



Postcard Marketing Resources

MANUAL



Postcard Marketing Resources

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www.PostcardMarketingResources.com

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How To Make Money And Build Any Business Using Postcards

The Fastest, Easiest And Most Economical Way to Get Your Prospect's Attention!

The **PMR** manual will provide you with proven tactics to eliminate the guesswork, when it comes to finding new prospects and customers for your business. So sit back, relax and get ready to soak up every profit making secret about to be revealed. You'll soon discover that this manual is loaded with postcard marketing strategies to get the attention of even your toughest prospects and maybe even your competition.

Why Postcards? Postcards are the most inexpensive, yet effective, targeted marketing strategy available to you today. As a proud owner of the **PMR** manual, you now have access to the unlimited benefits of postcard marketing. This manual focuses on the marketing challenges faced by home business owners, however many of the strategies shared have been extremely successful in a wide variety of other industries.

Section 1: Postcard Marketing Success

As we start to look at postcard marketing, keep in mind you're actually entering the multi-billion dollar direct mail and direct marketing industry. This manual only touches on what is needed to get you off to a fast start and launch successful postcard marketing campaigns. You're about to enter a huge industry and there are countless resources available to you, many of which are included online at www.PostcardMarketingResources.com



The benchmark for success in direct mail and postcard marketing is called the Response Rate and the Buy Rate for a campaign.



Direct mail is not so much an art as it is a science. If you follow the proper protocols provided in this manual and test – test – test every campaign, you will continue to fine tune your postcard marketing expertise.

One key to a successful postcard marketing campaign is to understand the psychology behind how a recipient reacts to a postcard. If you do everything “right” with your entire campaign, your prospect will give you a maximum of **27 second** to decide if they will react to your postcard and take action. In a moment we will look at how the time gets broken down and why certain elements of your postcard are more important than others. Remember, postcards are a “direct response” form of marketing and the goal is to generate an immediate response. The prospect looking at your postcard will give you the 27 seconds. Your goal is to give them ONLY the information they need in that 27 second window to cause them to take action and do what you tell them to do. You can either ask them to go to your website, call a phone number, send an email etc. but you can ONLY ask them to do ONE thing. If you have a website, give it to them. Why? Because all the other information you might include can be found on your website.

So in this 27 second window, you don’t want anything on the postcard that will take their attention away from focusing on taking action. If the postcard looks cluttered, it does nothing more than distract your prospect from your core message and it eats up valuable seconds. It doesn’t matter if you are selling a product or service or marketing a business opportunity, get straight to the point.



Here is how your prospect uses the 27 seconds:

- 3 Seconds – Prospect glances at the overall postcard
- 2 Seconds – Prospect glances at the postcard back
- 8 Seconds – Prospect reads headline
- 5 Seconds – Prospect reads benefits
- 9 Seconds – Prospect reads call to action and takes action if interested



As a postcard marketer you need to understand you never get a second chance to make a good first impression. So, treat your prospects to a very different 27 second decision making experience.



Every day people get mail... usually white envelopes with text in black ink. But if there's a postcard (often referred to as a "mini billboard") that catches their eye in that stack of mail, it will get that all important 3 second glance first! Then, if you "get it right", your prospect will give you the remaining 24 seconds.



Section 2: Building A Postcard Business

Section 2a: Product or Service Sales Business

This may seem a little farfetched since you are just getting started, but know this... There are a lot of people making quiet little fortunes just mailing postcards. When we say "fortunes" we're talking about \$20,000 to \$50,000 a week. Yes, you read that correctly – a week!

Now they didn't get there overnight and they branched out to market additional products. The point is, postcard marketing is a bona fide industry segment within the larger direct mail industry and it offers a huge income potential for the person who treats it like a serious business.

The beauty of postcards and direct marketing is that once you test a postcard and a product and find a winning combination, you'll get the same response rate with 100 postcards as you will with 100,000 postcards. **It's a numbers game...specifically a % of response numbers game.**

When it comes to building businesses around postcard marketing consider spreading your focus out over a variety of products and services. The goal is simple, find what people are buying right now and matching them with a similar product they may also be interested in buying. For example, let's take golfers. What do all serious golfers have in common? Their seriousness. They're serious about doing whatever it takes to play better. As such, they buy all sorts of informational products on how to improve their game in addition to equipment. They buy DVD's, guides, courses, how to manuals anything and everything that can help them improve. Well guess what? There are countless lists of people you can mail postcards to who spend money right now buying informational products to improve their golf game.



The same is true for people who buy specialty pet products, pet snacks, pet training etc. These are people who are not just interested in their pets' welfare (and some people are obsessed with their pets) they're people who actively and frequently buy things for their pets from direct mail, infomercials, etc. Now you can mail postcards to these same people.



Maybe you have a hobby and it's something you know a lot about. Well, guess what there are others out there that have an interest in the same hobby and will buy information! The bottom line is you can get an endless number of lists broken down by targeted niche.



What you don't want to do, let me re-phrase that, what you DO NOT WANT TO DO is create a product or take a product out of the mothballs you created years ago and look for people to buy it. The goal is to make money and the way you do that is to find a HOT market FIRST and then find a product to match the market. Sell to people what they've already proven they will buy. By "finding a market" we mean, find a large group of people who buy a certain type of product or service often if they're obsessed like some pet owners are and most golfers are, you have yourself a "perfect market". The best way to find this type of market is to spend time reviewing the lists available from the brokers. Once you find a list, then go look for something they might buy to satisfy their "obsession".



