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Power Statement

1. Adjective _____
2. Adjective _____
3. Number _____
4. Market _____
5. Number _____
6. Number _____
7. Month _____
8. Number _____
9. Number _____
10. Number _____

Power Statement

No one brings the SERVICE, EXPERTISE, and SCALE that YP does.

AND no one has the volume of data that helps to build _____Adjective_____ marketing plans for local businesses like YP.

What I'm talking about is our Circle of Care solution where we provide a _____Adjective_____ service to customers who qualify. With this service we track every phone call that we deliver to those advertisers, we capture who is calling and where we delivered that lead from. In addition to that we hold ourselves accountable for delivering an agreed upon number of leads. Nationally, there are currently _____Number_____ customers with our Circle of Care service. Locally here in _____Market_____, we have _____Number_____ customers. And, we are meeting or exceeding on our lead agreement with over _____Number_____% of those advertisers. Just this _____month_____ we delivered _____Number_____ leads to those advertisers, with _____Number_____ of those leads coming from our print product alone. (And, not all of those _____Number_____ advertisers are even represented in our print product) And the best part of it is I can see how we are generating leads to the other plumbers in our area. And it is because of all this data that I can recommend to you with confidence a tailored marketing program with the right mix of products that fits the goals and budget of your business.

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