Setting up a Call Capture Phone Number

First Set up a twilio account

1 - Go to https://www.twilio.com/ and click on the "sign up" link on the top right of the home page. Then fill in the short form to set up you account.
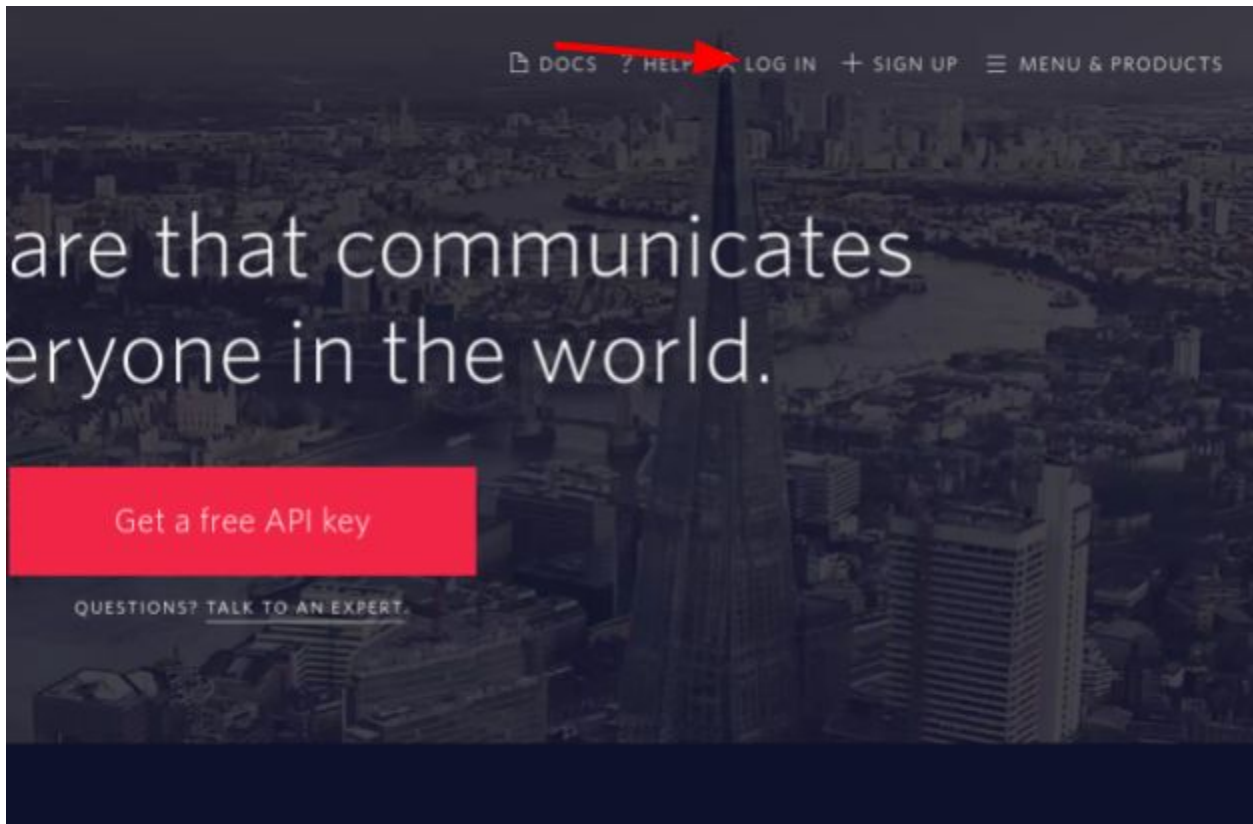
2 - About a quarter of the way down the page you will see a link that says "buy a number." Click on the link and choose a number that you like. If you are prospecting local businesses its best to choose a local zip code. You can search by number or location. I would suggest clicking the drop down and choosing location. Type in your location (city and state) then

choose the number you want to use. This only costs $1/mo and less than one cent per inbound call. By far, this is the least expensive way to go about this.

Account Summary

ACCOUNT SID	AC559b1b4272e39191c7f58a6cf4f91b88
AUTH TOKEN	⊙ ••••••••••••••••••••••••
BALANCE	+$12.30584 Auto Recharge is **OFF**

Account Details

Recently Used Products

# Phone Numbers	✎ Programmable Voice
Buy a Number	View Logs

All Twilio Products

Communications Cloud

News & Tips

We've got a tutorial for yo
Whether you're marketing
application, there's tons of
to build something new.