Now you know what we mean by building a postcard business. When you branch out into building your business, this is when you will want to test your postcard offer and closely monitor the responsiveness of the list. By the way, one of the list broker websites we provide has over 60,000 lists to choose from along with an internal search engine to help you review the different categories. Just the information on this one web site could end up being worth 100 times, maybe even 1000 times what you could have paid for this manual.

Section 2b: Prospecting Business

One key to Home Business success is to understand, if you do not build a Prospecting Business, your home business will never survive. Home Business owners use postcard marketing to create a steady flow of new prospects interested in making money from home. Think about this statement for a moment...

***"Today, I do over 100 Automated Business Presentations a day for FREE!
And, Earn \$1,000's a week even if NO ONE joins my home business."***



How can that possibly be a true statement? Because, their prospecting business pays them first, before any of their prospects even learn more about their primary home business.

When it comes to making money and building your prospecting business with postcards, a lot of the testing has already been done for you. Included in this manual are ad copy ideas that are proven to work, in addition to the extensive Card Library you will find at www.PostcardMarketingResources.com.

If you already have a home business, use the new postcard marketing strategies you learn in this manual to dramatically increase the number of prospects for your business while creating a second income stream. On the other hand, if you are not building a home business, now is the time to find one. You may want to contact the person who referred you to Postcard Marketing Resources and see what other businesses they are promoting.

When considering any home business, you must have a dynamic website. It has to have lots of sizzle, great graphics, be easy to understand, include multimedia presentations and it must be customized with your name and contact information.

Keep in mind; you want to create multiple streams of income and have several opportunities you can offer all the new prospects your postcard marketing campaigns will generate. But don't get carried away... Right now, focus on the task at hand and that's to start making money using the strategies in this manual to build your new prospecting business.



Section 3: Postcard Design

The entire sales process includes prospecting, follow up and closing the deal. The purpose of your postcard is to attract the attention of your target market and turn them into prospects. Postcards are designed to do one thing, make money by generating the maximum number of prospects (response rate) for the lowest cost. The following is an explanation of each section in the postcard layout.

The “Mini Billboard” Side – Also referred to as the “front” of the postcard, is the attention-getter. It will be seen by most of the recipients. Make sure it is used wisely with a graphic and a headline that screams “**read me**” to your target market. This space is to tell the target market what you can do for them.



Graphic – Graphics, such as photographs, illustrations or charts are effective because they allow you to deliver a lot of information in a relatively small space. They also tend to catch the reader’s eye, drawing them into will speak to



the postcard. The most effective graphics your target market. Photographs can increase response by over 50% because they are more convincing (real) than illustrations. A perfect example of this would be before and after pictures.

Headline – The most important element for a postcard is the headline. The heading is the ad for your postcard.

The prospect will make a decision to read your postcard based on the headline. The headline should contain the strongest benefit written as a teaser about your offer.

Body – Space on a postcard is at a premium and the body should be limited to only the benefits that will persuade your prospect to take action.

Call-To-Action – The call-to-action is essential, it is the reason you are sending the postcard. Tell your prospect what you want them to do.

The Back Side – What most people think of as the “back” of the postcard, the US Postal Service actually considers it to be the “front or face” of the postcard because it contains the recipient’s address. Postal restrictions limit the space available, but what is available can also be used as prime selling space.



Postcard Design Layout

Below you find an example of the different components that make up a marketing postcard.

Postcard Front - The “Mini-Billboard” Side



The diagram shows a postcard front layout with four labeled components and arrows pointing to them:

- Headline:** Points to the large text **Make \$100-\$300**.
- Sub-Headline:** Points to the text **PER DAY in the NEXT 7 Days Mailing My Special Postcards...**.
- Program Information (Problem/Solution):** Points to the paragraph: **STOP Struggling To Make Money Online! Start Using My “Zero Internet Marketing Skills Needed” Postcard System Today And Be Making Money This Time Next Week! Visit my website for PROOF!**
- Call-to-Action:** Points to the website **www.YourPostcardWebsite.com** in a black bar at the bottom.

Postcard Back



The diagram shows a postcard back layout with several components and arrows indicating their relationships:

- Headline:** Points to **EARN BIG...**
- Name Address CSZ:** Points to the address field.
- Program Information (Expectation):** Points to a list of benefits:
 - 24 Hr Recorded Information at 000.000.0000
 - Multiple ways to Earn
 - Affordable residual income opportunity
 - Exclusive training for online and offline marketing
 - Business training webinars held weekly
 - Real product with mass appeal and exceptional value
 - Turn-key Marketing System can be used to promote any Business
- Transition/Call-to-Action:** Points to **Start Making Money TODAY! Go to...**
- Call-to-Action:** Points to the website **www.YourWebsite.com**
- Benefit:** Points to **ZERO Internet Marketing Skills Required!**

Section 3a: Full Color Postcards

Is Color the secret to turbo-charging your postcard marketing campaign results?



Color adds vibrancy and brilliance to your marketing message. It also differentiates you from others and it is equated to quality. That is one of the reasons we printed this manual in color on photo quality, glossy paper. The material in this manual is worthy of being printed in color and we wanted to make sure when you received your copy in the mail, you immediately felt the same way...

So, why should you use color in your promotions? Colorful pictures create more impact and elicit keener attention. Research has also shown that full color photos are proven to enhance memory and improve decision making ability.

