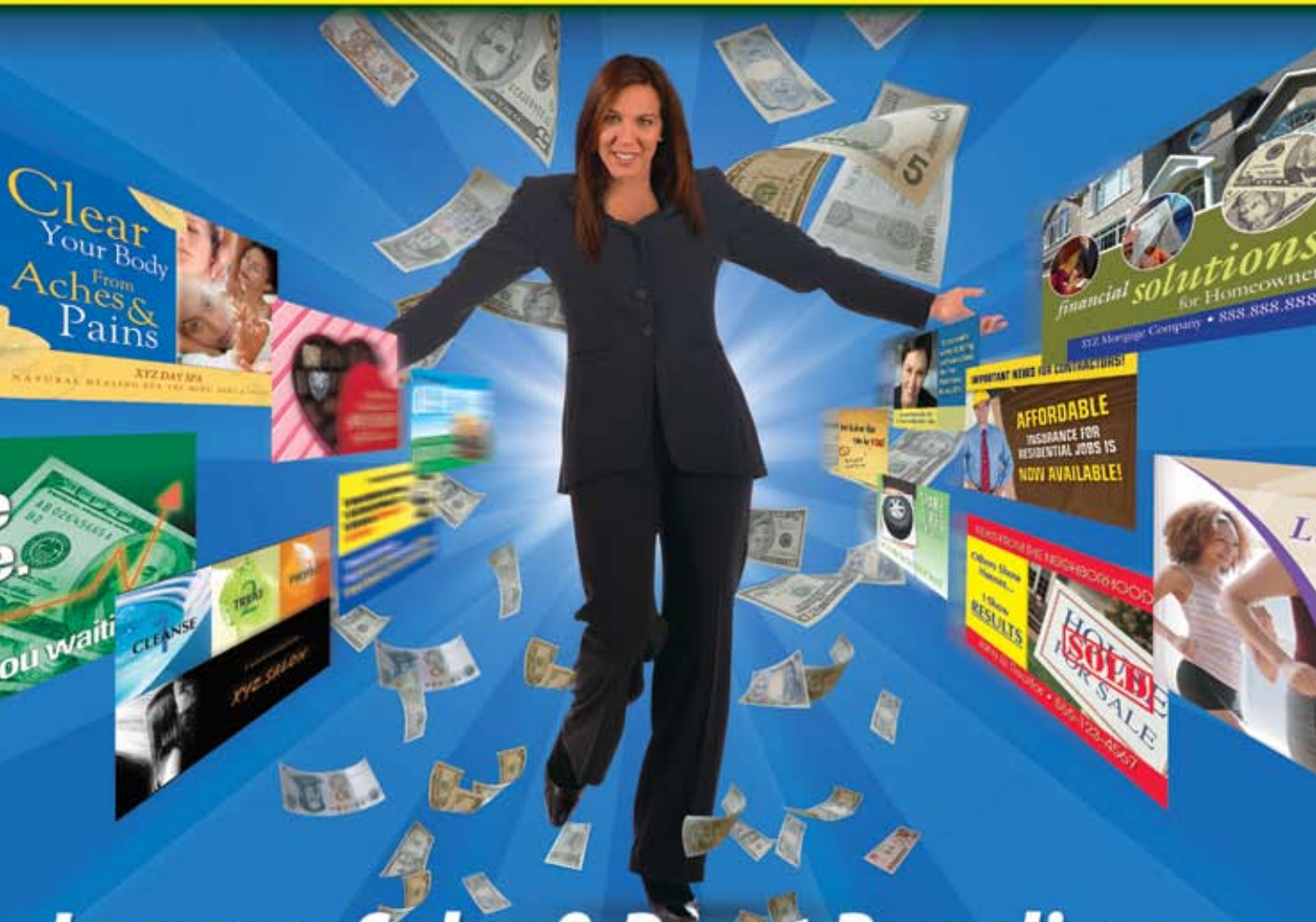


THE ULTIMATE

POSTCARD MARKETING

SUCCESS MANUAL



Increase Sales & Boost Branding
—All for the Price of a Stamp!