Buy a Number

COUNTRY
🇺🇸 **United States** (+1) ⌄

Can't find the country you need?
Please let us know.

Location ⌄ 919|

CAPABILITIES ⦿ ANY | ☐ Voice ☐ Fax ☐ SMS ☐ MMS

Different numbers have different communications capabilities. Select the ones your phone number need

Search   Show Advanced Search

3 - Once you choose your number, press "buy" to the right of that phone number and you are done for now.   We will come back to this number later on.

## 3.4 Set up your voicemail recording

This part will be simple and easy. We'll cover the recording of a powerful voicemail message as well as how to integrate it with your twilio number by hosting the recording on your twilio account. You will record 2 different messages - the *first* (**optional** - only used with the Fast Track Method below) being the #1 recording you will drop directly into the cell phone voicemail inbox (you will not need this 1st message if you are using the free method) and the second (this is required) will be the #2 recording they will

hear after they call you back from hearing your initial message. For this recording you just want it to sound natural while leaving a small teaser. This increases their eagerness to hear back from you.

The reason we want to direct all calls to a voicemail inbox(via your twilio number) is to prequalify interest. If someone gets your initial message and takes the time to call back, listen to your next recording, and then leave you a message to call them back… they are interested and highly motivated.

1. (*Optional* - Only used with the fast track method below) Use any MP3 recorder to record message #1. This is the first message is your brief message. Something like this - *Hi, this is _____, I know you were not expecting my call but I just called a couple of other businesses and thought I would call you too. I have a way to increase your bottom line be getting local customers wanting to do business with you… calling you directly. Call me back at (your twilio number.)*

2. Use any MP3 recorder to record the message #2 that business owners will hear when they call you back after getting your first call message. I like to use any app for android or iphone searching mp3 recorder. If you would prefer a desktop version here is a link. https://chrome.google.com/webstore/detail/hi-q-mp3-recorder/cadomijegaocbcmigjgkpacjlgjnaoem?hl=en Install the app and simply record…

3. Here's the script: *Hi, thanks for calling. I'm not available right now but I think we may be a great fit for making your business life a little easier by getting you a steady stream of customers .. wanting your business. Now I am only looking for 1 owner per zip code and have already left several messages for your competition. Kindly leave your name and number and I'll be in touch.*

4. Simply download the message and send it to yourself via email(if you are using a cell phone application.) Then download it to your computer.

5. Go to https://www.twilio.com/console/runtime/assets/public and upload the message by clicking on the red "plus" sign under "Assets" as show below.
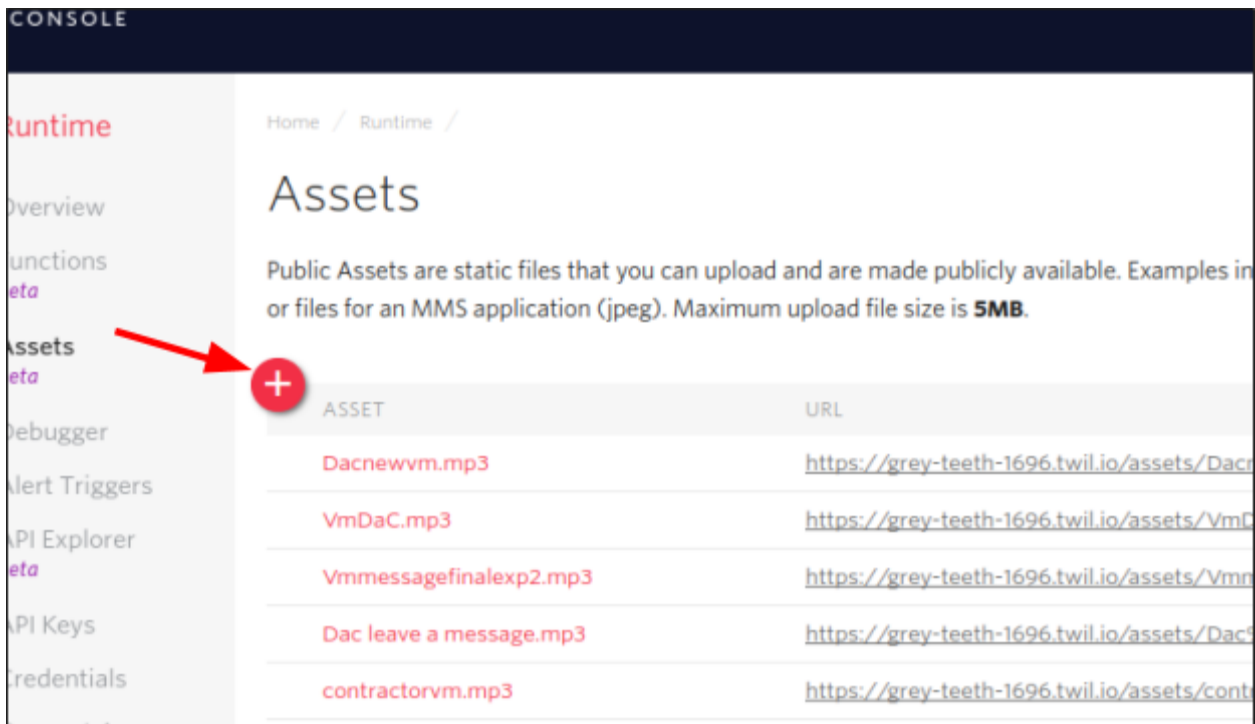
3.5 Set up your automatic voicemail to weed out the buyers from the lookers