Remember, you have to get the most out of those vital 3 seconds when your prospect first glances at your postcard in the stack of mail. Color does that, color demands attention and color can boost sales!

Postcards are the least costly direct mail tool that can capture a prospect's imagination with full color images. When you use color pictures on postcards, you give your prospects permission to conjure up an actual image of what you're offering them... **People think in pictures, not words.**

In tough economic times, go where the money is...
 What does the Exploding Home Business Industry mean for **YOU**?
RECESSION PROOF INCOME!
 Build a Home Business and Secure Their Financial Freedom!
Make The Call... Take Control!
Call 888-904-5668

EARN \$
 Go Watch
www.My15

Can You Relate?
 Then it's time for a change!
 Limited Time Offer...
 Receive a **FREE PC Tuneup!**
 (\$99 Value)

Automatic Stress Relief for
 anyone with a Computer

There Are 2 Types Of Bills!

The Ones That YOU Pay & The Ones That Pay YOU!

As a Member of this Private Cash Leveraging System, you'll have the ability to pocket so much CASH it'll make paying your bills a breeze!



Section 3b: Black Ink Postcards

When it comes to direct sales postcards... Is the simpler the better?

Some Home Business marketers will argue that cool graphics, fancy cars, mansions and flying money are out... Today, prospects are inundated with color, images and graphic overload online, causing postcards with heavy and overly hyped-up graphics to be less effective.

Are You Rich Yet? Didn't Think So...

This Is Too Doggone Easy

Make Money In 7-10 Days!

21 People Sent Me \$108 Bucks CASH By
Overnight Courier in 14 Days!

First Timers Are Doing \$2K Their First Week!

No Selling-No Explaining-No Cold Calling

Zero Internet Marketing Skills Needed

See Proof At My Website!

www.YourPostcardWebsiteAddress.com

Option 2 - A Black Ink
postcards with one
full color graphic.

Black Ink postcards
printed on a pastel
yellow, green or blue
background.



***** SHOP *** SAVE *** SHARE *****
Make \$5,000 - \$10,000 a Month By Simply

**\$100 - \$300 A Day Is Just One Phone Call Away...
Make The Call Now!**

000-000-0000
(24 Hour Recorded Information)

Fast, Fun & Easy... Not MLM, No Selling
This proven income opportunity
can put money in your pocket within the
next 24 hours! All you have to do is take **ACTION!**

www.MyVeryLongWebsite.com

Regardless of the design option you choose, we've got you covered. Postcard Marketing Resources has available both full color and black ink postcards. The bottom-line... Full color, no color, or somewhere in between, **a direct compelling message is essential!** You only get 27 seconds to make an impression on your prospect so you can't afford to waste even one second.

Because the majority of you are not "graphic designers", Postcard Marketing Resources provides you with a wide variety of pre-designed postcards to use for your campaigns. The Card Library includes postcards designed to enhance and compliment your message. The rest of this manual will focus on copywriting, the ad copy you will use on the postcards and postcard marketing strategies. Postcards can be ordered online at **www.PostcardMarketingResources.com**.



Section 4: Postcard Copywriting

Section 4a: Headlines

You have a fraction of a second to get the gist of your sales message delivered with a powerful headline. Without the right headline, the postcard will not be read!

It's important to make the headline as strong and powerful as possible. Why? Because FIVE times as many people read the headline than the rest of the postcard. The headline has to instantly communicate what you want to say in simple language that anyone can understand. Readers will not stop to "figure out" what you are trying to say.

The purpose of a headline is to grab attention, target the audience, deliver a complete message, and hold the reader's attention long enough to get them to scan the rest of the postcard. It must tell the whole story in less than ten words and convince the reader to continue reading. The headline is used to grab the attention of your target market and deliver enough of a message to get them to take action. The following are different types of headlines to consider using:

1. **Invitation Headline** – "Invite" the reader to take action. This is a great approach for products or services that are more expensive, refined or elegant. (i.e. Grand Opening..., Launching Now..., Join Us For...)
2. **Offer Headline** – Also called a direct headline, is the most straightforward way to say what you are offering with enthusiasm. (i.e. Discount on..., Free Report at..., Limited Time Offer...)
3. **Innovation Headline** – The first, a leader, brand new services, new solution to a problem... Position your business as the ONE and ONLY who has all the answers. (i.e. Discover..., You've never seen... Brand New...)
4. **Question Headline** – Formulate a question that you know your recipient has already asked themselves – because you are about to provide them with the answer! The goal is to arouse curiosity. (i.e. Need to..., What Does..., What if...)



5. **Challenge Headline** – Tell a prospect exactly what to do in the form of a challenge. Challenges can be effective because they confront the prospect, allowing them to get involved in your message instantly. (i.e. It's as easy as..., If I can you can..., Aim Higher..., Dare you to...)
6. **Emotional Needs Headline** – Appeal to your prospects' sympathies, arouse reader curiosity, or persuade readers with reasons. (i.e. You need this... We need you..., Say Yes...)
7. **Testimonial Headline** – Use your personal experience to sell your products, services or opportunity. Testimonials are powerful because they come from real people. Prospects have a tendency to follow the crowd and they want to be part of something successful. This can be reinforced by testimonials and your experience or personal story. (i.e. I Lost 100 Pounds... Discover How I...)

Headlines should be big, bold graphics or text that dramatizes the major benefit of your product. You have a maximum of 10 words to communicate the benefit with pizzazz.

