

# How to Write Effective Audio Scripts for Message On Hold and Telephone Recordings



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# Introduction:

## Working With Voice & Writing Audio Scripts

One of the most challenging aspects of writing for speech – as opposed to writing for print – lies in successfully optimizing text to be read aloud and recorded. On paper, long, complex sentences are easily devoured. When read out loud by a [professional voice over talent](#), these same sentences can sound awkward and confusing.

Special considerations and nuances must be taken into account when an audio script is to be recorded by a voice over talent:

- Pronunciations – Any word that may have an ambiguous pronunciation should be included.
- Linguistic concerns – Spelling, grammar, and punctuation issues can change the way a talent reads your script.
- Syntax – Does your sentence structure make sense when read aloud?
- Performance – Directorial and production requirements, timing and pace, style, and tone should all be noted as part of a script.

This eBook will provide a brief overview of the basic mechanics of writing for voice over talent, and explore different types of audio scripts for phone systems: Message On Hold, Voice Prompts, and Voicemail Greetings.

### Looking for Sample Scripts?

You'll find a few samples in each section of this eBook. If you're looking for more, visit:

<http://www.holdcom.com/sample-audio-scripts/>

## A special note about punctuation

When you write for print, you can take a lot of risks with grammar and punctuation. When you write a script to be read out loud, the rules for "proper" punctuation change. Your Message On Hold program, for example, is written to be read out loud by a professional voiceover talent in a conversational tone. You can't write a Message On Hold program the same way you write a brochure. It doesn't sound quite right and your callers just won't get it. By using the right punctuation, you can dramatically change how your on hold programming sounds.

### Common Punctuation for Message On Hold Programs

- Comma (,): a small pause in the middle of a sentence.
- Semicolon (;): a large pause between two complete—but connected—thoughts.
- Period (.): a large pause that finalizes a thought.
- M-Dash (-): a large pause, emphasizing what comes after the dash.

### Important formatting considerations for scripts

- Ellipsis (...): Often indicates a musical break. It should not be used to add a pause, as this can confuse production teams and voice talent.
- Bulleted or Vertical List: Ideal for a long list of products, services, or details. Using a bulleted list instead of commas or semicolons helps ensure a clean read.
- ALL CAPS: Words are often written in all capital letters to add emphasis (not volume). Text formatting like bold or italics is often lost, but capital letters are not.

The difference between writing a script and writing for print is that scripts must be written for the ear and written for effective delivery by voice talent. When you create a script that's listenable, your callers will better understand your business.

# Getting Started: What Kind of Script are You Writing?

Before we delve into the best practices for writing a clear and effective audio script, we need to dissect the process of script writing. There are two questions you should consider before beginning a new project:

## What Type of Script Am I Writing?

There are a few main types of scripts for telephone applications: [Message On Hold](#), [Voice Prompts](#), and [Voicemail Greetings](#).

### Message On Hold Scripts

“Message On Hold” refers to the audio content that plays to callers on hold or in queue. It is a continuous loop of music and messaging that plays as callers wait to speak to a “live” company representative.

### Voice Prompt Scripts

Voice Prompts are the announcements for an automated attendant or IVR that greet callers, provide menu options, and assist telephone navigation. They’re often the first recordings a caller hears, before they enter an extension or speak to a representative.

### Voicemail Greetings

Voicemail greetings are the recordings callers hear when your business is not open or you can’t take their call, and their call is forwarded to a voicemail box. You might also hear them called “answering machine” messages.


## What is the Function of My Script?

With the vocabulary defined, it’s time to consider how your script will be used. This can be strongly tied to the type of script you’re writing. For example, the function of voice prompts is frequently to direct callers to reach the appropriate department, while the function of a Message On Hold program is to inform callers about a business.

Some keywords that highlight script functions and can guide your writing are:

- Direct
- Inform
- Promote
- Persuade
- Entertain
- Sell

Your script may need to do one or more of these things – and even something else! As long as the script function and goal are clearly defined, you should be able to develop great script content.



“Script  
Content is  
essential toward  
achieving a  
positive customer  
response and  
experience.”

## **Why is Script Writing Important?**

Regardless of function and type, the script must capture listeners' attention so they remain engaged while navigating menu options or waiting on hold for a live attendant. And it must do so in a manner that is efficient and unambiguous, user-friendly, and productive. Along with linguistic considerations and call-routing logistics, script content is essential toward achieving a positive customer response and experience.

The script that callers hear when their call is answered or placed on hold can set the tone for the rest of their conversation.

# Pronunciation

One of the most challenging aspects of writing a successful script is outlining the proper pronunciation. Because your final script is going to be read by a professional voice talent, it will be necessary for you to define some pronunciations for them, to account for things like accents and dialects or to define pronunciations for last names.

It is also important to consider words like “produce” which, depending on the pronunciation, can either mean “fruits and vegetables” or “the act of making an object or idea”.

Pronunciation starts with syllables and stresses. Phonemes, “the smallest units of differentiating sounds” are combined to form words. When writing out pronunciations, it is each phoneme that should be defined. For example, “arrest” could be written “uh-REST”. Here, the phoneme represented by the letter “a” is defined as the short vowel sound “uh”, not the long vowel sound “A”.

The best way to define phonemes before handing a script off to a voice talent is to write out the pronunciation, focusing on each phoneme.

Key Term:

phoneme

*The smallest units of differentiating sounds in a language, like the R and L in “rip” and “lip”.*

## Writing Phonemes

While dictionaries often have their own [pronunciation guides](#), they frequently rely on special characters to communicate differences in phonemes. When sending a document to another company or voice talent to be read, it's best to avoid special characters, as differences in technology can change or remove them from your script.