BY JOY GENDUSA, FOUNDER OF POSTCARDMANIA

THE ULTIMATE
**POSTCARD
MARKETING**
SUCCESS MANUAL

BY JOY GENDUSA,
FOUNDER OF POSTCARDMANIA.COM

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Disclaimer:

I hate to add this disclaimer, but the lawyers said that I have to. Despite the fact that you read this book and do exactly what I say to do – if you do not get the results you thought you would **it is not my responsibility**. In other words, you read and apply this book at your own risk. All of it has worked for my business and the businesses of thousands of my clients. But it may not work for yours.

Acknowledgments

This book is a collaboration. It would not have come together if not for many hardworking, dedicated individuals.

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INTRODUCTION:

Postcards from the Edge

“Marketing is not an event, but a process... It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.”

~ Jay Conrad Levinson

Picture yourself in a grocery store, eager to get in and out in twenty minutes or less. Now imagine yourself with a cart full of bread, milk and eggs, rushing toward the checkout aisles. But wait, they're all full; all except one.

Is it a mirage, a trick, a hoax? Nope; it's for real. Its light is on, a cashier stands patiently behind her register beckoning you over with a smile and a wave, and yet everyone remains in some other, crowded line. What do you do? Take up the last spot in one of the other nine full-to-bursting lines or saunter over and march right up to the empty line?

That's what I thought you'd say. Well, in the world of modern marketing, there is a secret checkout aisle just waiting to beckon you over with a smile and a wave. It's no hoax, no mirage, and it works like nothing else you've ever tried before.

It may not have a lot of bells or whistles or fancy new gadgets to recommend it, you may not see it on the cover of some glossy ad agency magazine, but like that empty grocery store aisle it's out there, ready and waiting for you to rediscover the leverage, opportunity and possibility that exists by turning left when everybody else is going right. It's called postcard marketing and before you call it old-fashioned and dated, give it a second look.

Let's go back to our grocery store analogy. That empty aisle that looked so inviting is the road less traveled, the path everyone's forgotten about, or maybe even gone down already and didn't find success so they doubled-back to follow the herd into one of the other aisles.

Those other aisles? They are all those "other" marketing tactics that everybody else is busy beating into the ground. I'm not saying they don't work – some of them work quite well, given the right company, needs and circumstances. But wouldn't you rather be a stand-out, using a direct-marketing tool often overlooked by your competitors, than to send out, email, SPAM or blitz prospects with the same blind items everybody else is using?

Yup, I thought perhaps you'd say that, too. I feel that perhaps my first duty in this manual is to convince you beyond any doubt that postcards, as your direct mail marketing tool, are the absolute BEST path to follow. In this brief Introduction, I'm going to spend the next few pages trying to do just that. Along the way I'll give you my own experiences succeeding with postcards and I'll share with you the testimonials of others winning with them, too.

There are doubters who will say, "Why should I believe you? If I believe what you say and market with postcards, you stand to profit from my expenditure – you may just be writing all of this for that!"

Let's face facts: It is true that I own a postcard marketing company. It is true that I hope to win your business by sharing my expertise on this subject. But just because I have a vested interest in your marketing with postcards does not mean that it doesn't work. And just because I may stand to profit if you jump on the postcard marketing bandwagon it does not mean that I'm not offering the best service and product for the money at my company, PostcardMania. Heck, you could take all my advice and go elsewhere if you want! That's right; postcards work whether my company produces them for you or somebody else does!

You can choose to believe me or not. I am writing this manual after being in the postcard business for nearly a decade. I started with an idea and I used ONLY postcards for the first few years to promote my business. At this writing we are a staff of over 140 employees strong and we'll do upwards of 20 million dollars this year. Over and over again, friends and colleagues asked me just how I did it.

Now is my chance to tell them, to tell you and to tell anybody else who'll listen just exactly how I did it. In this manual I am speaking from experience. And not only my own experience, but that of countless others. (Well, not countless. We have over 22,000 extremely satisfied customers, with more coming on board every day.)

Along the way I've spent time and energy culling the successful actions of several different industries – all using this particular direct mail technique – the postcard. I have learned how to get results, plain and simple. I have already taught all of this to my staff. Here I will share that with you.

I know that I can teach you EXACTLY how to succeed with postcard marketing. I know it completely and utterly. I also know that, if done correctly, when you find your particular “formula” for your own business – and if you stick to it – you will, without a doubt, have terrific success.

What is terrific success?

Well, that all depends on what you want to achieve. Some of our clients want merely to spread the word of a new gym opening in the neighborhood; others want to send an announcement to the entire southwest. For them, five gym members – or 500 new clients – might spell T-E-R-R-I-F-I-C.