Sub-Headline - A clear identity and unique selling position (USP) must be established that will put you in the "minds" of a prospect when they are making the decision to buy. The never-ending challenge in postcard marketing is to position a business to stand out in the crowd. This positioning needs to start with your headline and be reinforced by the sub-headline.

Let's look at an example for promoting a home business. You're selling the idea of making more money or making money from home. Now, if you take it one step further and tie it into simply making money mailing postcards, you have a very strong USP. The prospect is looking at your postcard and in the back of their minds, they say, "I can do this" and when they think that, you just found a "hot" prospect for your business.

USP - Make Money by Mailing Postcards



"Discover how this ex-advertising account rep went from jobless to making over \$6,800 a month mailing postcards from her home office."

Read my personal story right now by visiting my website. Don't wait, you'll be glad you did...

www.MyWebsite.com

I'll share with you the secrets I've learned and the turn-key system I use that makes it easy for me to work from home. Today I spend more time with my family and friends, go on vacation and enjoy my stress-free lifestyle.

*This postcard gave my family time and financial freedom!
To discover what it can do for you visit my website.*

Make \$100-\$300

PER DAY in the NEXT 7 Days

Mailing My Special Postcards...

STOP Struggling To Make Money Online! Start Using My **"Zero Internet Marketing Skills Needed"** Postcard System Today And Be Making Money This Time Next Week! Visit my website for PROOF!

www.YourPostcardWebsite.com

An even Stronger USP, by relating to moms or a job loss.



Headline Power Words

Here are some proven words that can be used in a headline. Pick a word that is relevant to your offer and build from there. You can also combine “power words” with benefits that relate to your product, service or opportunity to create a headline.

- | | | | |
|----------------|----------------|------------------------|------------------------|
| ▪ Absolutely | ▪ Fact | ▪ Instantly | ▪ Profitable |
| ▪ Amazing | ▪ Fast | ▪ Introducing | ▪ Proven |
| ▪ Announcing | ▪ Fortune | ▪ Know | ▪ Quickly |
| ▪ Approved | ▪ Free | ▪ Lifetime | ▪ Results |
| ▪ Attention | ▪ Go | ▪ Limited | ▪ Revealing |
| ▪ Benefit | ▪ Great | ▪ Millionaire/Millions | ▪ Revolutionary |
| ▪ Best | ▪ Guaranteed | ▪ Miracle | ▪ Save |
| ▪ Breakthrough | ▪ Health | ▪ Money | ▪ Simple |
| ▪ Confidential | ▪ Help/Helpful | ▪ New | ▪ Success/Successful |
| ▪ Discover | ▪ How to | ▪ Now | ▪ Top Secret/Secret(s) |
| ▪ Easy | ▪ Huge | ▪ Opportunity | ▪ Ultimate |
| ▪ Endorsed | ▪ Imaging | ▪ Outstanding | ▪ Unique |
| ▪ Excellent | ▪ Immediately | ▪ Perfect | ▪ Unlimited |
| ▪ Exciting | ▪ Important | ▪ Popular | ▪ Wealth |
| ▪ Exclusive | ▪ Improved | ▪ Powerful | ▪ Yes |

Section 4b: White Space

A common mistake is trying to fill every nook and cranny with words or graphics. You need to have balance, too much copy makes your postcard appear boring and graphic overload can make it look imposing and overhyped. White space provides contrast and also makes your postcard much easier to read.

Section 4c: Transitions

Space is very limited on a postcard, so transitions, which are very important, can only be a few words. If the prospect has read this far, you want to make sure they finish and take action. The transition should address the headline and tell the readers why they can’t live without your product, service or opportunity. Here are a few suggestions for transition lines:

- | | |
|----------------------------|---|
| ▪ The answer is... | ▪ Last, but no least |
| ▪ Here’s what happened... | ▪ Best of all |
| ▪ Moreover... | ▪ Sounds too good to be true... |
| ▪ There’s more! | ▪ What’s in it for you? |
| ▪ In addition... | ▪ Read on! |
| ▪ Here’s why | ▪ We have one for you! |
| ▪ It’s true! | ▪ You can have your cake and eat it to! |
| ▪ To say it another way... | ▪ Don’t forget |
| ▪ You’ll be happy to hear | ▪ Better yet |



Section 4d: Body

Use only short sentences or bullets which are precise and persuasive. The body copy is the description of your offer or a list of benefits; don't go overboard. List only the benefits that are relevant to the target market. The decision to continue to read the postcard happens at every line a prospect reads, so make sure every word counts. Here are some ideas:

- A new and improved version
- A postcard can change your life
- Are you a risk taker?
- Did you know that?
- Call for your FREE copy
- Miracles still happen
- Dreams = Reality!!
- Earn an extra \$200 a week, now!
- By investing \$25 today, you'll earn \$1,000 tomorrow
- Content with your current income? Don't read this.
- If you think you'll get rich working for someone else...
- Learn more about a fabulous money making opportunity

Section 4e: Call-To-Action/Closing

The call-to-action is essential, it is the reason you are sending the postcard in the first place. Tell the recipient what to do. Be sure to show them what they will gain by taking advantage of your offer. Close the postcard with a phrase that demands the reader take action.