Because of this, we have an alternative system that is recommended for your audio scripts. Most of the differences in pronunciation come from vowel sounds and stressed syllables. We use capital letters to indicate a stressed syllable. For example, “rest” in the word “arrest” is emphasized, and the pronunciation is written “uh REST”.

## Sample Pronunciation Representations

### Short Vowel Sounds

You can represent a short vowel sound, like the “a” in “apple”, simply by writing the letter a, e, i, o, or u. Usually, a short vowel sound is followed directly by a consonant.

### Long Vowel Sounds

Long vowel sounds, like the “a” in “date”, require an alternative representation in pronunciations:

- Long A (date, day, main): **ae**
- Long E (me, sea, seed): **ee**
- Long I (pie, sigh, guy): **ie**
- Long O (most, boat, wrote): **oe**
- Long U (you, use): **ue**

### Other Common Sounds

- **Uh** – this is the “schwa” sound, which appears as “ə”, for example “via” is "VIE uh" and “arrest” is "uh REST"
- **Oo** – the “oo” sound as in “choose”, “chew”, “movie” or “tune”
- **Ah** – the “ah” sound as in “hot”, “mock”, “Bob”
- **Ow** – “wow”, “out”
- **Air** – “share”, “bear”, “hair”
- **Ail** – “male”, “sail”
- **Kw** – the “qu” sound, as in quick”
- **Zh** – like the s in “abrasion”, which would be written “uh BRAE zhuhn”
- **Y** – typically follows a consonant, similar to a long U sound, as in “View” (vyoo) or “beauty” (BYOOT ee)

Takeaway:

**“When sending a document to another company or voice talent to be read, it's best to avoid special characters, as differences in technology can change or remove them from your script.”**



Representing pronunciations becomes especially important when one word can be said more than one way. Here are some examples:

- Data: can be pronounced with either a long or short first "a":
  - Short a: DAT uh
  - Long a: DAET uh
- Anti-: can be pronounced with a short or long "i" sound or long "e" sound:
  - Long i: AN tie
  - Long e: AN tee
- Neurology: the first syllable can be pronounced with or without a y sound
  - With y: nyuhr AH loe jee
  - Without y: nuhr AH loe jee

**For more words, prefixes, and suffixes with alternative pronunciations, see the appendix.**

## Dialects

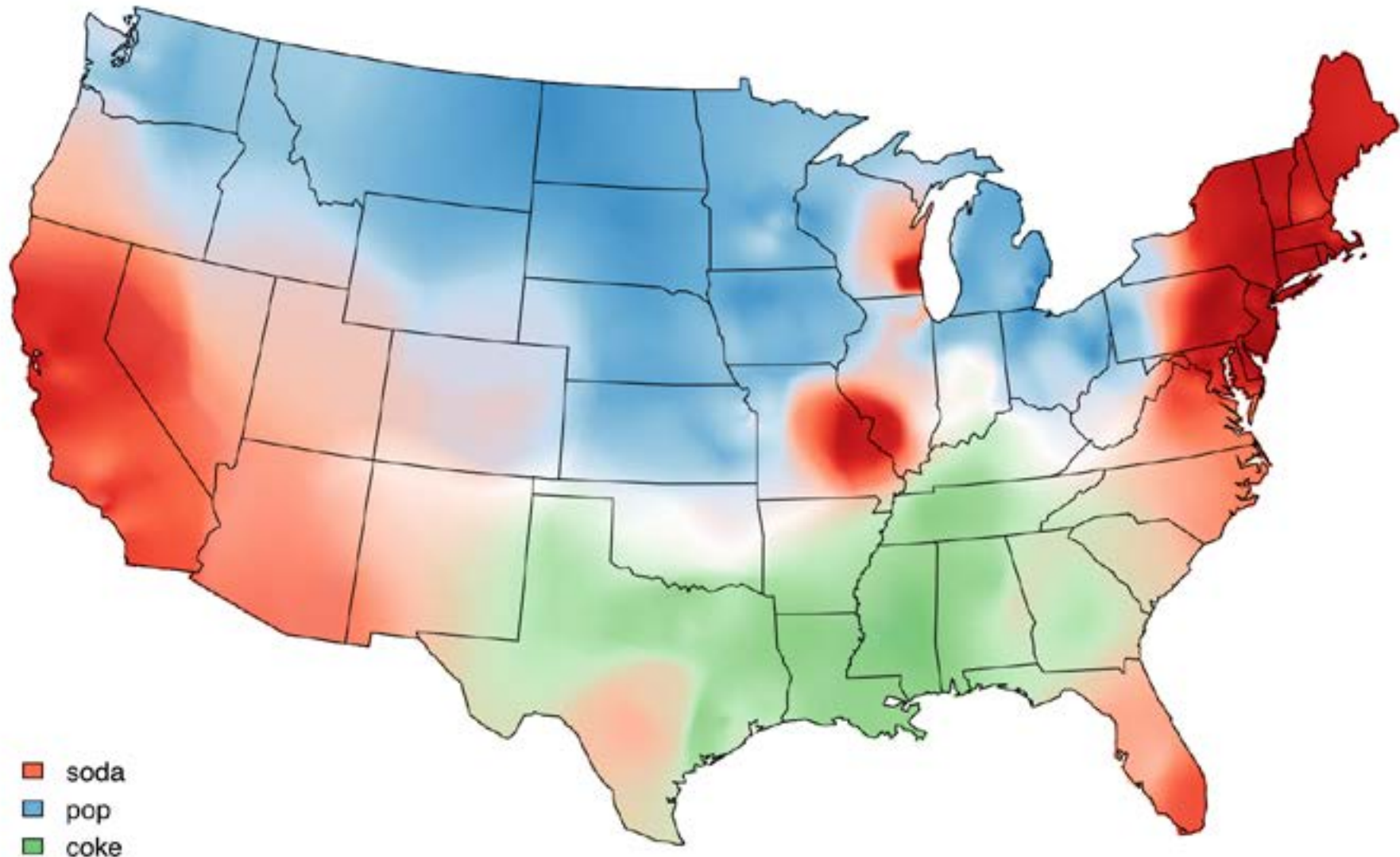
When defining pronunciations for your audio programming, be sure to keep dialects in mind. Telephone scripts are written for real people in real places—they depend on location and context. If you record a message for a company based in Louisiana using Bostonian pronunciations, you're bound to upset clients. Likewise, if your pronunciation cue for "Illinois" is "il ih NOYZ", and not "il ih NOY" (the correct pronunciation), your message will lose authenticity.

