



A2P

APPROVAL FLIGHT PLAN

Mini-Guide for Fast, Confident Registration

Phase 1: Website Pre-Flight Check



Before you even open the Trust Center, your business website must be A2P-ready. This step ensures carriers see a legitimate brand with transparent communication practices.

Here's your short pre-flight list:



Business Website:

Your main site or subdomain (like `signup.yourdomain.com`) must be live, professional, and clearly display your business name and contact info.



Opt-In / Signup Page:

You'll submit this page during A2P registration. It must:

- ▶ Be hosted on your business domain or subdomain
- ▶ Include First Name, Last Name, Email, and Phone fields
- ▶ Contain this consent line: "By submitting this form, you agree to receive text messages from [Your Business Name]. Message and data rates may apply."
- ▶ Link to your Privacy Policy and Terms & Conditions pages

Phase 1: Website Pre-Flight Check



✓ Privacy Policy Page:

A live, public page explaining how you collect and use data. (You can use the provided template and edit it with your business name and contact info.)

✓ Terms & Conditions Page:

Explains your service terms, communication consent, and data practices. (Also included in your templates.)

When all four pages are live and functional, copy your signup page URL - that's what you'll use later in the Trust Center.

Phase 2: Trust Center Registration



Once your website is ready, head into your account's Trust Center under **Settings → Trust Center → Start Registration**.

1 Step 1 - Business Details

Fill in the required information exactly as it appears on your legal documents:

- ▶ Business Name
- ▶ Business Type (LLC, Corporation, etc.)
- ▶ EIN (Employer Identification Number)
- ▶ Business Address
- ▶ Website URL (the same domain where your opt-in form lives)
- ▶ Business Email (must use your domain, e.g., hello@yourdomain.com, not Gmail or Yahoo)

 **Tip:** Typos or mismatched EIN names are the #1 reason for delays.

2 Step 2 - Verify Your Brand

You'll receive a verification email. Enter the code in the Trust Center and wait for your status to show "Verified."

Phase 3: Campaign Details and Approval

Now that your brand is verified, create your A2P Campaign to tell carriers what types of messages you'll send.

Field	Example
Campaign Name Describe your use case	Appointment Reminders
Use Case Type	Choose Low Volume (under 6,000 messages/day)
Message Samples Professional text examples	"Hi [First Name], your appointment with [Business Name] is confirmed for [Date/Time]."
Website URL Your signup page	signup.yourdomain.com

● Once submitted, wait for both Brand and Campaign statuses to show "Approved" before sending texts.

Phase 4: Troubleshooting for Smooth Takeoff

If your approval is delayed, check these areas first:

⚠ **Business Mismatch:** Your business name and EIN must match IRS records exactly -no abbreviations or punctuation changes.

⚠ **Missing Policy Links:** Your opt-in form must include both Privacy Policy and Terms & Conditions links that work.

⚠ **Unverified Email:** Only domain-based emails (like info@yourdomain.com) are accepted

⚠ **Incomplete Campaign:** Be sure you included sample messages and the exact opt-in method.

⚠ **Need to Re-Submit:** If your Brand shows "Approved" but the Campaign doesn't move forward, go back and re-submit it.

Phase 5: Ready for Lift-Off

Once your campaign is marked Active, your LeadConnector phone number is officially A2P-approved!

You can now:

- ▶ Send compliant marketing and appointment texts
- ▶ Track deliverability
- ▶ Reduce filtering or blocked messages



Congratulations!

Your A2P Approval Flight Plan is complete!

You've now secured your business number for compliant texting and can move confidently into your next step: connecting your phone, forwarding calls, and automating your communication workflows.