Here are some suggestions for ways to get action:

- Act now while supplies last
- Act Now!
- Amazing results...
- Ask for your free report.
- Be the first to qualify
- Be the first to respond and...
- Limited number of
- Complete details free at...
- Free Details...
- Don't delay...
- Don't hesitate, call now!
- Don't miss out
- Everything is supplied/done for you
- Exciting details free
- Thousands have already joined/ordered... Now you can too!
- For fast results, call...
- FREE
- Free booklet/report/leads/samples
- Free plan/blueprint
- Get started today
- Get your copy now
- If you have questions, call me...
- It's a win-win situation
- It's FREE!
- No cost, no obligation
- Nothing to lose and so much to gain...
- Offer limited...
- Limited time offer...
- Only X copies/spots/positions/ available
- Order now
- Request more info here
- Rush to my website for all the exciting details
- Take advantage of this one-time offer
- The clock is ticking
- Offer only good for...
- Time is running out...
- You owe it to yourself
- You'll be glad you did
- You won't be disappointed



Section 4f: The Back

The back of your postcard may include a headline and/or a graphic. When prospects turn the postcard over, they should be hit with information that supports or highlights the main benefits of your offer. This headline should be large enough to stand out and must support or elaborating on your front headline. Any graphics included on the back should only be there if they reinforce your message and help to attract attention. If you have no graphics on the front, then it is a good idea to have a graphic on the back of the postcard.

Section 4g: Contact Information

Make it easy for a prospect to contact you by including your name, a toll free number, address, fax, email, website... Pick the appropriate method for your situation, but pick only ONE method that gives your prospect everything they need to take ACTION.

In the previous two sections of the manual, you've learned about postcard layout and ad copy. Let's look at a home business postcard example:

MAKE \$51,000 IN 8 WEEKS
Mailing Our Exclusive Postcards
Until You Refer 4 People Who
Agree To Do The Same!
That's It! No Selling - No Cold Calling
Zero Internet Skills Required
Spend the next 10 minutes at my website... You'll be glad you did!
www.MyWebsiteAddress.com
24/Hr Recorded Information Call Now 212-990-6089

Make \$100-\$300
PER DAY in the NEXT 7 Days
Mailing My Special Postcards...
STOP Struggling To Make Money Online! Start Using
My "Zero Internet Marketing Skills Needed"
Postcard System Today And Be Making Money This
Time Next Week! Visit my website for PROOF!
www.YourPostcardWebsite.com

Why does this postcard work? The headline and sub-headline combined, delivers your USP instantly and your target market will react to it. Your prospect knows exactly what they will have to do (mail postcards), it addresses, right upfront the major objections associated with owning a home business, 'sales' and 'cold calling'. Finally, it gives your prospect one call to action, visit your website. We highly recommend getting a custom domain name of your own for your business. DO NOT use your "long and ugly" affiliate link on your postcards. Get creative, find a domain name that is easy to read, remember and relates to your business.

Visit the Card Library at www.PostcardMarketingResources.com to read ad copy for other proven postcards available.

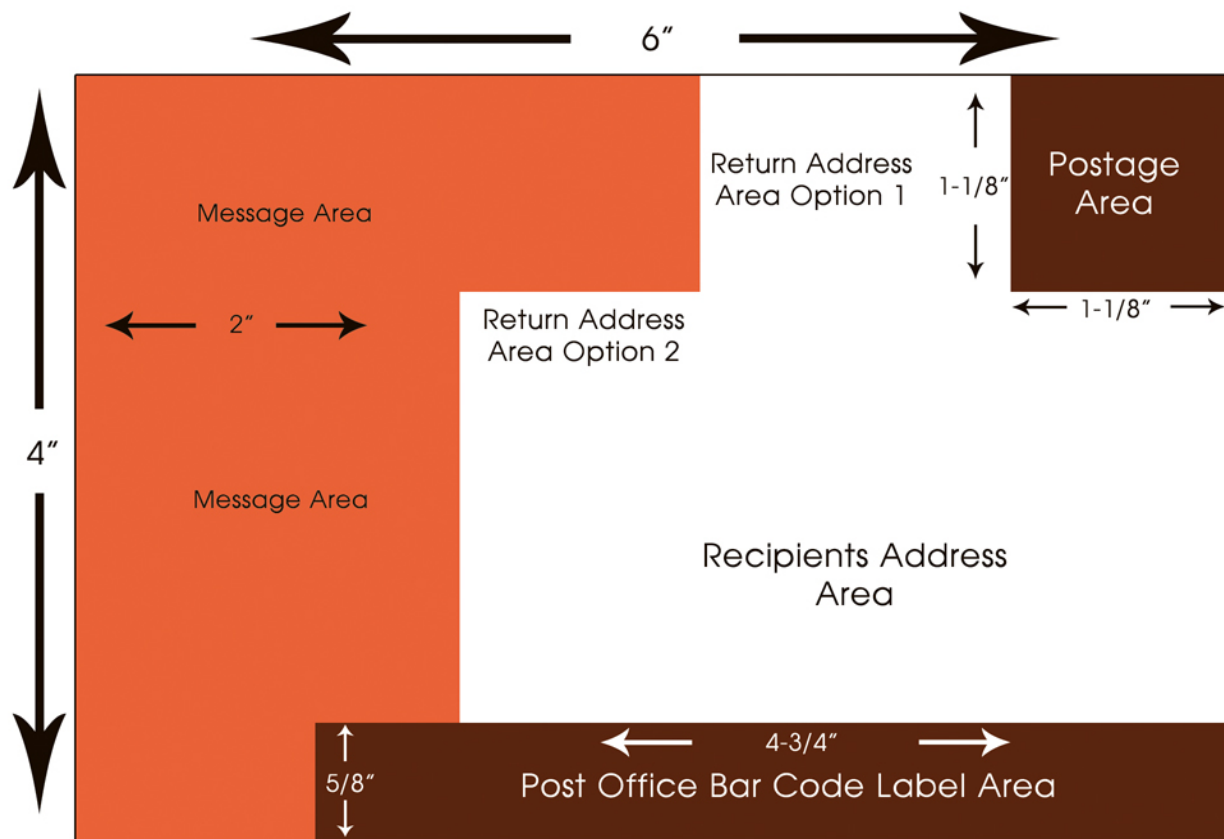


Section 5: Postcard Printing and Postage

Postcard Marketing Resources can handle all your printing needs. You don't have to do anything but place your order.