Here are some differences you'll encounter in US and UK English pronunciations:

	<b>American</b>	<b>British</b>
Process	PRAH sess	PROE sess
Versatile	VUHRS uht uhl	VURHS uh tie uhl
Garage	guh RAHZH	GAR ahzh
Innovative	in oh VAY tiv	in OH vuh tiv
Lever	leh ver	lee ver
Vase	vayz	vahz

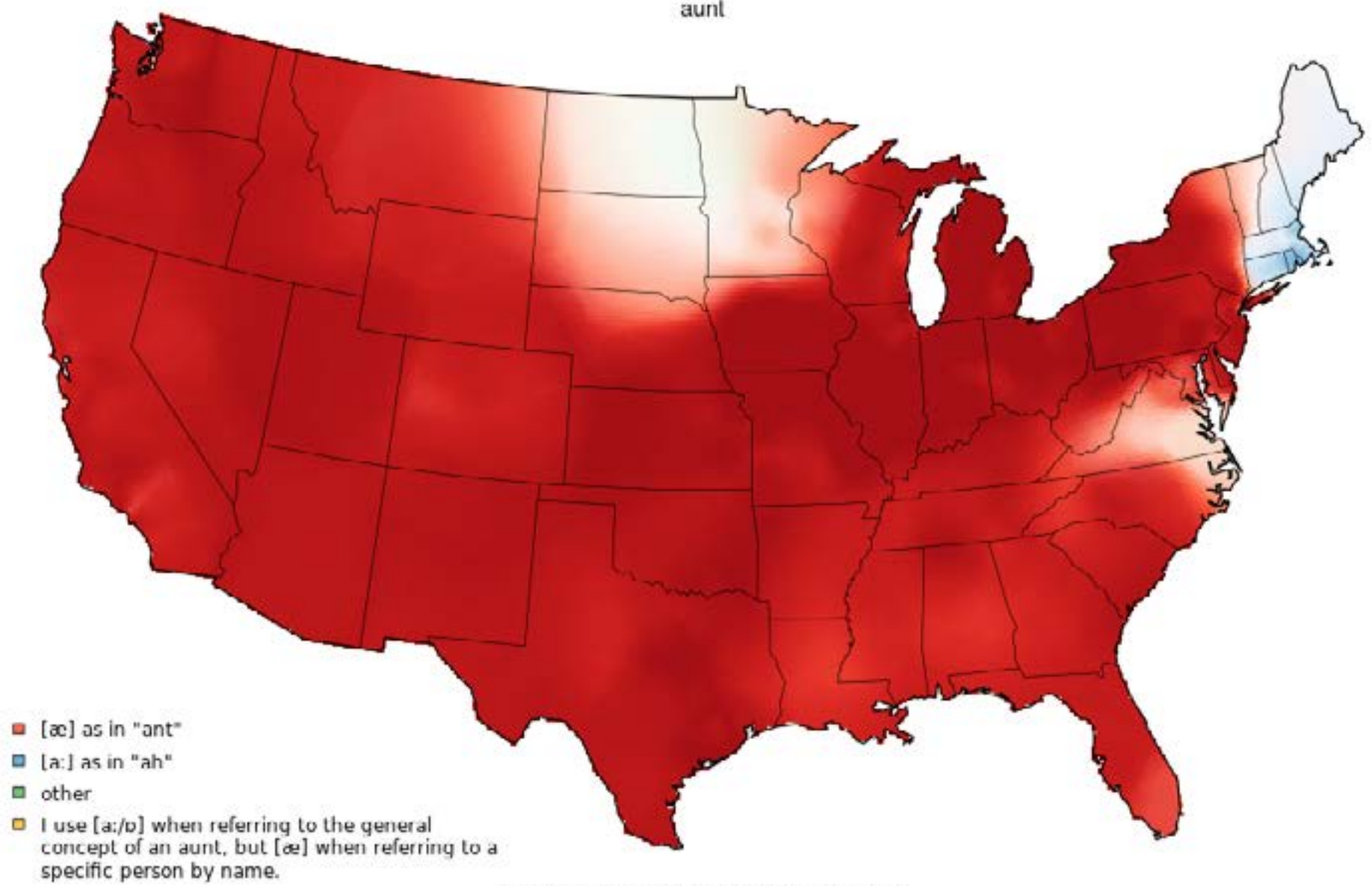
Even within the United States, there are significant differences in regional pronunciations. Joshua Katz, of North Carolina State University, used survey data from Bert Vaux to compile color-coded maps of the United States, highlighting (mostly regional) differences in speech and pronunciations. His [full collection of maps are available online](#), but here are some of our favorites:

