

What's Toll Free Numbers Got To Do With Ecommerce?

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By Jacob Richards

Sometimes skimping on things can save you good money. But skimping is not always the wisest

business strategy. For example, I could've written this article in the windows program notepad as opposed to Microsoft Word, and saved a good \$500 and never had to buy the latest version of Microsoft Office... However, wouldn't it be worth the \$500 if the improved impression of professionalism put forth in all of my writings some how garnered ten times that in profit? Would you have read this far if I had unknowingly published this article with a horribly obvious typo in the title? That's right - an insignificant error caused by "saving money" can actually COST you money in the long run.

Impression Is Everything! ## If you have spent months developing a beautiful ecommerce website to give people the impression that you are the safest choice for whatever product or service you're trying to sell them, then it'd be pretty stupid to have all of that professionalism dismissed by a simple mistake: assuming you're going to SAVE money by not getting a toll free number!

The fact is, the sight of a toll free number is something that subconsciously stirs an idea of professionalism - something we're accustomed to from corporate America. Area codes are for calling your relatives and friends, after all. The phone prefix "800" or "877" or "888" for some reason, as if by magic, stirs in us the image of a phone operator in a tall skyscraper that deals with hundreds of clients a day - someone that doesn't make their living off of ripping people off. The appearance of professionalism is the embodiment of confidence within the business world.

Okay, so you're convinced... now what? ## Not having a toll free number for your ecommerce business (no matter how small) will cost you more in the long run than the short term savings will save you. The best part is though that toll free numbers are not NEARLY as expensive as one might be inclined to think! In fact, at the moment the prices for toll free numbers are as low as 2.7c/min from places like

www.patricklongdistance.com

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What other services can I benefit from? ## It just so happens that toll free numbers are not the only affordable telecommunications service that might be useful to the owner of an ecommerce web site. Conference calling (for those teleseminars), low long distance rates, broadband or t1 internet access, and more are all examples of things that can be gotten more cost effectively off the internet via web pages such as the one I provided in the last paragraph.

Jacob Richards hosts a website about building the ecommerce web sites. (

<http://ecommweb.blogspot.com/>

)

Do your kids have a "Safety Telephone Number"? If not, you should get one for FREE!

By Chris Landry

What is a "Safety Number"?

A Safety Number is a toll free number (i.e. an 800, 877, 888, 866 number) that parents can obtain so children can call home for FREE from any telephone in the United States. If your child needs to get a hold of you because they are lost, scared, hurt, or in trouble, they can pick up any phone (even a payphone) and call home even if they don't have any money on them.

Most people think a Toll-Free number is primarily used for businesses. There are some famous Toll-Free numbers like 1 800 CONTACTS, 1 800 FLOWERS, and 1 800 MATRESS for instance. They have been very effective for businesses for a while. Now they are starting to grow in popularity among parents. Since the FCC mandated that the numbers be portable (meaning a customer can keep the same Toll-Free number when they switch Toll-Free carriers), competition has driven the price of Toll-Free numbers down. The cost of having a Toll-Free number is next to nothing. Toll-Free numbers can be acquired for free, have no monthly fees, and parents only pay 4.5 cents per minute when their children call home. If the call is made from a payphone, there will be a one-time fee of 35 cents plus the 4.5 cents per minute for the call. Considering that a collect call will cost around two dollars, it is a small price to pay for the security that a Toll-Free number provides.

It is recommended that you write down your "Safety Number" and attach it to your child's backpack or write it on the inside of their belt with a marker. You should teach your children how to dial the "Safety Number" and practice dialing the number periodically. It is recommended that your children practice dialing your "Safety Number" every time you change your clock at Daylight Savings Time.

What is a Toll-Free Number and how does it work?

Toll-free numbers are numbers that begin with one of the following three-digit codes: 800, 888, 866, or 877. Toll-free numbers allow callers to reach businesses and/or individuals without being charged for the call. When Toll-free numbers are dialed, the call rings directly to either your home or work telephone line in which you choose. The charge for using toll-free numbers is paid by the called party

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instead of the calling party. You may change the "ring to" number at anytime by calling the customer service department of your Toll-Free carrier.

How can I get a FREE "Safety Number"

When choosing a Toll-Free service provider you should look for a company that will provide you with not only great rates but outstanding customer service.

We recommend Powernet Global (PNG) for a Toll-Free service provider because they offer no monthly fees, no minimums, 4.5 cents per minute, and World Class customer service. Call in your order at 866-706-0007. A PNG sales staff member will answer the phone to take your order. Ask for a "Stand Alone Toll-Free" number and give identification number 0012653 Give them your phone number that

you would like to ring when your Toll-Free number is dialed. 5 working days later, you will receive your new toll free number via email. Give your new toll free number to your kids or whomever you choose to be able to call you for free.

Chris Landry is president of

<http://www.CheaperLongDistance.com>

and

<http://www.VoIPChoices.com>

–

both consulting firms specializing in VoIP and Toll-Free numbers. If you have any questions, go ahead and call him. . He can be reached at (877) 791-1214. After all, he is only paying 4.5 cents per minute for the call.

Do your kids have a "Safety Telephone Number"? If not, you should get one for FREE!

Free phone Numbers: help to keep your business going

Choosing The Right Internet Fax Service

1-800-Get-Rich Can Toll Free 800 Number Domains Pay Off?

Ecommerce Stores

Fax Reaper Pro Software

Email Spider Software

WebSite TollBooth – Analyze Your Web Traffic like Never Before!

Rolodex Pro Contact Manager Software

See-Thru Guide for Cameras

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