All postcards are printed on a heavy 14 point card stock. Full color postcards are printed with photo quality and have a high gloss UV coating. If you decide to use a plain postcard, it will be printed with black ink only on a background of either pastel yellow, green or blue.

Postage can add up to more than 75% of the total cost of your postcard marketing campaign. By using a 4 x 6 postcard, you can use a postcard stamp that has historically been around 15 cents less than standard first class postage. This alone, can save you \$150 per 1000 postcards mailed.



The postcard back contains important information:

Return Address: Determine the percentage of non-deliverable addresses in your mailing list.

Recipients Address: Complete and readable or the post office will not attempt to deliver it.



Section 6: Mailing Lists

Remember it's never too early to start building your own warm market list. This can be a really warm list of family and friends, or it might just be a lukewarm list of people you currently do business with or have done business with in the past, but at any rate be sure to build your lists.

Direct Response Lists – These are lists of people who have already responded to a direct mail offer. Find a list for an offer similar to yours. The list broker will be able to explain what type of offer was used previously.

Compiled Lists – These are lists that are compiled from sources such as telephone directories, business directories and industrial directories. Compiled lists also include residential lists by ZIP code and business lists by SIC Code.

House Lists – These are lists that businesses keep of their own customers or of people who have inquired about their products or services.

Postcard Marketing Resources sells mailing lists and the Resource Section has information on a variety of list brokers.

NextMark - one of the largest mailing list resources online offers a search engine called the Mailing List Finder. Over 60,000 postal, email and telephone mailing lists are available.

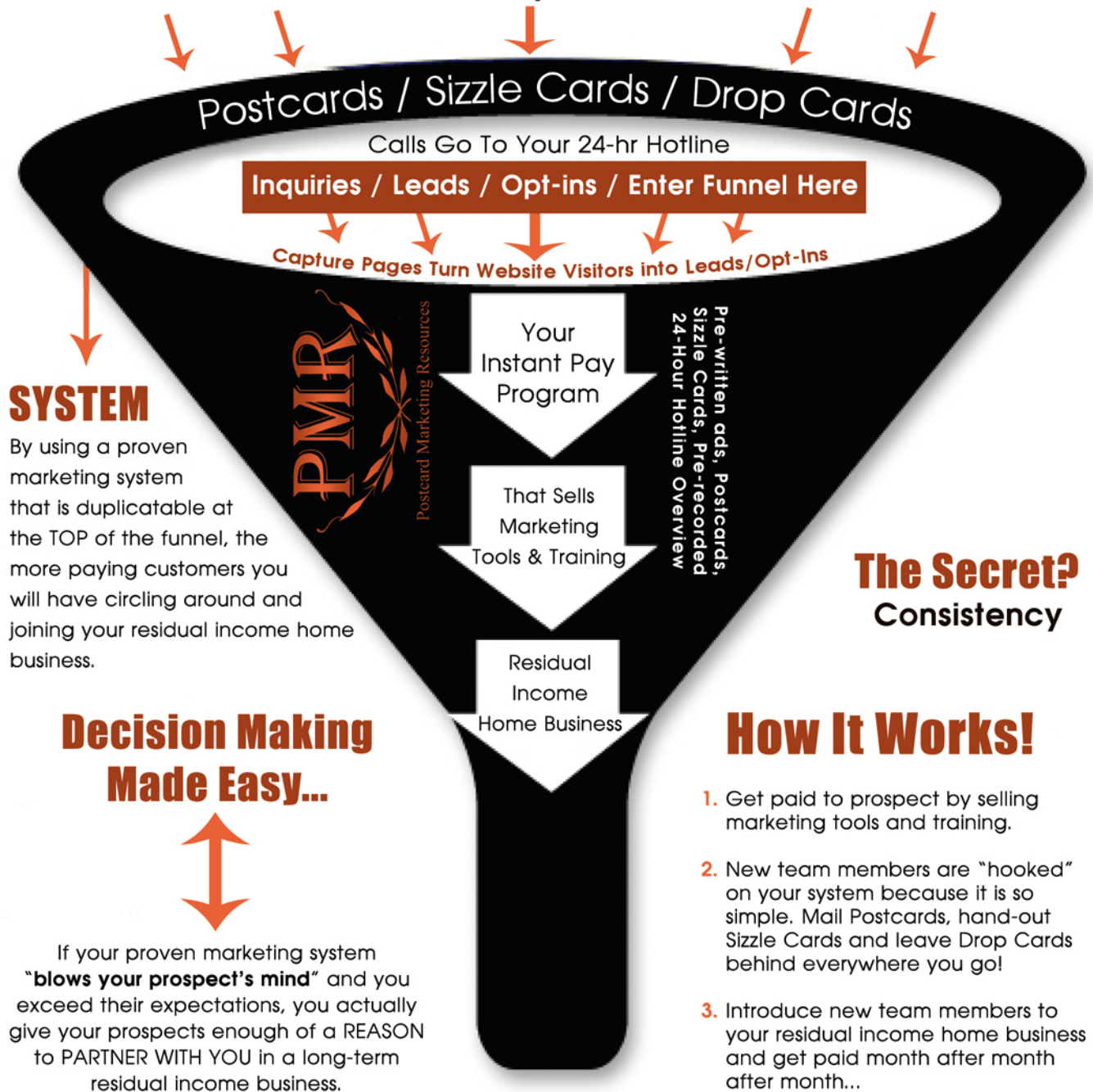


40% of your marketing campaign success depends on the mailing list!