What about you?

In this book I will share with you specific postcard designs that have produced proven results for a variety of very different, but profitable, industries. From dentists to day spas, from attorneys to art galleries, from real estate agents to restaurants, we've custom designed packages to meet every client's specific needs. If you don't find your industry in this book or online, don't fret; I will go out of my way to find you a sample if you email us directly. But even better than that I'll show you how to figure out what headline – and what image – will create the kind of results you're looking for.

Once you've got your headline and image, though, don't stop there; there is so much more to successfully marketing with postcards than the headline and the image. Please read the manual in its entirety. You will not regret it. At the very least it will validate what you already know. On the other end of the spectrum

you will come away with an easily executable plan that will help you increase your bottom line by just as much – or as little – as you want to.

I suggest you keep pen and pad in hand while reading this. I'm sure you'll be coming up with all kinds of bright ideas for your own company – or the company you work for. If you don't have a pad handy when a brilliant idea strikes, feel free to write in the liberal margins provided. Or go to town with different colored markers or highlighter pens to pinpoint your favorite quote, tip or factoid. Yes, unlike your junior high history teacher this is one book I actually encourage you to write in!

Opportunity, ideas and potential brilliance are simply too important to limit to just the margins. Speaking of limits, there really are no limits to how far you can go and I'll show you how direct mail marketing with postcards will get you there. (Wherever “there” is for you and your specific needs.)

My story in a nutshell: I started PostcardMania in June of 1998. I started it as a pilot program – a test. My business back then – before PostcardMania.com – was called Joy Rockwell Enterprises and I was a four-person agency specializing in the design and printing of business collateral (any printed matter for the business – brochures, info packs, pocket folders, etc.).

I was in business for four years up to that point. I was definitely struggling. My boys were only tykes then and I had to work around the clock to make a decent living. I desperately wanted to change my business so that I could spend more time with my kids, but still expand my company.

Even though I always recommended to my clients to engage in plenty of direct mail I wasn't following my own advice. I NEVER mailed out anything – except invoices! What a hypocrite I was!

At that time most of my business was from one very big client. And to make a

long and horrible story short and sweet – they went down for unethical business practices and I could see the end coming for me. That is, if I didn't do something to attract more clients – and quick!

They say that necessity is the mother of invention, and they're right; this was the impetus I needed to heed my own advice and do a mailing of my own. As an industry "insider" I received mailings from all kinds of different printing companies because I was a "reseller" for them. One day I got a postcard from a postcard company. It was fantastic. I could get 5,000 postcards for \$425!! Back then this was UNHEARD OF. Needless to say, I called immediately.

I did eventually get my postcards. But the process was "aggravating," to say the least. The customer service was appalling. They weren't friendly and didn't seem to give a hoot if I was happy or not. And, frankly, the paper they used was thin and the ink smudged when it went through mail.

What's that saying about God closing one door and opening a window? My thought at the time was: I could do this same thing WAY better, and charge less, and create a "higher end" product and be nice to the people that call me just by caring about their order!

At this point I could say, "The rest is history!" But I'll be more honest than that. It was scary and rough-going and treacherous and many, many times I wanted to quit. Creating a business from nothing is more than a big task and not everyone is cut out for it. Plenty of times I feared I wasn't, either.

How was I going to get enough new business to feed my family, pay my staff and all the bills? Often I thought that I'd done everything I possibly could and it still felt like we'd take two steps forward and one step back – or three steps back. Oh, how frustrated I was. And I was still working 12 hours a day, 7 days a week.

More time with my kids? Yeah, right!

What SAVED MY BUSINESS?? (I wanted to write that last sentence like this: WHAT SAVED MY LIFE? – but it sounded too dramatic. Seriously, though, something very specific did save my business and thus my life.) It's too simple, but it's the truth. And the answer is: Mailing out postcards every single week to promote what we sell – postcards.

The hardest part was figuring out how much mail I needed to send out in order to make enough income to be profitable. This was a very tricky formula when designed from scratch, with no road map in place, but rest assured there is a chapter in this manual [Chapter 21] devoted to that so that it will be easier for you than it was for me.