**What is your generic term for a sweetened, carbonated beverage?**



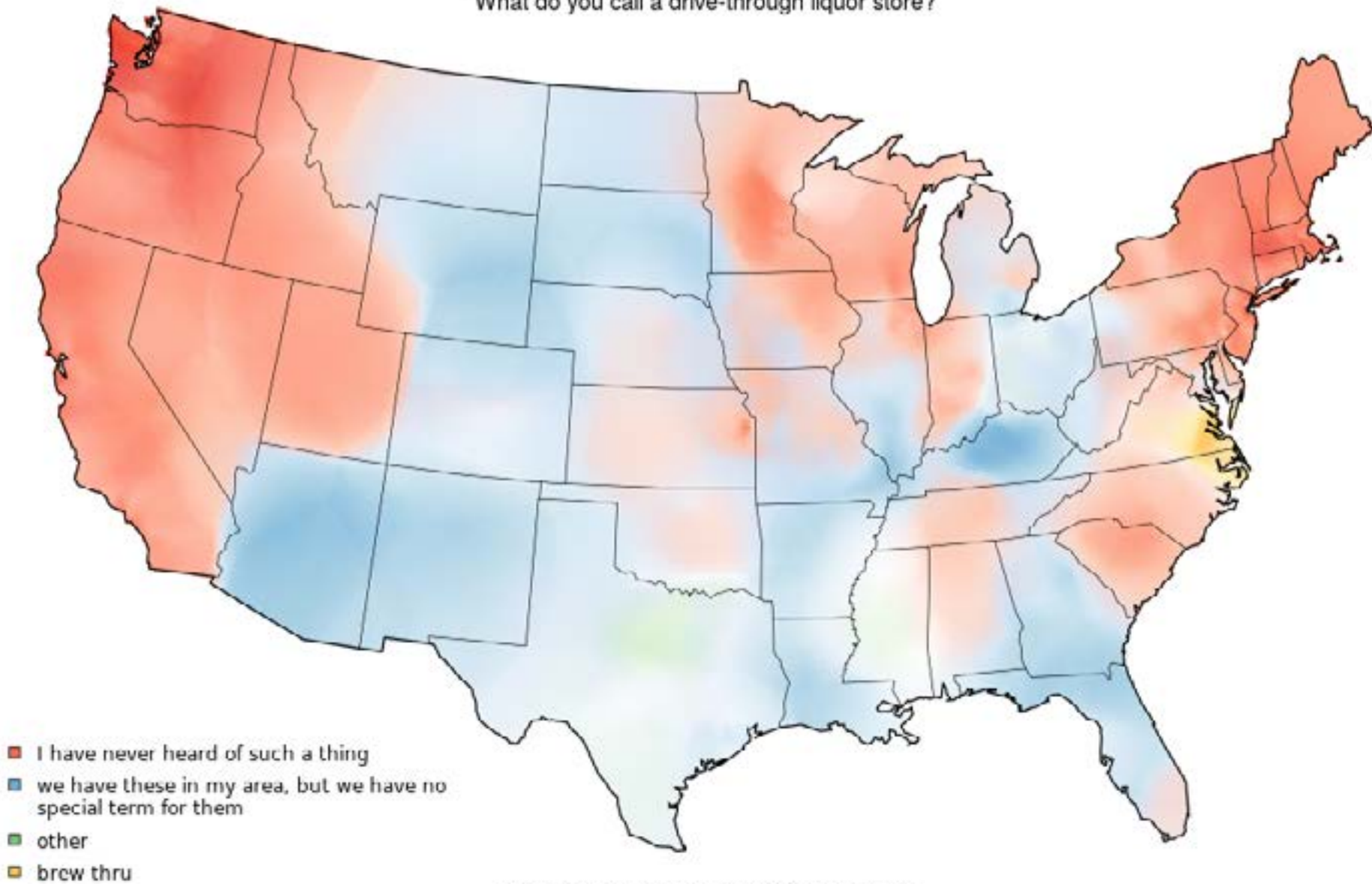
Map by Joshua Katz, Department of Statistics, NC State University  
Based on survey data from Bert Vaux, Department of Linguistics, University of Cambridge

aunt



Joshua Katz, Dept of Statistics, NC State University

What do you call a drive-through liquor store?



Joshua Katz, Dept of Statistics, NC State University



# Message On Hold Script Writing

A [Message On Hold program](#) provides your business with many ways to convey information to callers, so its content and production elements should be given serious consideration. An effective on hold script will meet the script *functions* or goals you decide on. You might want to inform callers, or entertain them, or even surprise and delight them. A well-written script is the way to achieve your goals and communicate effectively with callers on hold.


## What is Message On Hold?

Messages On Hold present a mix of marketing messages and customer service information that is mixed with music to play in a loop for callers waiting on hold.

A Message On Hold program is similar to a radio commercial in form, but more like a radio *talk show* in function. A script is written and recorded by a professional voice over talent, and set to music that plays both behind the script and during breaks. Choosing the right Music On Hold is an important step, because it sets the tone for hold time and later communication with a representative.

