

Script Writing Tips

Nobody knows your business/organization better than you do – that's why there's nobody more qualified to create a custom on-hold script...than you!

You don't need a degree in journalism to develop high quality, professional messages. In fact, all you really need is a clear idea of what you want your callers to know about your business/organization **and keep callers interested and focused on your business/organization**. But where do you begin?

Here are a few tips on developing your custom on-hold message script:

In order to make your script, you must first determine the primary focus of your on-hold messages. Do you want them to:

- a. Establish a professional/corporate image. **Provide interesting company information and years in business.**
- b. Promote specific products/services. **Introduce new products and services. Increase product awareness, mention important manufacturers or lines you represent.**
- c. Announce special offers/promotions.
- d. Educate callers about an unknown fact, service, or product. **Answer frequently asked questions. Include current news item about your industry, include customer benefits.**
- e. Set your business/organization apart from your competition.
- f. Instill customer confidence. **Mention an award for community service, honors received by a key officer or valued employee.**
- g. Build customer loyalty. **Give customers tips on saving time, money, etc. with your product or services.**
- h. Entertain and/or keep your caller occupied.

Information to Include –

Your on-hold message production is the ideal vehicle for you to highlight the most positive attributes of your business/organization. Maintain your focus on information that your caller will find exciting, interesting, thought-provoking, motivating, etc. – especially information they would not otherwise have access to.

Stay way from jargon and highly technical language/terms which require intense concentration on the part of the listener.

Don't Reinvent the Wheel!

If you already have advertising copy from a company brochure, radio TV, or print advertising, you may want to review and/or revise it as necessary to use in your on-hold messages.