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Harness The Marketing Power of Postcards

By Robert Imbriale

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Do you dream of dramatically increasing the number of people who come to your web site? Do you tend to limit yourself only to Internet-based promotions?

I want to share a little secret with you about how you can use a regular old postcard to build traffic to your web site by the thousands in almost no time at all!

Now before you go out of the room screaming, just listen for just a moment. This past month, I have been using postcards with my clients and they have added literally thousands of names to their client lists! That's right, and they did it by using little 3x5 inch postcards that are sent via regular old snail-mail!

I realize that this is not new technology, and that it may not even be all that sexy, but what I do know is that it REALLY WORKS! And the results are nothing shy of amazing, if you know how to make the most of this powerful medium.

Are you curious to learn how? Read on because I am going to tell you and then I'll share a few secrets to postcard marketing that will explode your response rate!

Postcards work because more people read them. . .and they are read more often because there is no envelope to open. Everybody will look at a brightly colored postcard when it arrives in the mail. So the first thing to know is that you always use brightly colored postcards. I prefer sunshine yellow for my postcards.

Harness The Marketing Power of Postcards

Start with a powerful offer. I like to offer a FREE E-BOOK. So I put the words "FREE E-BOOK" in big bold letters across the top of the postcard. Yes, it's fine to be bold! Remember, your goal is to capture attention, so use the biggest, boldest type face you can get!

Under that bold headline, I'll generally provide a little more info about the value of the Free E-book. It may look like this:

"You can GET RICH on the Internet! Learn how in a powerful FREE E-Book by Expert Internet Marketer, Robert Imbriale. Claim your FREE copy of this eye-opening E-Book now! Go to <http://www.ultimatewealth.com>"

That's it. I will not put any more copy on the postcard. I may include a

graphic of the cover of the e-book, but nothing else. It's possible to say too much, so you're better off saying less, and getting more response because the prospect is now curious and will come to your web site to find out more!

All I want to do is get the prospect to RESPOND by going to my web site. So I give them enough information to get them curious and then let them come to my site to get the whole story.

You could also run a contest and use the words, "You Could Win" along the top of your postcard. I tested this headline a few weeks ago for one of my clients, (<http://www.welburngourdfarm.com>) and the results were amazing! In just a few short days, they had received thousands of visits to their site because of this one little postcard!

Your postcard must simply attract attention and then send the reader to your web site. NEVER try to SELL off the postcard! There is simply not enough room to convince a prospect to make a purchasing decision. And I know that your natural temptation is to try and tell them about EVERYTHING that you have to offer. DON'T DO IT! Stay focused, keep it short and you'll see thousands of people on your web site in just days!

Get your list together, (or rent a list from a list broker) print your labels, place a mere 20-cent postage stamp on each postcard and drop them off at your nearest Post Office. There is not that much to this form of promotion, and it will be well worth your efforts, if you follow the simple guidelines I've just outlined for you.

My very first online marketing promotion was a postcard mailing that I used to promote my very first online marketing venture in 1989. At the time I invested less than \$200 to print and mail my postcards and made over \$5,000.00 in sales!

Harness The Marketing Power of Postcards

The good news is that postcards are just as profitable today as they were then! So, go get some postcards made up, bring them to your local printer and get a few thousand copies made. In days, you'll see a nice jump in traffic to your web site – and your profits!

This is one great marketing tip and I've got at least 20 more on my CD called, "21 Ways to Promote Your Web Site." Get yourself a copy right now at www.ultimatewealth.com and you'll be on your way to Internet profits without investing a fortune in advertising!

Robert Imbriale is an internationally known Internet Marketing Expert who has helped sell well over \$100 Million in products and services over the Internet. He is the author of several books, including his latest, "Internet Marketing Secrets" which you can get for free by going to <http://www.ultimatewealth.com> Robert can be reached via e-mail at robert@ultimatewealth.com

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

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.

Harness The Marketing Power of Postcards

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.

Copyright 2004 Bob Leduc

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

Modern Marketing With Postcards

Whatever Happened To Recruiting Postcards In Mlm To Generate Leads?

Postcards: Enabling a Digital Reality

Harness The Marketing Power of Postcards

Postcard Marketing - Low Cost Visibility

Want To Be Able To Tell Your Own Fall Story? Always Wear Your Climbing Harness!

Scripts2Sell

HIV/Aids Healed by the Power of God

Making money at online auctions

The Power Of Laughter

Instant Info-Product Business



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