Messages On Hold give you the opportunity to:

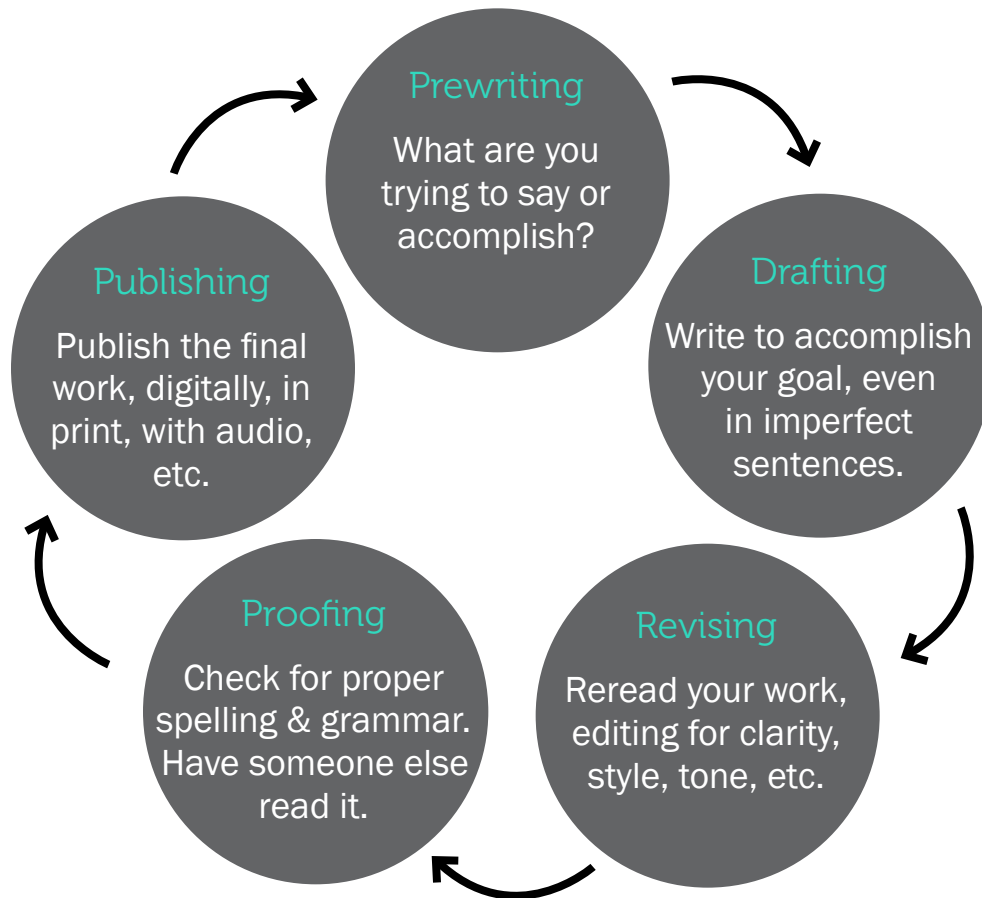
- Promote your website and social media accounts
- Sell additional products or services to already interested prospects
- Answer Frequently Asked Questions
- Keep callers happy while waiting
- Supply important customer service information



**A Message On Hold program is similar to a radio commercial in form, but more like a radio *talk show* in function.**

## The Writing Process

If you think back to your days in school, you might remember learning about "The Writing Process". Unlike [insert-class-you-hated-in-school-and-have-never-used-in-real-life here], the writing process is something you can actually use every time you write.



## Planning your Message On Hold Program

There are many ways to implement a Message On Hold program, and almost *any* content about your business is relevant...just be sure the information you're sharing is *appropriate*. While your clients are on hold with tech support, for example, they probably don't want to hear sales promotions – but they might want to know about your YouTube channel, where you feature how-to videos!

When writing this kind of targeted script, it's important to open communications between your customer support representatives and marketing departments. When these two groups work together, a clear picture of your client base, target demographics, and real-time feedback can develop. For example, you'll want to discuss how long callers typically wait on hold, so you can develop content that doesn't repeat for the average caller. With a little thoughtful planning, you'll be able to put together content that helps your clients, keeps them waiting patiently on hold, and encourages them to call and do business with you again.

## Writing

Writing is scary for a lot of people, but it doesn't have to be. After you've planned the type of messages you need to include and the audience you need to speak to, you're actually halfway through the writing process!

Here's how to start writing your Message On Hold program:

Decide how long your program will be.

- If callers typically wait on hold for 2 minutes at a time, *at least* two minutes of programming should be your goal, but a program that's a bit longer than this will be better, so clients won't hear repeated messages every time they call. It's okay to have *more* programming than you think you need. A typical program is 4 – 8 minutes, with some having much more content.

List the topics you'll discuss in your program.

- They can range from product/service promotions, customer service information, self-service options, and more. Each topic will become a paragraph of your Message On Hold program. You can use about 100 words to make up 1 minute of content (remember, there will be space for music!), so you can figure 1-2 paragraphs per minute. A few sentences should do it; less is frequently more when writing for the ear. (To help you judge length, this paragraph is 77 words, excluding this parenthetical.)

Write the content for your first topic.

- Here you go...the "tricky" part – actual writing! Except when you know what you're writing about and how long you need it to be (2-3 sentences is sufficient!), it's not so hard, is it? Here's one approach:
  - In your first sentence, introduce the topic to callers.
  - In the second sentence, explain how the topic will benefit them.
  - In the third sentence, wrap everything up by *calling them to action* – instruct customers to visit your website, find you on social media, or ask a representative for more information.

Repeat the process.

- Write about each of your topics in this way, then you're done! Well, kind of. It's time to revise and edit your writing to make it as appealing and effective as possible.