The PMR Marketing Funnel

This Precise and Predictable System Produces Residual Income



You build your team of 1,000's of Repeat Buyers
Your Buyers also become Life-Long Residual Income Customers
Because, One-time Sales Without a Residual Income is Just a Job!

Section 7: Marketing Strategies

Advertising and promotional strategies include word-of-mouth, public relations, merchandising, sales promotions and direct marketing. There are three goals of any promotion: to inform, to persuade and to remind prospective customers about your company, product, service or opportunity.

Section 7a: Postcard vs. Email Marketing

The digital or electronic world we live in today has had a tremendous impact on how people do business from automating fulfillment tasks, to lowering customer acquisition costs and boosting efficiencies. But this trend in how people conduct business also has a downside.

A lot of marketers look at postcard marketing and immediately try to compare it to email marketing. With e-mail, your prospect ONLY sees the "SUBJECT LINE" first. Sure, in many cases you can personalize it and make the message relevant, but you can't make it public – like postcards – so other people get to see it along the way... (i.e. mail-person, family members)

You know the fate of most email, with one click of the DELETE button, the email goes "poof" and disappears... Forever! Your prospect's average decision making time on whether or not to read your e-mail message is about 1.3 seconds.

Today, the quickest and easiest way marketers can win new customers and influence more referrals is to revert back to the traditional prospecting methods of the "physical world". Postcard marketing is the most cost effective way to accomplish it. The best thing about marketing with postcards...your message is physically in your prospect's hand. And "the hand" decides whether or not to throw it away. If the hand stops, it's because something in your message got the prospect's attention. Think about how motivated a prospect is who takes your postcard over to the computer and visits your website. Postcards grab more of your prospects' real world attention and when they visit your website they are more than likely not just "kicking the tires", they are genuinely interested in what you have to offer.

Section 7b: Capture Pages and Autoresponders

Marketing is your biggest expense, so you need to get the most out of every dollar spent. The website on your postcard MUST send your prospects to a



capture page. A capture page notifies you that a prospect visited your website and gives you their name, email and phone number.

Be sure to learn about any capture pages offered by your company and make sure to use them.

Learn more about access to a General Home Business capture page system at:

www.PostcardMarketingResources.com



Next, research has shown that it can take up to 7 exposures to your marketing message for your prospects to take action. Now that you have their email address, you can cost effectively get your marketing message delivered to them over and over again using an autoresponder system. Your prospects are now getting more information so they can gain all the knowledge they need to make an educated decision.

After going through your autoresponder message system, some prospects will buy or join directly from your website. In other cases they will need to make that human connection. If it means calling people back... DO IT! They want and expect to hear from you. You will be amazed at how many will say... "WOW, thanks for calling me back!" And in the end, all they really wanted to know was that a "real" person was actually promoting this home business and will be there to help them get started.

You will also notice it's much easier to talk with a prospect who has received your postcard as opposed to other online marketing methods. The question about how to market your home business will no longer be an issue. Think about that for a second because it's extremely powerful. Here's an example; let's say Jim, your new prospect, just received your postcard and decided to visit your website or contact you for more information. Jim is now a "perfect testimonial" for how well your postcard works because it literally worked on him (i.e., caused him to take action). If Jim simply does what you did, mail postcards, then he can expect similar positive results. This is duplication at its finest and the key to building residual income. Just remember, **"Zero Internet Marketing Skills Required!"**... Keep It Super Simple!



Section 7c: The Hands-Free Postcard Marketing Strategy



If time is at a premium for you or you want to do a larger postcard marketing campaign, this is the best strategy to use. Postcard Marketing Resources offers a 100% hands-free postcard marketing program. The program includes the following: postcard printing, purchase of the mailing list on your behalf, addressing the postcards, applying first class postage and delivery to

the Post Office. All you need to do is simply place your order online at www.PostcardMarketingResources.com... That's it!

Section 7d: The Daily Postcard Marketing Strategy

This is one of the most powerful postcard marketing strategies you can use to build your business, but there is big secret to having success... CONSISTENCY!

If you are going to use this strategy, you MUST make a ONE YEAR commitment to mail a specific number of postcards everyday. In the beginning, your marketing budget will determine the number of postcards you mail per day. As your business grows, simply increase the number of postcards mailed per day until you get to a minimum of 200 per week.

Why is the daily mailing strategy so successful?



It can be easily duplicated by everyone on your team and it eliminates the “get rich quick” mentality. Warning: The first month or two of using this strategy will not be really exciting, stick with it! You will start to see the compounding effects as your team grows and you have 10, 20, 30 people on your team all mailing 200 postcards a week. By month 6, your business will begin to explode and imagine what your income will be when you have 100, 300, 500 or more people mailing postcards everyday.

