

# Making The Most Of Your Fax Broadcasting Campaign

provided by  
[FaxBroadcastingService.com](http://FaxBroadcastingService.com)

The purpose of this report is to offer real suggestions that can make a real difference in your fax broadcasting efforts.

1. Design your fax document to be Black and White only. Any other color like red, blue or green will become a shade of gray.
2. Convert your fax document to a PDF format. Here is a link to [Free PDF Conversion Software Program](#) at [PDF995.com](http://PDF995.com). PDF format will provide the best clarity for your recipients.
3. There are 2 sending resolutions: Standard Mode and Fine Mode. Make sure your fax broadcasting service sends your fax in the “Fine Mode” resolution. The will provide the best clarity. You should not be charged extra for fine mode.
4. Ask your fax broadcasting service to send you a proof through their system before sending out your fax broadcast campaign. As a result, you get another chance to make any revisions, but also you can see the quality of the fax broadcasting system.
5. You can get a [free fax number](#) at <http://fusion.kallback.com/k7/>. Their system will forward your faxes to your email address. Tell your fax

- broadcasting service to send your proof to this fax number. Again, it will be automatically forwarded to your email address.
6. Insert your own fax number in your fax list. This way you will get a copy of the fax during the actual fax broadcast campaign.
  7. Remove duplicate fax numbers from your list and also remove fax numbers of recipients who do not want to receive you fax. Your fax broadcasting service should do this for you for free.
  8. From time to time, you may need to update your fax list because of area code splits. [Split Wizard](#) is a software program that updates area codes for you. This way more of your recipients will receive your fax.
  9. Personalize your fax document by merging your recipients' information into the fax document.
  10. Use a large enough font size and clear font type. Typically, Arial font at 12 or 14 is very good.
  11. Keep your page margins at least 1 inch for the whole document.
  12. Get detailed fax broadcast reports from your [fax broadcasting service](#) after each fax broadcast.

To set up your fax broadcasting account, go to [FaxBroadcastingService.com](http://FaxBroadcastingService.com).