## Revising and Styling

When you revise what you've written, you have the opportunity to make your content sound as good as possible. Here are some tips for revising your script:

Read it out loud the first time.

- By reading your Message On Hold script out loud, you can see if your content flows well. You'll also be able to identify any typos. Try reading through a printed version of your script and place a mark or circle around any words or phrases that seem awkward. Then, you can go back and adjust them.

Consider your words.

- Have you chosen words that complement your business, brand, and industry? For example, a local bakery should focus on strong verbs and sensory descriptions that arouse smell, sight, and taste; a hospital would want to convey a professional but caring atmosphere and might use words like "warm" and "attentive".

Consider your tone.

- The way all of your words and sentences come together gives your script a distinct *tone*. The tone is what can help you reinforce your brand in your on hold messaging. Let's consider two mobile phone providers: Virgin Mobile and Verizon Wireless.

While you *could* create a template for every "cellular phone company" and fill in the blanks for each, it's much better to tailor script content to each *brand*. Because Virgin Mobile has a young audience, their on hold programming would be laid back and might include slang and current linguistic trends, read by a youthful voice.

Verizon Wireless, focused on business and enterprise consumers, would want a technically correct script with helpful content, read by a well spoken and articulate voice talent.

Have someone else read it.

- Once you've done your first round of edits, have someone else who is familiar with your brand read through the script. Encourage them to make changes and suggestions to your script, with your target customers and average callers in mind.



## Samples

Here are some Message On Hold samples, with an analysis of their content, to get you started.

First, a paragraph from Holdcom's own program, promoting our newsletter, [The Holdcom voice](#):

*As part of our commitment to our clients, “The Holdcom Voice” - our company newsletter - is published on a monthly basis. Each month we offer diverse articles ranging from business tips to featured technologies, always providing a glimpse of what’s new at Holdcom. If you’re not receiving our newsletter via email and would like to, email us at “Newsletter at Holdcom dot com” or inform your Holdcom representative.*

- **What is the function of this message?** To inform and promote.
- **What is the goal of this message?** To inspire a “call to action” for the customer to sign up for Holdcom’s newsletter.
- **What is the subtext of this message?** That Holdcom has many opportunities for businesses that go beyond simply providing a service—we care about our customers and want to be *the* source for media production.
- **What is the tone of this message?** Direct. Open. Inviting.

Compare that sample to these segments from a script for IS3, a security and antivirus software company:

*Did you know that our premium support team was nominated for the American Business Association’s Stevie Award for Outstanding Customer Service?*

*We know you didn’t call us to be put on hold, but we’re currently providing other subscribers with the superior service that has won us millions of dedicated users.*

*Did you know that seventy-five thousand engineering drawings were used to produce the first Boeing 747 airplane?*


- **What is the function of this message?** To entertain and inform.
- **What is the goal of this message?** To demonstrate IS3’s outstanding service and to keep the listener interested and occupied while waiting on hold.
- **What is the subtext of this message?** Not only is IS3 renowned in the professional world, but the company also has *personality*. These “random” facts are not placeholders, they represent IS3’s interest in the pursuit of knowledge. The facts provided are about quantifying “the greatest” or “the most”, the characteristics that can distinguish an individual from a crowd, just as IS3 wants to be distinguished from other software providers.
- **What is the tone of this message?** Outgoing. Concerned. Genuine. Fun.

## Message On Hold: More than A Time Filler

With music and messaging that appeals to your target market, you will captivate your audience. Your Message On Hold program can be more than a time filler for callers waiting, it can be an informative, entertaining, and educational tool.

With the right content, callers will not only stay on hold, but will have an *emotional* reaction to your message. How your Message On Hold is presented will determine whether they associate your brand with affinity, trust, impartiality, or distaste. Though your customers may not consciously be aware of these associations, your brand will create a deep impression, which is later transferred through word of mouth.

Since individuals can pick up on the slightest, most subtle social cues through the human voice, an initial positive impression is crucial to spreading your company's message.



**"Since individuals can pick up on the slightest, most subtle social cues through the human voice, an initial positive impression is crucial to spreading your company's message."**