This strategy should be implemented by every Home Business owner and run in conjunction with all other marketing campaigns.

Section 7e: The Keep-In-Touch and Thank You Postcard Marketing Strategy

Appreciate your current customers and keep in touch with them. There is nothing more powerful than a follow up, thank you! Make sure you let your customers and home business team members know you appreciate them by simply sending them a “thank you” postcard within a week. Research shows that it costs over 8 times as much to get a new customer than it does to keep an existing one! Treat your customers like gold because they are money in your bank account!!!

When a prospect takes advantage of your postcard offer, is that where the sale ends? It shouldn't be... A long-term relationship should be your goal for maximum profitability.

Keep-in-touch, you MUST have either backend products to sell or other opportunities you can offer your new customer or team member. Ideally a Home Business owner should have a long-term residual income opportunity to share with their new customer.

Section 7f: Sizzle Card or “Postage FREE” Postcard Marketing Strategy

If you can pass out sizzle cards or postcards, this marketing strategy can work for you! It is one of the simplest, fastest and most inexpensive ways to get your message out to the public. Anyone can circulate sizzle cards or postcards... even “your kids”.

If you are promoting a Home Business the “power” of generating quality leads by circulating sizzle cards or postcards locally is extremely effective. The majority of your local market is fresh and will not have seen your offer. Use the same plan as above, distribute 10, 20, 50 sizzle cards or postcards a day



until you start to build your local team. The powerful concept behind local promotions is that you only want to recruit a few local team members, not millions! Therefore, circulate a few 100 sizzle cards or postcards in your neighborhood, and then let your team continue to do the same.

Since your offer has probably not been seen in your neighborhood, it will be a new, fresh opportunity for anyone looking at it. The effectiveness of the promotion will be high and cost effective. Consider the advantages in starting locally.

- You can start now!
- You get fast results
- It's Inexpensive
- It's Easy and Duplicatable
- You pass out as many cards as you want
- There's little local competition
- There is no national competition
- You can have your kids do the work too!

Where to circulate Sizzle Cards and Postcards Locally.

- Through Paper routes
- Door to door
- Newspaper boxes
- Under hotel room doors
- Personally pass out at high consumer traffic areas



Place on Automobiles in the driver's side door jam or window...

- Shopping area parking lots
- Hotels & Motels
- Sports arenas
- Public parking lots
- Airport parking lots
- Convention Centers
- Hospitals
- Bowling Alleys
- Night Clubs
- Fine Restaurants
- Schools
- Colleges
- Theaters
- Tourist Attractions
- Fairs
- Large Flea Markets
- Auction Locations
- Fast Food Restaurants



The following listings are places that you may want to consider placing a small stack of 10 – 20 sizzle cards or postcards. In many of these places simply place them without permission. Others, you will want to get permission and in doing so you will have the opportunity to review the offer with the person in charge by simply asking for their permission. If you look around, you will find all kinds of places that you can place a stack of 10 or more sizzle cards or postcards. Make sure that you adhere to your local laws and regulations when you are circulating literature. If you have questions, check with your local authorities.



Literature Racks are perfect for distributing your postcards (depending on the style or the rack, sizzle cards may be too small). Do you have any public literature rack areas in your large super markets? If so, this is one of the first places to put your postcards. You will often find literature racks in hotels, libraries, airports, hospitals and other large buildings with a heavy flow of public traffic.

Waiting Rooms and Reception Areas - Anywhere people have to "wait" is an excellent location! These people are trying to pass time and will read anything they can get their hands on!

Ideal waiting areas include:

- Automobile Service Centers/
Oil Changes
- Tire Stores
- Beauty Salons
- Barber Shops
- Doctor Offices
- Dentist Offices
- Medical Centers
- Company Lobbies
- Restaurant waiting areas
- Hotel & Motel Lobbies
- Airport Waiting area
- Bus Terminals

Bulletin Boards - If you have access to bulletin boards, many people will see your offer. An easy way to differentiate from the rest is to enclose 10 or more sizzle cards or postcards in a clear "Baggie" and use a thumbtack to attach it to the bulletin board. Just tack the top backside so the baggie is open for easy access. You might find bulleting boards at places like:

- Office Bulletin Boards
- Factory Bulletin Boards
- Libraries
- Travel Rest Areas
- Schools and Colleges
- Restroom bulletin boards
- Truck stops
- Unemployment offices



There you have it... lots of different ways to circulate sizzle cards and postage free postcards... focus on distributing locally rather than always trying to mass market!



Section 8: Closing Remarks

The goal of **PMR** is to help make your sales soar with every postcard marketing campaign. In an effort to keep your marketing costs as low as possible, Postcard Marketing Resources has eliminated the need to pay for a graphic designer and copywriter. You will find an extensive, and ever growing, **Card Library** of pre-designed postcards, sizzle cards and business cards ready to use, making it extremely easy to get your marketing started and launch your postcard campaign.

Also, refer to the **Resource Guide** often to find new tools, software, advertising companies, list brokers and much more... All the resources listed are there to assist you in growing your business.

Take advantage of the ideas and profit making methods contained in this manual. Don't put off your postcard marketing campaign another day. This manual will do your business no good if it ends up collecting dust on your bookshelf.

**Use It... Review It...
PROFIT From It!**

Remember, at this very moment, you are one postcard away from exploding your sales and income. Keep mailing, keep prospecting and put postcards to work building your business.





Postcard Marketing Resources

Use It... Review It...
PROFIT From It!