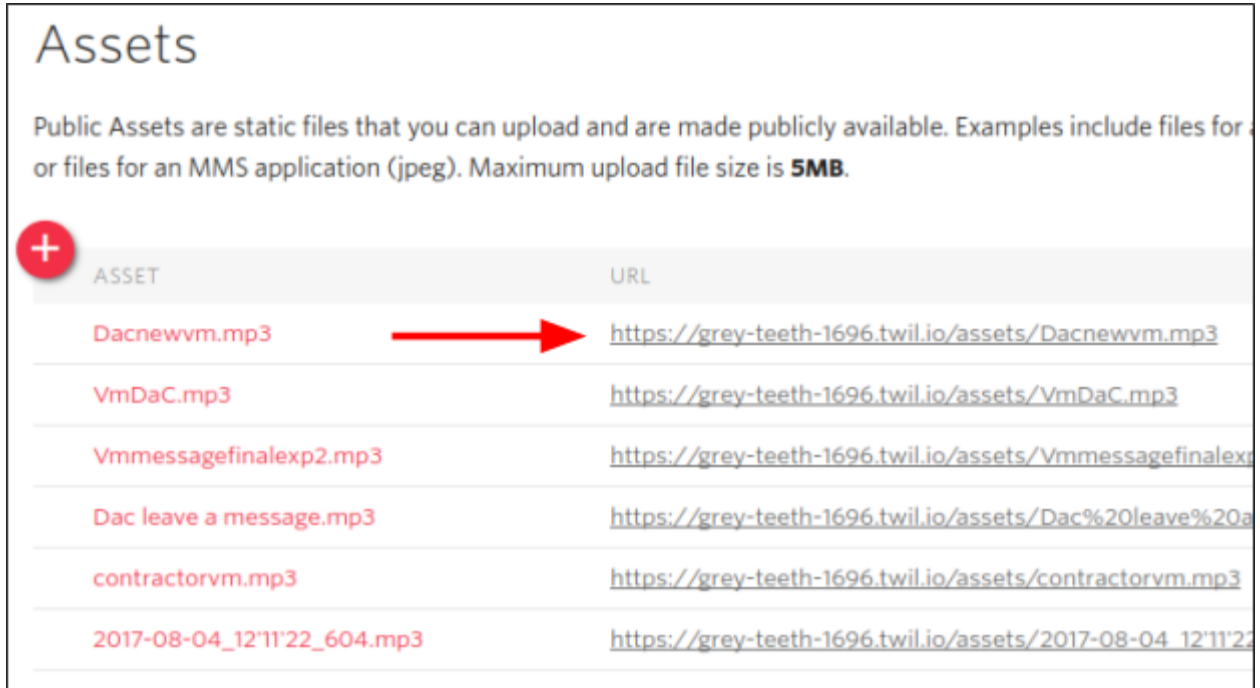This set involves a simple way to prequalify your leads. It works like this… The owner hears your initial voicemail (the one that bypassed their ring on the cell phone and went straight to their inbox - we will set this part up pretty soon.) They call the number(your twilio telephone number) you left in that message to get more information. When they call it goes straight to the voicemail greeting you already set up in the previous step.. They leave their info and you now have a high quality lead to follow up with.   Let's set up this voicemail system right now.

