

# SCRIPT WRITING INSTRUCTIONS

## CUSTOM RECORDING DEVELOPMENT

- 1 Make each prompt a separate idea or topic describing your business, promotional material, services, location, and etc. You cannot tell a story with on-hold messaging. Your system plays 24/7/365, but only starts at the beginning (first prompt) every 2, 4, or 6 minutes depending upon the system you purchased.
- 2 We suggest that the total word count for each statement be approximately 40 words. If you wish to say more in a statement you can, by simply cutting back the amount of statements you use for your script. Don't turn your script into one huge paragraph. You merely want to highlight information, and leave the details to be discussed by your company representative.
- 3 Included in your packet you will find a SCRIPT SHEET and a sample script to use as a guideline. Feel free to write your script on plain paper to make it easier for the scriptwriters to read, but please use the script sheet for your voice talent and music selections, your address, phone and fax numbers and the contact person's name.
- 4 You may want to use your complete company name at least once, but shorten the company name in other prompts as a reminder such as AD-ON-HOLD, Inc. to AOH.
- 5 Our scripting department is available from 9 AM to 4 PM Eastern Time to assist you in developing your script. Or, the scriptwriters can develop your script from information from brochures you provide and from your website if available - at no additional charge. You will always receive a proof sheet to go over to make corrections or changes. Nothing is recorded until you sign off indicating your approval. CALL **1-800-236-4058** for help!
- 6 Choose either male OR female voice talent to read your message in the indicated area of the script sheet. If you wish to use both voice talents, there is a \$25 charge.
- 7 When you're ready to send your information please include a copy of your Numbered and Dated Certificate to us by fax to 419-227-8210 or mail to **AD-ON-HOLD, Inc., 768 N. Main St. Lima, Oh 45801.**