

[Plain English Home Page User Guide Home](#)

## Tips and Tricks

### Custom Message

Rather than use the default, generic message, which simply explains that the number is being used only for outbound text broadcasts, a custom message gives you one more chance to engage your prospect or customer, to inform, to drive traffic to your web site or sales staff.

Want to see what we mean? Call our corporate Text number: (248)742-7196.

The cost for this service is nominal, only \$50 per year. If you need to upload updates, subsequent uploads are only \$25 each.

### Tiny URL

Check out <http://www.tinyURL.com>. You'll find a FREE service that transforms a "normal" or long URL into something only about 25 characters long. As an example,

<https://www.usps.com/business/priority-mail-express-open-and-distribute.htm?>

becomes

<http://tinyurl.com/oo9f8em>

which is far more suitable for the small message format of Text messaging.

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