1. Go ahead and copy the link that was generated from uploading your #2 recording in the previous step. Here's the url again to go back to where we left off - make sure you are already logged in.
https://www.twilio.com/console/runtime/assets/public

Assets

Public Assets are static files that you can upload and are made publicly available. Examples include files for ⌐ or files for an MMS application (jpeg). Maximum upload file size is **5MB**.

ASSET	URL
Dacnewvm.mp3	https://grey-teeth-1696.twil.io/assets/Dacnewvm.mp3
VmDaC.mp3	https://grey-teeth-1696.twil.io/assets/VmDaC.mp3
Vmmessagefinalexp2.mp3	https://grey-teeth-1696.twil.io/assets/Vmmessagefinalexp
Dac leave a message.mp3	https://grey-teeth-1696.twil.io/assets/Dac%20leave%20a
contractorvm.mp3	https://grey-teeth-1696.twil.io/assets/contractorvm.mp3
2017-08-04_12'11'22_604.mp3	https://grey-teeth-1696.twil.io/assets/2017-08-04_12'11'22

2. Now go to https://www.twilio.com/labs/twimlets. Scroll down until you see "what twimlets are available" and click on "voicemail."

What Twimlets are Available?

Forward: will forward a call to another phone, and optionally forward to a new URL if the call isn't answered or the line is busy.

Find Me: will ring up to 10 phone numbers in order, until somebody answers the call, and forward to another URL (or Twimlet) if none of the numbers are answered.

Simulring will dial 2 or more (up to 5) phone numbers simultaneously, and the first person to answer is connected to the caller, and forward to another URL (or Twimlet) if nobody answers.

Voicemail will ask the user to leave a message, and will email the audio recording to a specified email address.

Simple Menu will play a message for the caller, and wait for them to press one or more digits, launching them to a new URL (or twimlet!) based on what they press.

Simple Message will play one or more audio files, say one or more text blocks, or any combination of both.

Call Me is a simple version of **Simulring** or **Find Me** that only rings one number, and forward to another URL (or Twimlet) if nobody answers.

Echo simply outputs TwiML passed in via the URL. Useful for building completely stateless apps that place outbound calls.

Conference allows you to build a simple conference line. The conference may be

3. On the next page scroll down until you see "twimlet generator: voicemail." In the "email" field enter the email you want to receive the voicemail recordings that prospects leave you. In short, when the prospect calls you back and leaves you a message - a recording of that message will be forwarded to your email. In the "message" field past the url you copied from in step 1 (#2 recording url) above. Pick "true" from the "transcribe" dropdown.(This will email you the voicemail message from prospect and also transcribe the message into written format)

Try It Out!

Using our Twimlet Generator, you can build up a Twimlet URL right here:

Twimlet Generator: voicemail

Twimlet Configuration

Email: mikepaul@gmail.com

Message: https://grey-teeth-1696.twil.io/assets/Dacnewvm.mp3

Transcribe: true

Resulting URL

http://twimlets.com/voicemail?Email=mikepaul%40gmail.com&Message=https%3A%2F%2Fgrey-1696.twil.io%2Fassets%2FDacnewvm.mp3&Transcribe=true&

4. Look right below these fields and you will see a long "resulting url." Copy it now.

5. Go to https://www.twilio.com/console/phone-numbers/incoming and click on the number you purchased earlier. Scroll to "Voice & Fax." Underneath you will see the line that says "a call comes in." Leave "web hook" as it is and paste the "resulting url" from step for into this field. Click "save" and you're done.

Phone Numbers

Number ⌄		Voice URL

NUMBER	FRIENDLY NAME	CAPABILIT
		VOICE F
+1 919-336-███ ⬅ Cary Bst Res Triangle, NC	(9██)███████	☎ ▣
+██████████ Cary Bst Res Triangle, NC	(9██)███████	☎ ▣

* Can send/receive calls to domestic numbers only
† Can send/receive sms to domestic numbers only
‡ This number does NOT support SIP Trunking
(beta) This number is new to the Twilio Platform

Test it out. Call your twilio number and listen to your recording. Go ahead and leave a test message to see if it gets forwarded to your email.

** *Note:* If the twilio system is too involved with what you are trying to do, keep in mind that there are several companies which offer similar services for a monthly fee. One I would recommend is **CallFire.com**. You purchase a telephone number like above, but they set up and track the lead filtering portion of everything for you.   At the end of the month you can download a report to send to your client.