

1 - 8 0 0 B R A N D S 5 FATAL MISTAKES

MAKE ANY ONE OF THESE MISTAKES AND YOU'LL LOSE UP TO 25% OF YOUR CALLS

- 1 PREFIX**
Your 1-800 Brand must begin with the "800" prefix. Using an 888/877/866 prefix will guarantee that you will lose calls—perhaps to a competitor or an adult entertainment line!

~~1-877-DENTIST~~
1-800-DENTIST™

- 2 NUMBER HYBRID**
Your 1-800 Brand must not include numbers. People remember words not numbers, which means you'll lose calls. The only exceptions are meaningful numbers like 911 and 411.

~~1-800-54-FLOWERS~~
1-800-flowers.comSM

- 3 SPELLING**
Your 1-800 Brand must be easy to spell. Simple words are easy to remember. Also, don't use the letters "Q" and "Z" as many phones don't have these letters.

~~1-800-PHREE-CALZ~~
1-800-COLLECT®

- 4 WORD CHOICE**
Your 1-800 Brand must be part of the American lexicon. It must make sense and describe your product/service or fit in a well crafted tag line like "call 1-800-SOLUTIONS for solutions to your financial problems."

~~1-800-LENS-DOC~~
1-800-CONTACTS™

- 5 EXECUTION**
Execution is everything. Your 1-800 Brand must be seamlessly intertwined and highly visible in everything the public sees or hears about your company.

~~1-800-321-J.P.M.S.~~
(John Paul Mitchell Systems)
1-800-THE SALON®

Simple? Seems like it. Obvious? Not always.

Founded in 1989, Dial 800 is the leading Exclusive-by-Market licensor of 1-800 Brands in America. Dial 800 set MCI up with 1-800-COLLECT. It made history, creating \$2 Billion a year in revenue and capturing a 60% dominant market share of the collect call market. Give us a call today at 1-800-DIAL800 or visit us on the web at www.dial800.com!

DIAL 800
When you want your phone to ring.