, they paid cash, no address, no home telephone number, and they specifically ask you not to contact them in any other way but the SMS message, because the purchase is a surprise gift.

Now, you send that message telling the client the product is ready for her to pick up and it never reaches them. Two things are going to happen with an unreliable service provider, you are going to assume they got the message and they are going to assume they were ripped off, wanting their money back.

The result in the above scenario, even though a little dramatic, means that you have not only lost money from a sale, but you have also lost a client, and any other potential clients that they may know, all because you have an unreliable service provider.

Your business downright depends on the reliability of the service providers you choose to use. So how can you choose the right service provider? Here are some tips to help you along.

1. Do some comparison-shopping – While you know that the cheapest is not always the best solution, you still want to make sure you are getting a good deal for the features provided. Do some research and shopping, comparing like plans together, forming your own opinion based on the information you gather while researching.
2. Visit the website of the service provider you are considering. Take a look at the prices offered for SMS services and which services are

available in your area. You also want to do some research about reliability factors when it comes to sending and receiving SMS messages. If at all possible, talk with other people that use that service and find out how they might rate reliability.

3. Seek out advice from other businesses that make use of SMS messaging as well. Find out what service provider they use, costs, reliability, and features available. Generally, you will have the ability to benefit from their positive and negative experiences by listening to what they have to say.
4. Choose based on personal experiences. If you have a very reliable company for your personal uses, why not consider giving them your business from your company as well. In most cases, SMS service providers offer a wide range of valuable and affordable packages specifically for business usage, which are not available for personal customers.

The above tips are all things that can help you in choosing the right service provider for your business SMS needs. Keep in mind that cheap is not always good, you will actually lose money in the end.

That being said, other than having an unreliable SMS there are other reasons why your message might not get through to the intended target. This is in regards to the recipient actually reading the SMS message.

Making Sure Your Message Is Read

Ok, so you take the time to customize the perfect sales message, promotion message, or follow up message, only to find that it is never read.

Would you really even know? Likely not, when you do not hear back from a client or potential client, you can only assume one of three things A. They simply were not interested, B. They never even read your message in the first place, or C. They never got the message.

If you have a reliable SMS provider, you should not have to worry about C, so that only leave A and B. In avoiding experiencing B, there are some things you could do to ensure that your messages are read and not simply skipped over to the next, without another thought.

First, make sure you have permission to send the SMS message in the first place. You definitely do not want to send a message to a person who has not given you permission or even inferred permission in some way. You also do not want to message someone who really has no interest in what you have to offer. While you cannot ensure that every person will be interested in every offer, if you have permission it means they have some interest in your company, at the very least.

Ok, once you have permission you want to refrain cluttering your message. While you are limited to the amount of characters you can place in an SMS message, imagine the recipient and the screen they have to read the message. Cluttered message will not get the attention you want it to get. Simply put, they may read a line or so, and move on. Keep the messages you send about your promotions and business clear, to the point, and short.

In keeping it short, you should also always be friendly. No matter what type of message it is, a new product, a sale, or a follow up, be friendly. If acknowledging a sale, do not advertise your business within that acknowledgement. If a client has just made a purchase, they are simply interested in how their order or delivery is progressing than they are about seeing your latest product or promotion. Keep the message straightforward

with whatever task you are currently involved in, in this case acknowledging a sale, order, or delivery.

You want your messages to catch their attention, but still be short and simple. Consider using catch phrases within your messages that will definitely catch their eye and increase the chances of the client reading the message. People do not like long, drawn out, and boring messages, have fun and be creative.

Even with the best service provider, you cannot always be sure that your SMS message has reached its target. You have no control over the provider on the recipient end; therefore, you should make sure to follow up your SMS message with a short email, fax, voice message, postcard, or even a home telephone call if you have gotten the permission to do so.

You might even want to use SMS messaging for follow-ups to meetings or sales calls. You can always send a quick message thanking them for meeting with you and provide them with your contact information and telephone number. Again keep this clear and short, do not clutter the message with three sets of phone numbers, one is acceptable.

Finally, when sending SMS messages, you want to make sure your customer database is always kept up-to-date. It will really do your business no good whatsoever, if you are sending messages to a phone that has been disconnected or changed. Make sure that you keep in contact with your clients every now and then asking them to update their information within your system, and make any necessary changes.

At The End Of It All

SMS messaging is an effective and viable solution to keeping with the latest and great of technology of the world. Many people use SMS for a majority of their communication needs because they are constantly on the go, in this busy world.

By implementing the above tips, you can help ensure that your messages are not only delivered, but read as well. After all, after the deliver, the whole point of the message is to get a message across to your clients. If it is not read in the first place, it is pointless to send them.

Make sure you create effective and creative messages that are sure to attract the attention of your clients and possibly benefit your company in terms of sales and revenue.

Chapter 8

Keep up to date to Changes in the Media

In this section, we are going to talk about technology in media. As you probably well know, media is constantly changing, literally in some cases on a day-to-day basis. Think about the technological world fifty years ago. Where was the world at that point?

The television was a large box, with no remote control, and very few channels. As the years passed, the television got smaller and smaller, they had the technology and abilities to cram everything into a smaller area, and bulkiness was no longer an issue.

