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Join the Positive Postcard Project

By Stephanie West Allen

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Thank you very much.

AFFIRM YOUR MOST MARVELOUS TRAITS

The words we use to describe ourselves have much force. When you call yourself lazy or impatient or poor, you invoke two strong, powerful phenomena — self-fulfilling prophecy and the law of attraction — moving you towards greater laziness, impatience, or poverty. When you call yourself energetic or kind or prosperous, you also invoke those two mighty and unerring phenomena — and move towards more energy, kindness, or riches.

Here's how Positive Postcards work . . .

First, write down seven positive traits about yourself. Next, obtain seven postcards. Write a note to yourself about each trait on a different postcard. When you are done, you will have seven postcards, each with a note to yourself about one of the positive traits you listed.

You may write a note as simple as this:

"Dear Sally,

You are very imaginative.

Love,

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Sally"

Or:

"Dearest, remarkable Sally,

You are wildly and wonderfully imaginative!

Much love and respect and affection to you, girl,

Sally"

THE WHOLE SPECTRUM OF COLORS

Why seven traits and seven cards? Because a musical major scale has seven notes, a week has seven days, a telephone number has seven numbers, a rainbow has seven colors. Seven is a good number.

Speaking of rainbows, it is highly recommended that you get writing utensils that write each of the seven colors — red, orange, yellow, green, blue, indigo, and violet. Use one of the colors for writing each of your postcards so you will have a rainbow of postcards when you are done.

Now address your cards to yourself and stamp them.

Give the whole stack to a friend and tell him or her to mail you the cards throughout the rest of 2002. Make sure he or she does not tell you when each is posted so your receiving your cards will be a fine surprise for you each time one arrives.

Receiving a card will add a new and bright dimension to your day. And it will again invoke the powerful phenomena of self-fulfilling prophecy and the law of attraction.

CARE PACKAGES

Next prepare a Postcard Care Package for someone else. Give this person seven stamped postcards and seven pens, one of each color of the rainbow. Give him or her the instructions above on preparing Positive Postcards. Recommend that, after he or she has prepared the seven Positive Postcards and given them to someone for mailing, he or she prepare a Postcard Care Package for someone else.

See the potential here? If people prepare their own Positive Postcards AND give someone else a Postcard Care Package, the mails in 2002 will be filled with Positive Postcards arriving to surprise, and to affirm marvelous traits.

Please participate in the Positive Postcard Project. How do you join? Simple. Just start the ball rolling, and the cards flying all over the world.

Join the Positive Postcard Project

January 2, 2003, is the first annual Positive Postcard Day. By then, it will be time to start another whole round of talent-affirming, gift-affirming, genius-affirming Positive Postcards.

Better start writing now.

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Stephanie West Allen, JD, brings humor and motivation to organizations.<http://www.allen-nichols.com>
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Postcard Marketing - Low Cost Visibility

By Claire Cunningham

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You need to be visible to attract customers, right? But how do you get that visibility when you're short on cash? Here's an idea that's worked for many businesses. It's postcard marketing, and it's very affordable.

You can design your own postcards or hire a designer. Print the cards on 67# card stock to meet USPS requirements. Two or four cards will fit on an 8 ½" x 11" sheet so you'll have to use a paper cutter. Postage is just \$.23 a card.

Here are some ways to use postcards:

- 1) REFERRALS – Send postcards regularly to your best contacts asking for referrals.
- 2) ANNOUNCE EVENTS - Send postcards to let folks know about events like classes, seminars, sales, open houses, etc.
- 3) PROSPECTING - Send a series of postcard mailings to identified prospects to "soften them up" before you phone them.
- 4) BUILD WEBSITE TRAFFIC - Use postcard mailings to tell people your site is there and when you make significant additions.
- 5) GROW YOUR NEWSLETTER SUBSCRIBER LIST - Postcard mailings can publicize your newsletter to new audiences.
- 6) MAKE AN OFFER – Do you have a booklet to give away? Are you offering a special discount? Postcard mailings can get out the word.
- 7) SAY THANKS - Use postcards to say thank you for business, referrals, or information.

Of course, for best results you need a good list. Make sure your mailings are going to the right people. Also, you'll get a better response if you offer something of value.

Finally, repeat, repeat, repeat! As with any marketing, repetition is critical. A single mailing may get a disappointing result. Don't be surprised or discouraged. Keep at it with a consistent look, message and audience, and over time your message will sink in.

A response rate of 1–3% is the average, but you may be able to generate significant sales from those responses. Referral mailings can yield business that's three or more times the cost of the mailing.

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