In that particular chapter I cover figuring out the correct estimation of effort required to succeed with direct mail. (If only I'd had such a chapter when I was starting out!) Instead, I definitely learned by trial and error. But I figured out a formula to get close to the right amount of effort. By effort I'm referring to "how much money should I spend?" and "how much mail should I send?" and "how often should I do a mailing?" I say "formula," but there is no pat answer; it's going to be different for different industries.

The beautiful part about what I do is that I get to deal with so many (over 350) different industries. I've learned what works for many of these and I plan to tell you stories of success from quite a few in this manual – in addition to sharing several case studies and images of the cards that are working!

When I realized that I had to mail out postcards each and every week, I started with 1,000 pieces per week and I hit a general business list based on geography. Not super smart, granted, but super easy. I bought a yellow pages CD and mailed to my local area.

Later we changed the mailings to go to specific industries.

As my efforts were rewarded with business I increased to 2,500 pieces per week.

Eight plus years later we mail 90,000 pieces per week!

Over this period of time I not only spent a small fortune on my “trial and error” learning method – which you will now be able to avoid – I also spent thousands of hours researching, learning and compiling what really works and what doesn’t. None of this is theory. It’s truly based on my hard won experiences – my own and those of my customers. So it doesn’t have to take you nearly eight years to get your business to grow to where mine is. You can do it faster and smarter!

I hope you feel inspired. I hope you are still interested. I hope you keep reading and I hope you implement what you learn. Of course, what I hope for you is insignificant compared to what you must hope for yourself.

Remember: *Nothing but your own experience will really convince you.*

That’s just my opinion, but I’ve seen it time and time again with my customers. They cross their fingers and blindly trust us – hoping they’re not throwing their money away. Honestly, the folks that stick with it never stop coming back for more. Why? Because it works. And they’re winning with their marketing efforts – in a big way. In fact, one of our top clients made the *Inc. 500 List* this year – one year after we did – for being one of the fastest-growing, privately-held companies in the nation!

Postcard Postscript:

In this book I will share with you specific postcard designs that have produced proven results for a variety of very different, but profitable, industries.

Now they know what I’ve known for years, and what you’ll soon find out: Direct mail works!



SECTION ONE

Marketing Basics You Need in Order to Win with Postcards

What Our Satisfied “Maniacs” Are Saying:

“I have decided to order two more sets of postcards due to the overwhelming response I got from my first mailing! Last week I had six assessments to do and have another three scheduled next week – in the past I have been lucky to have one per week! I can’t tell you how thrilled I am with the response from the mailing. Let’s do it again!”

~ Oxford Learning



CHAPTER 1

Business Marketing Strategy 101 - Let's Get It Defined

Too often we skip past things – like titles – and nod our heads, assuming we know what they mean or even how they're defined. But let's slow down, repeat and rewind. Exactly what is a “business marketing strategy,” for starters?

The term business marketing strategy might sound like it is esoteric or stratospheric, so I've taken the mystery out of it so you can devise and implement your own business marketing strategy that fits into your small (or large) business plan.

Strategy comes from a Greek word *stratagein*, meaning “to be a general”. Think of a strategy as an overall plan of action needed to win a war. The smaller, detailed actions are called tactics. You can have tactical plans, which help you achieve your strategic marketing plan or overall business marketing strategy. That's simple enough, isn't it?

A business marketing strategy or strategic marketing plan is an overall plan of marketing actions you intend to take in order to accomplish a specific goal for your company.

Start with a goal: \$2 million in sales this year; expand into new premises by a certain date; double the size of the company in two years – whatever the goal may be. Write it down, scratch it out, erase, fine tune – be specific. Make it something realistic but challenging.

After you determine your goal, work out a simple, overall plan of the major marketing steps needed to accomplish that goal. Again, be specific. For example:

- Publish a newsletter for all existing customers and mail out quarterly.
- Work out four special offers for the year and promote them to all your customers.
- Set up on-line shopping and expand the web site.
- Design a direct-mail campaign promoting the web site to all customers and prospects.
- Get mailing lists (of target markets) and do a series of 12 mailings of postcards to them; and follow up on and close all leads.
- Etc.

You get the idea. Don't rush this. Do your homework. What worked in the past? Read up on successful marketing campaigns. Talk to colleagues, friends, and mentors. Don't be afraid to ask questions and play devil's advocate with your plan. I always say business marketing strategies are like blind dates – you don't have to be married to them. Pick and choose the strategies that work best for you, based on analysis of past efforts – yours and your competitors.

