

*Infobriefings®
on Postcards*

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Boca Raton, FL

Infobriefings[®] on Postcards

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I. Introduction

Harness postcard power

Looking for an effective way to build and boost business? If you're an executive, small business owner, professional practitioner—you've found the answer—postcards! Despite modern technology, postcards remain useful to communicate, convey messages, stay in touch.

Don't hesitate to think small—postcards—the focus of this guide. Have you used postcards to promote your business? Want to do more? Haven't benefited from the power of postcards, yet? Keep reading to discover how to maximize postcard marketing for your business.

Postcards make wonderful marketing tools, because they:

- are low cost, affordable for all size businesses/budgets
- are versatile, flexible—many styles, topics, images
- offer vast uses, often one card for multiple audiences
- are easy, quick to create and produce, customizable
- are easy to test, track, and tweak marketing campaigns
- are targeted to specialized mailing lists
- overcome e-mail issues (clutter, spam block)
- avoid snail mail problems (using/opening envelopes)
- get past office gatekeepers into the decision-makers
- are read by almost 100% of recipients, quick read
- produce a high rate of response, better than other ways
- aren't used by your competition, setting you apart
- don't require extraordinary writing or design skills
- are inexpensive to print (self or professional) and mail
- enjoy special postal rates, no presorting or permits

- can be handed out, more personal, saving postage
- don't become outdated, quickly changed and replaced
- are portable, can be carried in pocket or pocketbook
- keep name in front of prospects, clients, media
- are kept and read, pinned on bulletin boards
- are retained more with valuable reference information
- are more convenient to fill out/return than clip-outs
- touch us in an emotional way, stir positive memories

With this guide, quickly and easily create postcard campaigns. Avoid mistakes many marketers make:

- Inadequate planning, no system
- Failure to target and manage correct list (own best)
- Lack of ways to get postal addresses to build list
- Uninspired copy, not personal or personalized
- Poorly crafted headline
- Commercial message, sales pitch, trying to close sale
- Unclear or otherwise poorly-written message
- Wrong image for content/message, unattractive
- Poor readability, font small, no white space, cluttered
- Lack of contact information
- Avoidable errors from inadequate editing
- Failure to keep printing and mailing costs down
- Poor mailing, bulk not first class, non-standard size
- Lack of persistence, inadequate or no follow up

Use *Infobriefings® on Postcards* to guide you. Get the insider secrets from someone who's been there, done that.

Let me guide you

Why listen to what I have to say? Because I have the marketing and writing expertise to guide you through the postcard marketing process. I've been a successful physician, attorney, pharmaceutical industry director, freelance writer. More recently, I've built a thriving information marketing and seminar business.

I've had extensive marketing experience, creating campaigns for different types of businesses. I've worked with marketing departments to improve their programs. I've marketed my own businesses with postcards.

I've used my expertise to help others create marketing materials and infoproducts. My clients—ranging from small businesses to large corporations—have developed revenue-generating information products, implemented successful marketing campaigns, accomplished their goals, boosted business, and made more money.

Now, I've written this guide to show you how you can quickly profit from postcards. As a single mother raising six children, I've had to utilize efficient, effective ways of doing things—both personally and professionally.

I've whittled the postcard process down to the minimum and presented it in an easy-to-use manner. I've simplified tasks. I've done the work for you. I've given you only practical, immediately-useful information to help you achieve success with your postcards, without spending loads of time reading how to do it. Plus, lots of checklists and tools to get your postcards and your marketing campaigns created more efficiently and more effectively.

Use the postcard process

I've broken the postcard process into 3 components—INCEPTION, INFORMATION, IMPRESSION. I like doing things in 3s. Why 3s? The number 3 has always had a special meaning and naturalness.

Follow the 3-part postcard process:

- (1) *Inception*: Who's your niche market? Competition? Why will you use postcards? How will you find the best lists to get results? Track and test your results?
- (2) *Information*: What type of postcard will you use? The design? Template? Modeling? What's your topic? CORE? Headline? Your message?
- (3) *Impression*: What will add impact? What's the call to action? How will you get your postcard printed and mailed? Evaluate your results? Leverage postcards?

Start using the postcard process by writing down the specific steps you plan to take. Planning requires time, but expedites your postcard marketing. Overall time is reduced. Effectiveness is improved. The more you plan, the less time and effort it takes to implement your plan.

What do readers want to know when they get a postcard?

- Who's it from—the who?
- What's the message about—the what?
- Why should I care—the why?
- What benefits will I get—the WIIFM?
- What do I need to do—the call to action?
- What's the deadline—the when?