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## Postcard Power! How To Instantly Generate More Business With Powerful & Inexpensive

### Postcards

By Robert Boduch

Postcards can be valuable marketing tools for any business. Here are a few ideas that will help you get the most from your own postcard marketing campaign.

The magic of these eye-catchers is that they deliver short, concise messages in the minimum amount of time – perfect for the "time-poor" society we live in today. They get the important information across rapidly, with a quick and easy flip of the wrist.

You can take your idea from concept to distribution within just days. Since they can be produced in any quantity to suit any budget, postcards are great for businesses of all sizes. You could save a bundle on your marketing expenses by utilizing these simple two-sided pieces, instead of other more costly tools.

Currently — at least in the U.S. — postage costs are considerably lower for postcards vs. first-class mail. Unfortunately, this advantage is not available to marketers in other countries such as Canada. Full rates apply. Even still... these attention-grabbers offer tremendous marketing opportunities to entrepreneurs and small business owners — at any rate.

Postcards are most effective and profitable when used to:

- generate new leads
- follow-up with prospects as part of a campaign
- make an announcement to your existing mailing list
- thank customers for their patronage and invite them back with a special offer
- draw traffic to your web site

The key to success is to deliver instant impact. You've got to make your piece command immediate attention in your prospect's crowded mailbox. Catch the eye... pique curiosity... and unload your magnetic marketing message as quickly as possible.

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Every card has two sides — a front and back. Use the front side as leverage with maximum appeal to compel your prospect to flip the card over and get the full impact of your complete message.

Use the back of the card to unveil all the key benefits of your product or service... provide an strong offer to trigger action... and list prominently your contact information. You've got to make it lightening quick and unquestionably easy to respond. Eliminate any obstacles that might be in the way to getting the results you want.

As with any type of advertising, be sure to include a powerful headline. Your headline is key. It's the most important part of your postcard and should be featured prominently on the front side.

When you're sure you've got a headline that works, try enhancing it visually to make it figuratively jump off the card. One method is to use reverse-type (white text on a dark-colored background). Always use

a larger font size, preferably in a bold typeface. Make it clear and unmistakable... so prospects are sure to understand the message.

Consider employing graphic options such as cartoons only if they assist you in getting your message across. Use topnotch color photographs (like popular tourist postcards) when you can clearly tie the visual to the message in your headline.

The text of your postcard should be benefit-laden. Communicate to your prospect in clear, vivid detail all the advantages that s/he will enjoy by taking advantage of your offer TODAY. Stress the unique benefits unavailable elsewhere.

Include a few testimonials — even if you have to shoehorn them in. Actually, this can be extremely effective as the eye is naturally drawn to anything on the page that is a little out of the ordinary.

Testimonials act as proof of your claims and help build your credibility as a reliable supplier. They also help overcome the fear many people have in trusting a vendor they haven't done business with before.

One absolutely essential ingredient of successful postcards is the offer. It must be promising and compelling. Give the reader an incentive to act now. Be clear and specific. Make responding a simple, one-step process.

If your postcard is sent as a "thank-you" to new customers after their first purchase, entice them back with a 17% discount on the next. This approach transforms your postcard into a valuable coupon that's worth something in terms of redeemable value. Since recipients have already bought from you, most would be happy to do it again at a substantial discount.

The mission of your postcard is to inspire a positive response. Always keep that objective clear in your mind as you plan your strategy.

To maximize results, craft a targeted message and make it easy for recipients to take action. This means providing clearly legible contact information — whether it's a telephone number, fax, mailing address, or web site. Keep in mind that everyone has a preferred method — people like to respond in

different ways.

Providing various response options eliminates another cause of inaction. The more of these objections you address, the more likely it is your postcard campaign will be a rousing success!

Interested in launching your own profitable postcard campaign? Drop me a line right this minute and I'll help you get the results you want -- guaranteed!

More resources at

[www.makeyoursalessoar.com](http://www.makeyoursalessoar.com)

Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

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## **GENERATE WEB SITE TRAFFIC AND SALES LEADS WITH POSTCARDS**

**By Bob Leduc**

### **GENERATE WEB SITE TRAFFIC AND SALES LEADS WITH POSTCARDS by Bob Leduc**

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

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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.

### 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

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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 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>  
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