



Boring Voicemail – Boring Person – Boring Firm?

Voicemail...don't you just hate it?

So let me ask you...what's is *your* voicemail like?

Is it...

"This is Boyd Butler, it's Tuesday,
your call is important, I'll call you back blah blah?

**Or does it reflect your uniqueness, personality
and ability to offer value.**

Does it make me think? Or promise something?
Or reflect your quote of the day. (As my [Twitter](#)
account does)

Or offer a guarantee?

Think about your voicemail.
(And your out of office email message. Which
are still not cross-selling most of you!)

Everything that communicates is marketing.

Use it to your advantage by giving value always.

**So if your voicemail stops hearts with boredom
- why not change it?**

Boyd

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If you want to say thanks [here are some
things](#) I would really like..;-)

How about forwarding this email on
to three solicitors you know?

Or get them to sign up themselves?

<http://twitter.com/boydbutler>