Longer Scripts

Voicemail #1 – "The Intrigue Hook"

"Hey [First Name], this is [Your Name] — real quick, I just took a look at your website and noticed something that might be costing you clients or credibility online. I've helped other [Industry, e.g. staffing firms] upgrade to a high-converting site that actually drives business — not just looks nice. No pressure — give me a ring back if you're open to hearing what we saw: [Your Number]. Again, it's [Your Name] at Searchlight Marketing. Talk soon."

Voicemail #2 – "The Quick Fix Angle"

"Hey [First Name], it's [Your Name] with Searchlight Marketing Solutions.We took 60 seconds to scan your site and noticed a few quick fixes that could instantly improve your online presence — like, literally low-hanging fruit. If you're open to a quick 5-minute call, I'll tell you exactly what we found. No pitch, just some ideas. Call me back at [Your Number]. Again, it's [Your Name]."

Voicemail #3 – "Missed Opportunity Angle"

"Hey [First Name], this is [Your Name] — I help companies like yours turn underperforming websites into lead-generating machines with Searchlight Marketing Solutions. I noticed something about your site that's probably causing you to lose traffic — and competitors are capitalizing on it. Not urgent, but definitely worth a quick look. Call me at [Your Number] if you're open to improving conversions. Again, it's [Your Name]."