

A close-up photograph of a window. On the left, white horizontal blinds are partially open, allowing light to filter through. On the right, a pair of purple curtains with a subtle floral pattern is gathered. The curtains have a thick, plush texture. The overall scene is brightly lit, suggesting a sunny day.

**1.800.DRAPERIES**  
**BLINDS & DRAPES**

[www.1800DRAPERIESANDBLINDS.com](http://www.1800DRAPERIESANDBLINDS.com)

**This number  
means business!**

# JOIN THE NETWORK

We advertise so people won't forget us. So why do we use phone numbers people can't remember? **Effective advertising makes it easy for people to remember us.**

Become part of the 1.800.DRAPERIES network and use this number in your advertising. It is the simplest way to make yourself unforgettable. You can do it without increasing the amount of advertising you're doing right now.

This brochure explains the 1.800.DRAPERIES network. It explains how to make your advertising more effective so that you'll automatically get more customers.

## WHY IT WORKS SO WELL

1.800.DRAPERIES is a mnemonic phone number, which means it spells a word. Mnemonic numbers work better in advertising than a sequence of numbers because people can remember them.

You've heard of FTD and 1.800.FLOWERS. FTD has been around 80 years; 1.800.FLOWERS less than 20 years. FTD was king of the floral business. Today 1.800.FLOWERS gets 4 times more calls and orders than FTD.

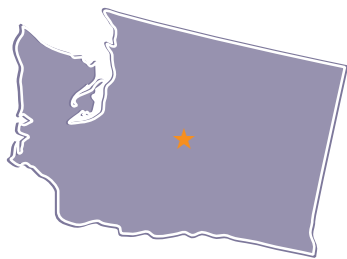
Americans love toll-free numbers that spell words. They make life easier. When we need a plumber many people think 1.800.PLUMBERS. It's the same for CONTACTS, KITCHENS, FURNACE, DENTIST, LIGHTING and so on. People believe a company with a powerful 800 number is better, more reliable and more credible.

## HOW IT WORKS

It's expensive to use a powerful toll-free number you aren't going to use nationwide. But our shared use network makes it extremely affordable because it divides the use of a number into local markets. So you only pay for what you need.

With our switching technology every call to 1.800.DRAPERIES is instantly identified and seamlessly forwarded to the right 1.800.DRAPERIES affiliate. If you're the 1.800.DRAPERIES network member in St. Louis every call from metro St. Louis goes directly to you in less than a second. As an independent company you get the enormous benefit of using this number as if it is exclusively yours.

### Example A



**Affiliate:** Diane's Drapes

**Diane's Target Market Area:**  
The State of Washington.

**Result:** All calls to 1.800.DRAPERIES originating in the state of Washington ring directly to Diane's cell phone.

### Example B



**Affiliate:** Better Blinds

**Better Blinds Target Market Area:**  
All of Brewster County, Texas.

**Result:** All calls to 1.800.DRAPERIES originating in Brewster County (circled above) ring directly to Better Blinds' office phone.

### Example C



**Affiliate:** Dynamic Drapes & Blinds

**Dynamic's Target Market Area:** The 313 (MI), 260 (IN) and 419 (OH) area codes.

**Result:** All calls to 1.800.DRAPERIES originating in the 313, 260 and 419 area codes (circled above) ring directly to the Dynamic Drapes & Blinds Sales Center.

# WHEN YOU JOIN THE NETWORK

## What You Get

If 1.800.DRAPERIES is still available for your market, when you join you get:

1. Exclusive use of the number 1.800.DRAPERIES in your market.
2. Listed on [www.1800draperiesandblinds.com](http://www.1800draperiesandblinds.com).
3. Linked from [www.1800draperiesandblinds.com](http://www.1800draperiesandblinds.com) to your website.
4. Calls forwarded to any number any time of day
5. Detailed call reporting to show you who is calling.
6. To make all of your advertising extremely effective.

