

Send Postcards To Save Money and Cut Through E-mail Clutter

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By Roger C. Parker

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Use your computer to send personalized color postcards in quantities of 1 to 1,000.

Print on demand postcards are here. You can quickly, easily, and economically use your computer to prepare and address color postcards that will arrive in your prospect's morning mail!

Postal mail is growing in importance as the volume of e-mail steadily increases. A four-color postcard in the morning mail will attract far more attention than the same message sent via e-mail.

What you can do

Here are some of the ways you can profit from this new technology:

- Networking follow-up. Quickly follow-up with prospects you meet at B.N.I. or Chamber of Commerce events, reminding them to visit your web site.
- Thank You's. Express your thanks to new clients and those who provide referrals and testimonials.
- Turn postal addresses into e-mail addresses. Give previous customers a reason to join your e-mail newsletter list.
- New prospects. Profile your best customers and use a list broker to locate the names and addresses of others like them.
- Promotions. Invite clients and prospects to teleclasses and special events.
- Greeting cards. Use postcards to keep in touch at anniversaries and holidays.

Building your e-mail list

Use print on demand postcards to build your e-mail newsletter distribution list. Start by creating an information incentive—like a tip sheet or buying guide. Your incentive can be a special issue of your

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newsletter, an elaboration on a previous topic, or an audio that can be downloaded from your website. For "hands off" delivery of incentives, use autoresponders to notify recipients where they can download your incentive.

Steps to success

Creating and mailing print on demand postcards from your computer involves three simple steps. The following shows how easily you can create a relationship with a new contact or reactivate previous

clients.

1. Choose the four-color artwork for the "billboard side" of your postcard. You can choose from thousands of four-color illustrations and photos. You can also create and upload your own online portfolio of custom postcard artwork.
2. Prepare your message. Enter the desired text in an online form. Preview your work as you go.
3. Address your postcard. Enter the name and address of your recent networking contact or previous client into the online database. You can also import lists from a many types of databases and contact manager software programs. Select the name, or names, you want to receive postcards, and send.

How is your card delivered?

Your postcard will be printed and mailed First Class from a centralized printing location the next business day.

Advantages and options

- No minimum quantities and no inventory. No up front investment is needed, no supplies to run out of. Postcards are printed as needed. Send 1 or 1,000. The more you send, the lower the printing and addressing costs.
- Quality. Postcards are printed in color on a quality glossary cover stock. Both sides are laminated to resist wear.
- Flexibility. Choose either 4 by 6 inch or 6 by 9 inch postcards. You can add the recipient's first name to each card.
- Efficient. No need to prepare and apply address labels or hand-address individual postcards. No trips to the Post Office for stamps. No last minute trips to the mailbox in the rain.

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.

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

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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 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

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Impair Healthy Healing In People Over The Age Of 30!