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**Voice Broadcasting Boom – The Internet's New Email**

**By Karl Jackson**

With voice broadcasting approximately a major advantage is that 90% or more of your message is delivered directly to your prospect's phone.

Another advantage is that because of the home business boom most prospects are have online connections with web pages and email. So you could say the marriage between offline and online marketing now complete.

Low Cost Traffic.com, a 6 year old online ad agency has been on the forefront by experiencing the many problems with email advertising and has developed a unique telemarketing voice broadcasting system that Empowers Mortgage Brokers and MLM professionals to Turn On Incoming Live Transfer Leads Like a Faucet.

This new powerful tool (Live Leads Transfer Control Panel) enables Mortgage Brokers and Loan Officers a powerful new way to have 200 to 5,000 Live Transfer leads calling clients daily or weekly for home refinancing and home equity loans.

Every client receives free a Live Leads Transfer voice broadcasting Control Panel and free targeted leads are uploaded into the live transfer calling system.

What email lead generation could do in the past – Live Transfer Leads system can do now, and much better because it is more personable, can convert High-Ticket sales and reaches at least 90% of the targeted prospects. Telemarketing Lead generation has just been taken to next level. Clients can have 200 to 5,000 Live Transfer prospects calling them daily or weekly.

Low Cost Traffic's new technology now empowers Mortgage Brokers and Bank Mortgage Loan Officers with ability to Control the Speed of their incoming Live Transfer leads. Clients can speed up their incoming calls, slow them down or pause them in real time.

Another feature that prospects really like is that (For Free) homeowner prospect leads are uploaded into the system for mortgage brokers to generate mortgage leads of homeowners who want to

re-finance or obtain home equity loans and also a free lists of current MLM Surveyed Leads are uploaded for MLM clients. These are NOT MLM Genealogy leads that been saturated but Surveyed Leads of prospects who desire to join a business opportunity.

The system also calculates transferred calls as per call and not per minute which makes conversion rates are much higher than usual and because the phone lists are continually updated monthly and clients do not have to purchase the leads.

The really important factors when choosing a voice broadcasting service that can potentially boost your R.O.I. is can you control the amount of and speed of your leads; and are the targeted lists available and uploaded at no charge.

Low Cost Traffic's clients do not have to purchase lists and can save on average between \$2,000 to \$10,000 per ad campaign.

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Voice Broadcasting Boom – The Internet's New Email.  
LowCostTraffic.com

<http://www.lowcosttraffic.com/mlm-telerecruiter.html>

Karl Jackson owner of LowCostTraffic.com is one of the top Mortgage leads advertising and MLM Network Marketing professionals in the world.

### **Email and Fax Broadcasting**

#### **By I Henman**

Looking for a new twist on an old concept? Fax broadcasting has been used in marketing for several years, but now there is something new. Using email and fax broadcasting to communicate with employees, customers, and associates is the latest rave in business. Along with speeding up your communication it also reduces the amount of time your employees need to spend around the fax machine either waiting to send or receive a document.

Of course having employees costs you money, but in turn the profit they generate should out weigh the cost. With Email faxing you increase your time management, reducing waiting time in the office not only for the fax machine, but also by reducing the chances of an employee getting tied up in another activity while they're away from their desk. For only a few extra dollars you can invest in an email and fax broadcasting service that will allow workers to do everything right from their desktop. Faxes can be sent by email to one or multiple recipients, and incoming faxes are accepted by email.

Beyond fax broadcasting services your business can benefit even greater by the bundled services some companies offer. You can get voice mail, added email address, fax logs, all on one easy to

understand invoice. Think all from a desktop computer your employees can remain productive; this truly is the step towards the paperless office. By cutting down on paper, service fees, and wasted time wandering in the office the services pay for them selves, not to mention the savings in long distance fax numbers.

Think how easy it could be for a single person to create the monthly newsletter for customers and with the click of a single button fax it off to all of your valued clients. No more dialing, and feeding paper into a fax machine. Email fax broadcasting allows it all to be done from one spot. But let's get off the productivity advantages of this service for a second. What about the advantages of tracking?

It never fails that at some point in time you wish you had printed the fax confirmation sheet after something was sent. Someone one is telling you a document was never sent, but you're sure it was. It's the he said she said game. Using Email and fax broadcasting relieves this stress. Because you're using an email based system to send your documents you always have a detailed record of what was sent and to what number. Foolproof backup systems to ensure you have well documented records of faxes sent to suppliers, customers, and employees.

Of course this is all just an overview of fax and email broadcasting services, but if you aren't beginning to see the advantages of this new technology you probably never will. But don't worry your old fax machine will be waiting for you to send that next document, of course that is until it runs out of toner. Investigate email to fax services today for you business you won't be sorry.

Want to find out more about how you can embrace internet fax technology? Visit our website

Fax to

email

at

[http://www.fax-it-online.com/fax\\_to\\_email.html](http://www.fax-it-online.com/fax_to_email.html)



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