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# VOICE MESSAGES THAT GET MORE CALL BACKS!



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If done well, voicemails are a personal, human message that just sits there waiting to be found. Plus, if you get a call back, you know they are calling when they have some time to speak. The problem is 99% of voicemails or voice notes are ineffective because they miss the most vital ingredients... **URGENCY + INTRIGUE!**

Try not to fall into the trap of thinking the voicemail is an opportunity to leave information or even pitch... **WRONG!!** The sole purpose of good voice message is to get someone to call back. If you give them all the info then there's less chance they will do this. Think of it like a mini cliff-hanger on a Netflix series. That's the kind of feeling you need to create.

## Here's what most people do...

*"Hi this is a message for Laura, this is Craig calling from Craig's Gym.*

*I'm just calling because you signed up for our intro offer and I want to get you booked in for your first session.*

*We have classes available every day so just let us know when will work best for you. You can call us at the studio or book in online via the link.*

*Have a great day and hope to see you soon, bye".*

## Here's a better version...

*"Hey Laura, Craig here from Craig's Gym.*

*Well done on grabbing one of our offers. I just saw your details come through so wanted to catch you. There are a few things I need to talk to you about.*

*Could you give me a quick call back please. I will be around until 3pm. Thanks."*

**Text / WhatsApp / social media follow up:**  
*'Hi Laura, just left you a voicemail. Give me a call back on this number. Thanks, Craig.'*

Obviously, this means you need to have something ready to tell them about when they do call. This could be any number of things you have going on in-house, but if you've planned your offer strategy properly, you should already have plenty of extra value to share to build more excitement ahead of their visit..