

Vanity Number Pre-Launch Checklist

Planning

Checklist Item	Key Action
Identify the Number's Purpose	Decide if you need a local vanity (city/area focus) or a toll-free vanity (national reach).
Choose a Memorable Word/Phrase	Select a word or phrase that is short, clear, and relevant to your brand (e.g., "CLEAN").
Check Availability	Search for the number. If it's taken, try variations until you find an available option.

Setup

Checklist Item	Key Action
Select Plan & Reserve Number	Choose a business plan and reserve the number. Ensure it supports a VoIP or virtual phone system.
Select Plan & Reserve Number	Set up call forwarding, call recording, and text messaging functionality.

Launch Prep

Checklist Item	Key Action
Activate the Number	Follow your provider's instructions for simple activation.
Test Before Publicizing	Call and text the number yourself to confirm it connects seamlessly and that the Caller ID is consistent with your brand.