Then came the remote control, even which upgraded through the years from large remotes to smaller and even universal remotes. All evolving to what we know today, flat screen, hi definition, and televisions as large or small as we could even imagine.

Technology changes at such a fast rate that in some cases we can barely keep up. By the time we purchase a newer item, something else is already coming out that is so much better in terms of technology. It is the same way with Cell Phones. Did you know that cellular phones were actually in existence twenty years before we ever got to see them? Developers and companies simply did not think the invention would catch on. Boy were they wrong weren't they?

What started out as basically a walkie talkie, only being able to connect to specific phones or areas, evolved to the ability to talk to people across the world, surf the internet, download ringtones and wallpaper, and SMS messaging. As with the television and the remote control, as well as

thousands of other technological products the cell phone started out really big and bulky. In fact, you had to carry a bag around with you it was so big and the charge barely lasted an hour or two. The only people who could really afford a cell phone were the wealthy.

Today's cell phones come in many shapes and sizes, from fairly large to flip phones, to so tiny it could fit in your back pocket. Additionally, while some of the latest and greatest cell phones can be quite expensive, but owning a cell phone is no longer the matter of wealth. Especially with all the great packages offered by service providers and even pre-paid cell phones everywhere you look.

No In fact today, nearly every adult has a cell phone of his or her own. Even many children across the world have their own cell phones as well. It has just become the choice method of communication. Consider the world without cell phones. In order to contact anyone, they had to be near a landline phone. If you forgot to tell your husband to pick something up at the store, there was no way to do that. If your car ran out of gas, you had to walk sometimes miles to find a payphone or a business to let you use your phone. Today we can be on the go and still make contact with the people we need to.

In business, prior to the cell phone, if our employees were on travel you had to wait until they reached the hotel, have calling cards, and it was quite difficult to make last minute requests, changes, or if they were on the way to a meeting to tell them it was rescheduled, pushed back, or even moved up earlier. Cell phones simply make the world easier because we are busier than ever before.

The Changes in Cell Phones

We talked about how cell phones changed in size and calling capabilities. However, cell phones often come out with new features every day. It can

sometimes be difficult to keep up with everything because virtually as soon as one new advancement arises another is very close behind it.

One thing that changes nearly everyday is SMS capabilities. Now, in cell phones we have the ability to send messages to anyone, anywhere in the world, that accepts them. This saves businesses and customers a lot of time, because it eliminates the need to try to phone the other hoping they are home. It allows two people to quickly send a short message, making contact where it may not have been otherwise possible, rather it be due to time difference, time conflicts, or just the matter of missing each other.

In business, SMS messaging works great. Customers typically do not want a telephone call each time you have a new exciting sale or product, no a quick text message, also known as SMS message, does the trick.

Now many cell phones allow you to customize SMS messages for use over and over again, or might even come with several preset messages you can use. Some cell phones give you capabilities of knowing rather or not the messages have been received and read by the recipient, as well. Many companies are turning to the almost computer like cell phone, which enables them to transfer files, images, and other such needed items via their cell phone. If the recipient has the same capabilities, this would be a great method of advertising.

Outside of text messaging, many businesses are using voice broadcasting via a cell phone as methods of advertisement and reaching their global audience. This is simply the act of sending voice messages to any voicemail-enabled cellular phone. Many businesses prefer voice messaging for the simple fact that it is more likely to gain attention than an SMS message might.

You see, many people do not care much for SMS messaging except maybe with their friends and family members. When you get into sending promotions, sales, and products via SMS, it can be quite long. People generally do not have or want to take the time to scroll through a lengthy message. Voice broadcasting is much more effective and popular because it is quicker, more personal, and saves more time for both the sender and the recipient.

Think about it, you are busy running errands, traveling for work, or even working on some really high profile project, would you want to take the time to read that text message that someone just sent you? Most of you would probably answer no. It just takes so much time to get to that message and scroll through it trying to make out the key points and what the sender is trying to tell you.

Now on the other hand, think about voice broadcasting. If you are busy with any of the things mentioned above and receive a voice message, nine times out of ten, you will be able to listen to that message and still keep your eye on the task. What is more, you actually gain more information from the voice broadcast than you do the SMS message, because you are no longer having to read everything on a small screen, scroll through anything, and you get a personalized greeting on the other end.

Personalization is something every customer, client, or potential client wants from a business. They want to feel you care about them and hear your voice. They cannot do that with SMS messaging. While you may type their name, it is still not as personal as hearing your voice.

As we mentioned earlier, cell phones and technology change on an everyday basis. What is next? Well, we really cannot be sure. Some of the latest technology includes sending emails, using instant messengers, and even high speed internet right on the cell phone. Cell phones have even begun including

cameras, as well as video and audio players, which may mean at some point in time we would be able to record a video and send it as a broadcast.

Right now we can use camera phones to take pictures and send those as attachments to text messages, this could be the next great method of advertisement.

What the future holds we never can tell. One thing is for certain is that the brains behind these technological advancements work around the clock. We always know that there is something greater and better to look forward to in the near future. We always realize that at some point very soon, someone will have created the answer to the needs of the present generation of business owners and customers.

The key right now is just waiting to see what new things they develop and offer us, so we can take advantage of making everyone's life a little easier, more fun, and stay connected through our busy worlds.