



**1300**  
**Easy Dial**  
Phonewords

In only 2 months of operating with 1300FOCUSFIT we have received over 100 calls. I believe this are over and above our normal phone calls.

At Focus we have a 60% Enquiry/Appointment ratio and a Tour/Sale Ratio of 80%. This is a total of 48 new sales for April and May 2007 at \$650.00 Average membership, this adds up to an extra \$31,200 for 2 months only. These figures are simply awesome. Customers seem to love the increase in professionalism associated with a phoneword, and the feedback is that it makes our small to medium business seem a lot bigger. I am certain that our phoneword is going to make a huge difference to the amount of leads that we get simply because people DON'T FORGET OUR NUMBER. The team at Easy Dial are super professional and very helpful in getting everything set up for our 1300FOCUSFIT and I thank them for his advice and support with the implementation of this new marketing avenue for us. I am about to embark on our third health club and know that 1300FOCUSFIT will play an important role in getting this business setup to become profitable for our company.

**Travis Fitzpatrick**  
**Focus Fitness**  
[www.focusfitness.com.au](http://www.focusfitness.com.au)