## What it Costs

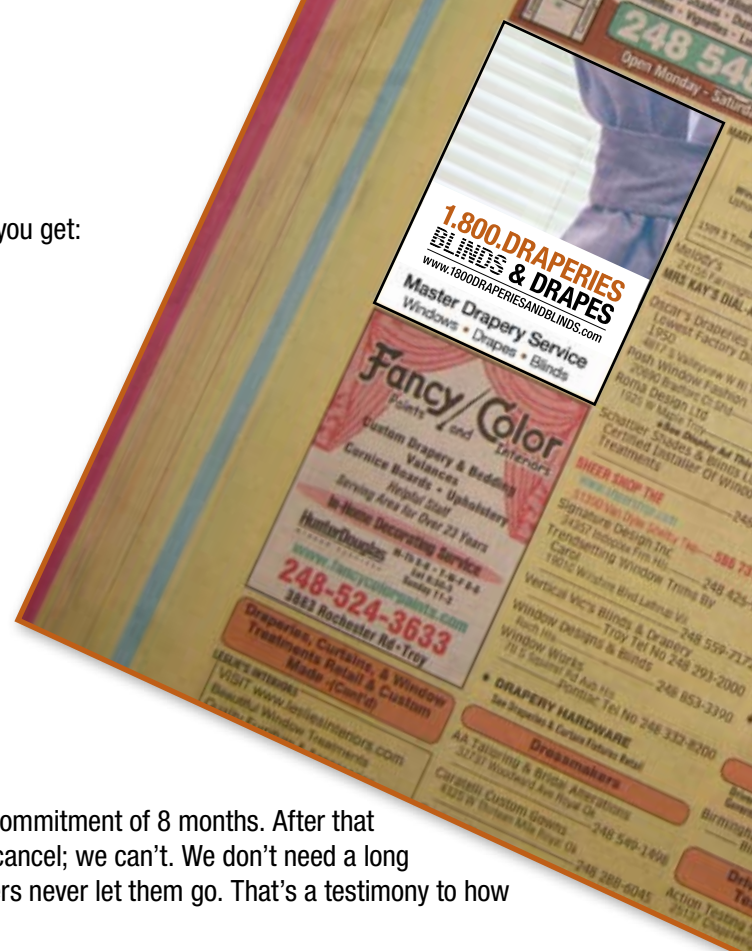
It's inexpensive! Depending on the area, size, and population of your market it can be as low as \$125.00 per month. The cost is insignificant. Use 1.800.DRAPERIES in your advertising and it will pay you back several times over with new customer calls.

## The Agreement

Becoming a 1.800.DRAPERIES network member requires an initial commitment of 8 months. After that you go to a no-obligation, month to month status. But only you can cancel; we can't. We don't need a long term commitment because 92% of the affiliates who use our numbers never let them go. That's a testimony to how effectively our numbers work.

## What You Need To Do

Just one thing: get 1.800.DRAPERIES into all your advertising quickly. The faster you get it into every form of advertising you do — business cards, letterhead, estimates, invoices, car magnet signs, newspaper ads, websites, craigslist listings, flyers, door hangers, yellow page ads, community bulletins, etc., the faster you'll see results. The key to this program is to use 1.800.DRAPERIES everywhere you can...that's the secret!



# WHAT THE MEDIA SAYS

“Advertisers using 1-800-VANITY numbers received 10 times the rate of response as those advertising with a numeric number.”

—Chicago Tribune Advertising Study

“Pharmaceutical companies often research what word 800 numbers are available before they name a new product.”

—The Detroit News

“An 800 number that spells something... maybe your business name or a keyword... is a great way to help brand and market your business. Word numbers are easy to remember and trigger instant recall.”

—Business.com



“Every major company has or wants to have a toll-free number that spells their company name or the product they sell. They know it's smart business to make it easy for customers to call them.” —Business Week

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# FREQUENTLY ASKED QUESTIONS

## 1. What do I do with my with my current phone number?

You keep it! We'll direct all calls for 1.800.DRAPERIES to that phone number or any other phone number you choose.

## 2. Do I need any special equipment or phone lines?

No! You tell us where you want the calls routed and we'll take care of the rest. It's that simple.

## 3. Some numbers have more than 7 letters?

Only the first seven digits register in the phone system. It doesn't matter if the caller dials the extra digit(s) or not.

## 4. How do I know the number is working?

The proof will be in the call reports we provide automatically every month. As the number gets exposure in your market you will see the call volume growing and growing.

## 5. What if I have two or three locations in a single market...or multiple sales people?

Our "Call Routing" system takes care of that. You can choose to have your calls ring rotationally to multiple sales people. Or, you can have calls ring to the location closest to the caller or have all calls ring to a single location.

## 6. Can I ever be cancelled or lose the number?

No! You remain an affiliate as long as you want. We can never cancel you unless you stop paying your bill.

## 7. Who do I call to sign up?

The contact sheet enclosed with this brochure shows the name of your account representative.



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A Platinum Toll Free, LLC Network  
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