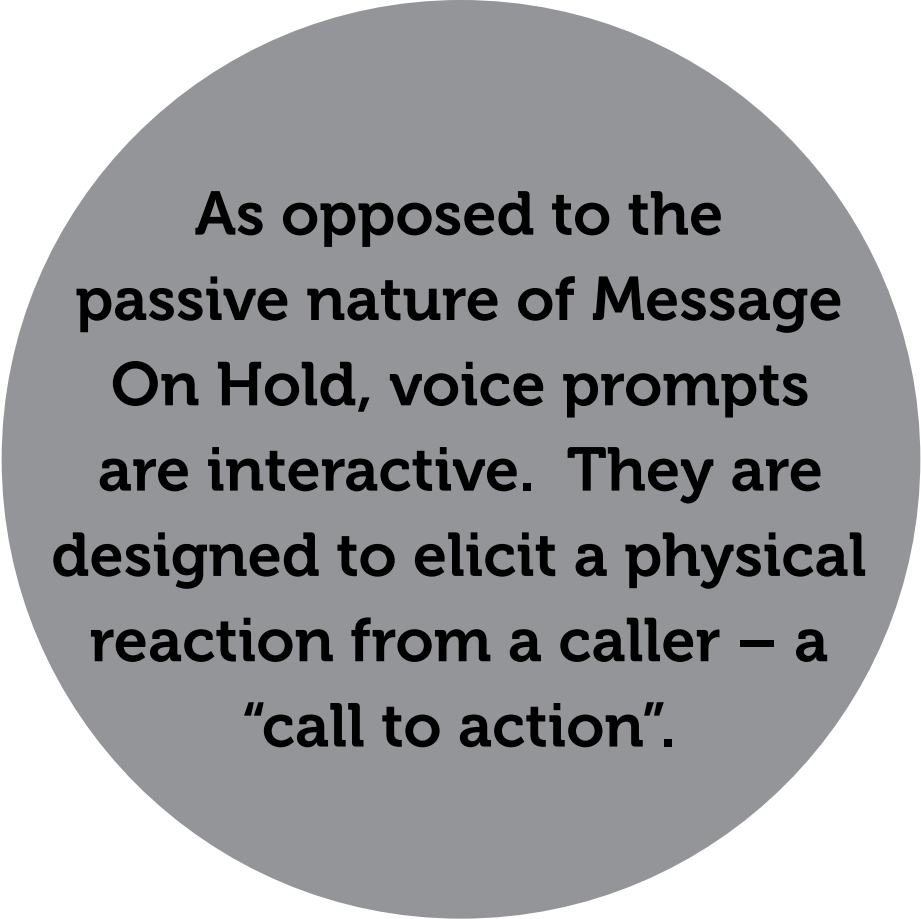
# Voice Prompt Scripts

## What are Voice Prompts?

“Voice prompts” are the commands on an Interactive Voice Response (IVR) or Auto Attendant System. These systems are effectively the systems that “answer” calls to your business. They allow customers to access a pre-recorded database – from your phone system to client information – through keypad input or speech recognition.

As opposed to the passive nature of Message On Hold, voice prompts are interactive. They are designed to elicit a physical reaction from a caller – a “call to action”. Typical voice prompts are one-line commands that instruct the listener to press a button, speak into the phone, or recall information. The voice prompt is more forward, making it an excellent opportunity to increase brand loyalty through interaction.

Because voice prompts are directive, it’s important that they’re concise, well written, and voiced by a professional.



**As opposed to the passive nature of Message On Hold, voice prompts are interactive. They are designed to elicit a physical reaction from a caller – a “call to action”.**

## Best Practices for Voice Prompt Scripts

To ensure clear, listenable prompts, follow these best practices:

Write for the ear.

Always remember that navigating through an IVR system is an *aural* experience. Your voice prompts will be *heard*, not *read*, so it's important to write for the ear, not for the eye.

Your callers don't have the luxury of seeing your script laid out in front of them while they're listening to your various menu options, list of departments, or employee directories. With this in mind, you'll be able to use language that is easy for callers to comprehend the first time they hear it, keeping customers happy and helping them reach the appropriate destination.

Use concise phrasing.

The main objective of a caller navigating an IVR system is to get to his desired party's extension as quickly as possible. If your script contains overly wordy phrases, it will take *longer* for him to reach a representative, and he'll get more frustrated with every passing word.

Here are two sample prompts. Which do you think is more appealing to callers?

*If you would like to be assisted by a member of our Customer Service Department, press 2 to speak to the next available representative.*

*For the Customer Service Department, press 2.*

Sample 2 features one short, directive sentence. Sample 1 is long winded and confusing. Your callers don't want to be confused, they just want to speak to customer service. When writing voice prompts, **less is more**.

Place extension numbers at the end of menu items, not at the beginning.

When a caller hears your IVR system, it's likely that he already knows what department he's trying to reach – he just needs the extension number. By that logic, it makes sense to offer your department name at the beginning of the prompt and the extension at the end.

That's why we say, "For sales and catering, enter two-zero-one"; the opposite, "Enter two-zero-one for sales and catering", is contrary to caller behavior, because it includes the extension first and department second. By the time callers hear the department name, they've already forgotten the extension.

Don't Say Please.

Okay, you can say please...but only once. Don't use "please" with every prompt – it gets wordy and redundant. An ideal script might be:

*For Sales, please press one. For Catering, press 2. For Billing, press 3.*

The goal here is to keep the content as concise as possible, moving callers quickly, seamlessly, and flawlessly through your phone system.

Write extension numbers as separate digits.

Instead of asking your callers to enter extension "two hundred one", you can simply request that they press "two-zero-one". This can help eliminate caller confusion. Also, avoid substituting "oh" for "zero". While it might be an accepted colloquialism, it can incorrectly encourage callers to look for the *letter* "o" on their phone – which is actually the *number* "6".

## Sample Voice Prompt Scripts

Use these sample prompts to help you get started writing the script for your phone system.

Day Greeting:

*Thank you for calling [COMPANY NAME]. If you know your party's extension number, you can enter it at any time. For Sales and Customer Service, press 1. For our employee directory, press 9. Or press 0 to speak with a representative.*

Main Menu:

*Hello and thank you for calling [COMPANY NAME]. If you know the extension of the person you wish to reach, please enter it now. To speak with the operator, press 0 at any time. For Sales, press 1. For Technical Support, press 2. For Billing, press 3. For information about our company, press 4. To repeat this message, press pound.*

Night Greeting:

*Thank you for calling [COMPANY NAME]. To learn more about our products and services visit our website at [www.COMPANY.com](http://www.COMPANY.com). Our offices are currently closed. Our business hours are Monday through Friday from 8 am to 7 pm except on major holidays. Please leave a message with your name, contact information, and the nature of your call and someone from the appropriate department will contact you on the next business day. Or, email us at [info@COMPANY.com](mailto:info@COMPANY.com).*

# Professional Voicemail Greetings

[Voicemail Greetings for business](#) are significantly different from the ones you record for personal use. Whether for your office phone or your mobile phone, when you can't answer a call, clients and prospects will hear your voicemail message. Is it showing that you're a professional?

