

Making Money with a Phone Call

Thanks again for subscribing to my newsletter from <http://billbolmeier.com>. As promised, here's the article that accompanies the blog post [Making Money with a Phone Call](#).

So I'm working at my computer the other day and the phone rings. I look at the caller id and don't recognize the caller but I pick up, "Hello?" CLICK. Hmm? They hung up.

I check the caller id and search for the number using Google. Apparently other folks get called by this number and caller id description, and they also get hung up on when they call the number back. And there in lies the beauty of this. Why?

I put on my internet marketing cap on and started thinking. For this process that I'm going to outline, I'll be speaking in second person, as if you are setting up this process.

***Disclaimer:** I have not done this process and it's just an observation. If you decide to proceed with something like this, you're on your own. I don't even know if it works. There could be many bumps in the road when setting something like this up.*

With the disclaimer out of the way, here's the 411:

1. Phone Numbers - The goal here is to call out with as many phone numbers as you can over time. You can start with one phone number and build it up to hundreds and even thousands. You do not need a handset for the numbers that will be calling out because no one will be answering if anyone calls back.

2. No Bells and Whistles - Make sure these phone numbers don't have any bells or whistles on them. If there's voice mail, make sure it is full so when someone calls the number they hear, "Voice Mail is Full" message.

3. Grab Their Attention - Make sure you pick an attention grabbing id that will show up on a person's phone along with the phone number like "Health Care", "Political", "Credit Card", "Debt", etc.

4. Drive Traffic to Your Website - The sole purpose of these numbers is to phone out to a person, grab the person's attention and get them to browse to your website.

And guess what, they don't even have to answer the phone. You just want them to go to your website. That's what this is all about. Nothing else. **Driving traffic to your website.**

One note here, if the person answers, the information you'll be tracking is actually the fact whether they answered or not, because then you'll know they got the call and you won't bug (call) again at least for maybe a year.

Remember, you'll be dialing a huge amount of phone numbers, as many as there are people who own phones. So no need to call the same person over and over, just put them in a list that gets activated every x, where x is one month, one year, etc.

5. Auto-Dialing Software - For this step you'll need some kind of auto-dialing software (maybe caller id spoofing software) that will dial out using your reserved phone numbers.

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The attributes of the auto-dialing software might include things like checking the *National Do Not Call Registry*.

This step is huge and would play a big part of the process. Many details would need to be ironed out.

6. Setup a Website - Okay, time to setup a website. And a simple website at that.

One page that is dynamically created by a CMS or some other software that dynamically creates web pages. On each page will be a list of phone numbers with a short description like, "This number calls me and then hangs up. I'm wondering what it is, marketing?"

You can make the descriptions up to get started. Make sure the phone number is a hyperlink on the list of phone numbers web page. When a visitor clicks on the phone number link they will be directed to a page with more complaints or reports about the phone number.

7. Making Money – Now that the website is setup and running with a phone or list of numbers you're going to use, slap some AdSense ads on the site or ads that are targeted to a niche.

So for instance, if your first phone number is going to have something to do with credit card debt then tweak the site with keywords and keyword phrases that will display the correct AdSense ads or place ads on the site for other products and/or services that have to do with credit card debt.

The keyword phrase and other phrases associated with "credit card debt" currently pays quite a bit from Google AdSense.

8. Search Engine Optimization (SEO) – Now, you'll want to somehow (and that's a big somehow) rank in the search engines for not only the keywords and phrases that are related to the caller id description but also for the phone number.

So when people get a call from that number, they will go to Google and search for that phone number or phrase that showed up on the caller id description. You want to come up on the first page of the search results for that phone number or phrase. *Note: There are a ton of techniques for trying to rank high in the search engines and is something that takes time and is beyond the scope of this article.*

9. Demographics - If you're going to do something like this, you might be in a position to pay for your demographics. You're looking for people with demographic attributes of owning a phone, a computer, have credit card debt maybe, concerned about healthcare issues, a voter or politically involved person, etc. You can come up with attributes on your own.

Also, you could even have a service answer the phone and ask a valid question like, "What's your position on the Healthcare debate?" People like to talk about their opinion. Heck, you could possibly sell the answers to the questions for research purposes. But, that's a whole different business and we don't want to go in that direction right now.

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10. That's It, Or Is It? – To sum up then:

- you're calling out to a ton of people
- they are seeing your message and phone number on their phones
- they are answering and your hanging up when they answer
- they could call back and if they do they get a message that says, "Mail Box Full"
- they enter the phone number that called them or some phrase from the number's caller id description into a search engine like Google
- they get your webpage as a search result and click on it
- they see that other people have had phone calls from the same number
- they have the opportunity to leave a comment, or...
- they even have an opportunity to report it as spam with a form, but...
- when they do report it as spam, they are reporting it to you because you provided a link to a form on your website to report it as spam ;)
- you've placed Google AdSense or some other ad product and/or services on each and every web page.
- over time, with tons of people coming to your site, it makes tons of money. To the tune of approximately \$300,000.00 a year. Nice.
- Oh yea, people will view your website as so helpful, they'll write about it else where and link to you. Even sites that are highly regarded and have tons of traffic themselves. Links are gold to the search engines. In fact, you could create a bunch of smaller sites that link to this site to help build traffic to it.

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Look at this. Estimated Data about the website that lists the phone numbers I'm talking about.

| Estimated Data | |
|-------------------------|---|
| Website Worth: | \$ 346,361 USD (€ 235,322 EUR) |
| Yearly Ads Revenue: | \$ 292,169 USD (€ 198,503 EUR) |
| Monthly Ads Revenue: | \$ 24,347 USD (€ 16,542 EUR) |
| Daily Ads Revenue: | \$ 785.40 USD (€ 533.61 EUR) |
| Daily Pageviews: | 136,463 |
| Daily Unique Pageviews: | 136,463 |
| Daily Unique Visitors: | 98,175 ▲ (+56.4%) [More details] |
| Amount of Servers: | 1 |
| Servers Cost: | Between \$20/mo and \$50/mo |
| Bandwidth: | 12.71 GBs daily |
| Popular Countries: | United States, United Kingdom, Germany |

What Have We Learned?

Well, besides feeling a bit scammed, there's a lot here. The off and on-line marketing tactics. The fact that you're actually getting people to go to your website just by using the phone. No white hat or black hat SEO, although you could implement those techniques to help the process move along.

Google sees the traffic building to your website and starts ranking your site as an authority for reporting phone numbers that are bogus or seen as "scams".

If you owned a site like this, you can also comment in forums and blogs on how to be safe and check for these numbers that are calling your by point to your own website. Under the guise of helping others not fall for these scams. And who knows, you could even list other phone numbers that are related to legitimate scams.

If I'm right, after checking this site out with the various websites that report detailed information about other websites, this particular site was created in 2007 and their chart showed that in two years, the website was worth \$300,000.00 a year (see chart above). Not bad.

So, the next time you answer a wayward phone call and the caller hangs up, think about why that happened. There's a lot to it.



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