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GENERATE WEB SITE TRAFFIC AND SALES LEADS WITH POSTCARDS

By Bob Leduc

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Postcards can drive a high volume of traffic to your web site and they can generate a large number of sales leads for you. They're highly effective, easy to use and cost very little.

A PERSONALIZED FORMAT WORKS BEST

Avoid postcards that look like a magazine ad printed on a card. You'll get a bigger response if you keep your message brief and format your postcard to look like a personal message. Your prospect can't resist reading a postcard formatted this way for several reasons.

1. It's delivered already opened and ready to read.
2. The message is brief and easy to read.
3. It looks like a personal message.

Personal message postcards are also effective for business to business promotions. "Gatekeepers" who screen the incoming mail in many business and professional offices will usually pass them through to your prospect. And because the postcard is smaller than the other mail it's usually put on top of the boss's mail pile. That almost guarantees your prospect will read it.

I've used these postcards successfully for everything from developing customer leads to recruiting senior executives. They always produce a big response for a very low cost.

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FOLLOW 3 GUIDELINES TO MAXIMIZE RESULTS

You'll get the maximum number of responses to your postcards by following three simple guidelines:

1. Personalize the message on your postcard. Include a date and a greeting like you would in a letter. You can use "Dear Kim" when you know your recipient's name or something like "Dear Homeowner" or "Hello Doctor" when you don't.
2. Keep your message brief. Don't clutter your postcard with too many words or your prospect won't read it. The most

effective postcard announces one major benefit and asks the recipient to take an action to get more details. For example:

"You can lose 13 pounds in the next 2 weeks without dieting. Call me today at 123-4567 or visit abc@domain.com and I'll prove it to you."

3. Always send postcards by First Class Mail. It costs only 21 cents in the US. To qualify for this special 21 cent postage rate, your postcard must be at least 3 1/2 inches high by 5 inches long but not over 4 1/4 inches high by 6 inches long.

IMPORTANT: Use a real 21 cent postage stamp. A postcard sent with a real stamp generates more replies than the same postcard sent with postage applied any other way.

TIP: Get self-adhesive rolls of 100 stamps and use them with the automatic dispenser sold for about \$15 in most office supply stores. It makes the job of putting stamps on your postcards quick and easy.

EASY TO PRODUCE

You can have your postcards professionally printed by a print shop or print them yourself on your computer.

One cost-effective method when using your computer is to print 4 postcards on an 8 1/2" x 11" sheet of standard index stock paper. Then cut each sheet into quarters to produce four 4 1/4" x 5 1/2" postcards. 100 sheets will produce 400

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postcards for about 1 cent each.

For small quantities print your postcards individually on the 4" x 6" blank index cards available from any office supply store.

Personal message postcards are simple and inexpensive to use. They achieve almost 100 percent readership and generate a high rate of response. Use them the next time you want to drive traffic to your web site or generate sales leads for a very low cost.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. He is now a Sales Consultant. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small

businesses grow and prosper. For more information... <mailto:BobLeduc@aol.com?subject=Postcards>
Phone: (702) 658-1707 (After 10 AM Pacific time)

Modern Marketing With Postcards

By Bob Leduc

Postcards may be one of the best kept secrets of modern marketing. They produce even better results now than in the past. That's probably because postcards deliver information the way people want to get it today ...fast and with little or no effort.

Use Postcards to Generate Website Traffic and Sales Leads

A brief captivating message on a postcard with an enticing offer sent to the right prospects will generate a flood of traffic to your website – or a large number of sales leads.

Keep your postcard simple. Make it look at first glance like a message from a friend instead of like an advertisement. This creates a pleasant emotional response from readers even though they quickly realize that it is a commercial message.

State the biggest benefit you offer to customers. Then briefly add a few other advantages or features you provide. End with a compelling reason for prospects to contact you ..or to go to your website for more details. It's that simple.

Tip: Don't try to close sales directly from a postcard. There's not enough space on a postcard to provide all the information your prospects need to make a buying decision.

People Read Postcards

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Almost everybody will read a postcard – even those who usually throw out other direct mail without opening it. That's because it's almost impossible to throw out a postcard without looking at the message.

This high rate of readership is the main reason why postcards produce a bigger response than other types of direct marketing. With other types of marketing you often lose prospects who would have responded to your offer – but they never saw it.

Tip: Postcards are an excellent low–cost alternative to email. People get so much email today that even legitimate messages are getting deleted unread. But they get few if any postcards. Your message is guaranteed to get their attention when it's delivered on a postcard.

Postcards are Cheap to Produce

Postcards cost less than 2 cents each to produce if you print them using your own computer. You can print postcards individually on blank 4 x 6 inch index cards or print 4 postcards on 8 1/2 x 11 sheets of index card stock and cut each sheet into quarters.

Your postcards will cost between 4 cents and 9 cents each to produce if you use a commercial printer

...depending on the number you have printed and the quality you want.

Postcards are Cheap to Mail

Even the postage for mailing postcards is cheap – 23 cents each to send them by First Class Mail in the US. The only requirement for this special rate is that the dimensions of your postcards must be at least 3 1/2 x 5 inches but not over 4 1/4 x 6 inches.

Tip: Always use a real 23 cent stamp on your postcards. It produces more replies than a printed indicia (imprinted postage) ...probably because people associate a printed indicia with junk mail.

Don't overlook postcards the next time you want to drive a huge amount of traffic to your website or generate a flood of new sales leads. They're simple to use, highly effective and very low–cost.

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Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched *BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low–cost marketing methods at:

or call: 702–658–1707 After

10 AM Pacific Time/Las Vegas, NV

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Modern Marketing With Postcards

High Response Marketing With Low-Cost Postcards

Low-Cost Marketing With Business Postcards

Whatever Happened To Recruiting Postcards In Mlm To Generate Leads?

7 Tips for Successful Postcard Marketing

Power Profits Autoresponder Course

Pay Per Text Marketing

Magic Subscriber – Automatically capture your visitors email addr

Traffic Explosion

The Great Big Book of Internet Marketing



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