## Best Practices For Your Voicemail Greeting Script

Include your name and your company name.

When you're representing yourself and a business, be sure to give callers both names. This can be especially important if you're using a mobile phone for business purposes. While your office phone might have an auto attendant that greets callers and lets them know they've reached the right number, your cell phone does not.

Give callers the option to speak to someone who is currently available.

Many phone systems will let callers press a certain key to opt out of a voicemail and return to an operator or other representative. If you're going to be away for an extended period of time, including this option in your voicemail is a good idea. It shows customers that you care about their call being answered and their needs being met...and helps keep the number of messages in your inbox down.

You can check with your IT department to find out what key can be pressed in this situation. Try to work it into your script by saying, "you can bypass this message at any time by pressing '1'" (or whatever number/key is applicable).

Keep your voicemail up to date.

While some people change their voicemail message [every day](#), the only important consideration is keeping your voicemail greeting up to date. If you include information about a vacation or time away from the office, be sure to change your message when you get back. If your work schedule or hours have changed, include that, too.

If possible, explain when you expect to return calls.

Leaving a voicemail is the pinnacle of uncertainty. You never know when – and if – someone is going to call you back. How do you combat this? Explain to callers *when* you expect to call them back. At the very least, you can explain when you're in the office – is it Monday through Friday, 9 AM to 5 PM Eastern? Do you work a later schedule, maybe 11 to 7? Or maybe you have Mondays and Tuesdays off, but work Wednesday through Sunday? This information is important for callers who want to hear back from you.

If you want, you can even get more granular. One real estate broker I know always returns calls between 10 AM and noon. And if you call her and leave a message, you'll hear, "...I will return your call tomorrow morning between 10 and noon".

Get the recording right

If you want to record your message yourself, speak clearly and slowly with a smile on your face. Practice a few times, and play the message back for yourself several times before finalizing it. Recording your own voicemail greeting works well for small business owners or mobile phones.

Many businesses, however, want to present a unified, professional voice to their callers and opt to have messages read by a [professional voice over talent](#). Because a voice talent can deliver consistent results, this is an excellent option when there is more than one mailbox. It's also an easy way to make your small business sound just a little bit bigger.

Professionally recorded voicemail greetings are easy to implement on most [business phone systems](#), including cloud-based or VoIP solutions.

## More Tips For Your Next Voicemail Greeting

Looking for more voicemail tips?

Try our free guide,  
Top Tips for Professional Voicemail Greetings!

**Download Now! →**





# Appendix

## Common Words, Prefixes, & Suffixes with Alternative Pronunciations

### Words With Alternative Pronunciations

Address (noun)

Advertisement

Ambience

Applicable

Aquatic

Associates

Auxiliary

Caramel

Chauffeur

Chemotherapy

Complex

Consultative

Coupon

Culinary

Data

Décor

Dementia

Details

Economics

Equinox

Favorite

Financial

Forest

Inc. (Ink, Incorporated)

Inclement

Integral

Intercept

Jalapeno

Jewelry

Juvenile

Laboratory

Laminate

Leisure

Limousine

Neurology

Orange

Ophthalmology

Panoramic

Plaza

Presentation

Prestige

Prestigious

Process

Project

Radiator

Realtor

Realty

Research

Route

Short-lived

Triage

Via

Versatile

Veterinary

Prefixes with  
Alternative Pronunciations

Multi-  
Semi-  
Anti-

Suffixes with  
Alternative Pronunciations

-land  
-ton  
-man

## Special Cases

As with everything, there are some special cases. Although these words and phrases are commonly confused or said with an alternative pronunciation, there is only one correct form:

- Productivity is pronounced “proe duk TIV ih tee”. There is only one correct way to say this.
- “Standard Time”, “Daylight Time”, and “Time” are not interchangeable. In a time zone, Standard time and Daylight time are observed only part of the year. So during the summer, it’s inappropriate to use the phrase “Pacific Standard Time”, because it’s Pacific Daylight Time. So to avoid confusion all together, just use “Time” as in “Pacific Time” or “Eastern Time”.
- Symbols can be particularly confusing for voice talent to read. In fact, it’s recommended that, instead of symbols, you write out words in your script. For example:
  - / , which appears in websites. Do you want the voice talent to say “slash” or “Forward slash”? Because the symbol is so prevalent online, “slash” is sufficient for URLs, but “Forward slash” isn’t incorrect. And don’t forget – if you are having a script recorded in a language other than English, be sure that “slash” is translated appropriately.
  - # used to be simple. It meant “Pound” or “The Pound Sign/Key”. Now, thanks to social media, it might also be “Hash” or “Hashtag”.
  - \* might be read as “Star”, “Star Sign/Key”, or even “Asterisk”

# Next Steps

## Write Your Script

Using the tools and examples in this eBook, you should be ready to write your Message On Hold or IVR script and any voicemail greetings you need.

## Request a Consultation

If you still want a little more help, you can ask our team of copywriters and Script Consultants to review what you've written, or have them write a custom Message On Hold program for your business.

## Order Online

If you already have a script, you can order your production at our online [Audio Production Store](#), where you'll have access to our roster of voice over talent and our production music library. You'll automatically receive a 10% discount off our list prices for ordering online.

## Get a Custom Quote

If you need a little more help or aren't comfortable with the online interface, you can [request a custom quote](#) for your production, and one of our Client Relations Representatives will work with you to meet your needs and budget.