

JUST THE FACTS SHEET #01: FOR COPYWRITERS

USING PHONE NUMBERS IN YOUR RADIO SCRIPTS:



When was the last time you waited for a phone number in a radio commercial?

Let me guess... NEVER!

99% of people do not sit around with a pen and paper waiting to write down a phone number when they hear it in a radio commercial.

SO DON'T INCLUDE ONE

Especially a mobile or cell phone number in any commercial script unless it is very, very, VERY easy to remember.



THE ONLY EXCEPTION is if it is a simple 1800 number -or- something easy to remember like 132 132 where the numbers are repeated.