Do thorough research into your competition. Get on their mailing list and their email list. Start receiving their promotions. See what they do well and not

so well; pick and choose what might work best for you. You don't need to reinvent the wheel. Sure, being innovative is great, but doing what is already successful is practical and yields faster, more predictable results. I don't want you to plagiarize anyone – but see what would make you want to call them as far as offers are concerned. Research ALL your competition and take the best aspects of their marketing and come up with something original.

Your business marketing strategy needs to be laid out in the right sequence and you should have some idea of a budget when you write it. Again, be realistic. “Run a series of three thirty-second TV ads during the Super Bowl” might sound like a brilliant marketing strategy, but at over two million dollars for thirty seconds apiece, can you really afford it?

On the other hand, when you build your business marketing strategy you mustn't try and cut corners. Do what you can on the cheap, but don't sacrifice quality for cost. Some things – like a great graphic designer or new technology to make mailings easier – are simply going to cost money. The payoff is reaching more people with more quality. If you don't promote heavily, it doesn't matter how good your product or service is, no one will know about it and you will go broke.

It can seem intimidating at first, I know, but don't worry. You are going to learn a lot in this manual and I will try to keep it orderly and provide enough examples for you so that you can figure out what the proper sequence is for your particular campaign.

Postcard Postscript:

I always say business marketing strategies are like blind dates – you don't have to be married to them.

“What Our Satisfied “Maniacs” Are Saying:”

“In the Mortgage Industry, if you are going to mail to renters, you really need to commit to a program for at least one full year. There are some good reasons for this:

Most renters have leases and most leases are for a one-year term.

This means that only 25% of the card recipients are potential home buyers at any given time (people start thinking about buying, moving or renewing their lease in the 90 days before the lease expires).

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The Largest Selection of Alternative Mortgage Programs on Earth

- Up to 100% Financing
- Bad Credit Okay
- True No-Doc
- Purchase or Refi
- No Income Verification

This is a good thing because most people don't pay attention to a mailing the first time they see it. In our experience, people respond mostly after 3, 4, or 5 months. In advertising, familiarity breeds a comfort level. You want the renter to be warmed up to you when they reach that last 90 days of their lease and become a potential customer.

Easy Home Loans!

Let us help you find the mortgage program that works for you.

Log on... Or Call:
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 or
Steve Kemish
1-800-842-5665

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“So, it's essential that you stick with the program for the duration to get the results. It's a waste to try to implement a marketing program like this and give up too soon. It would be like planting an apple tree and chopping it down because it doesn't give apples right away. Businesses should order a full year of postcards to get the best price and make sure they stick with it for the duration. It works for us!”

~ Jim Kemish
 Power Mortgage

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CHAPTER 2

Getting Attention

When we got old enough to go to school, one of the first lessons we learned was NOT to draw attention to ourselves. We were taught a variety of ways to ensure that we didn't stand out in a crowd: Don't slouch. Stand up straight. Use your inside voice. Smile for the camera. Wear what's in style.

Well, it's time to unlearn what we've been taught about standing out. In postcard marketing, it's all about standing out; it's all about getting what your kindergarten teacher preached against when you were six: ATTENTION!

I said earlier that I felt my first order of business was to convince you to use postcards. Simply put, they're a great way to get attention. In this chapter I want to talk to you about getting attention with your direct mail piece. It may sound obvious, but there are actually many barriers to this.

First of all, most people are bombarded with promotional

jabber. They watch TV, they drive and see billboards and signs, they get spammed and they also get annoying pop-up messages when they're surfing the internet. You can probably think of a ton of other ways you're bombarded, but you get my point. The bottom line is that anyone trying to market something in today's climate of "promotional overload" is at a distinct disadvantage.

So, how will you break the barrier of getting a prospect's attention with direct mail?

Postcard Postscript:

In postcard marketing, it's all about standing out; it's all about getting what your kindergarten teacher preached against when you were six: **ATTENTION!**

Ditch the Envelopes!

Truthfully, the most common question that I am asked is "How do I get their attention?" This is a major problem because, no matter what you do to them, most envelopes look basically the same. Print on them in color, make a window, stamp them "urgent" with ALL CAPS – your customers have seen all these tricks before. They get thrown

away before they're even opened. The recipients can tell from the outside that it is a sales pitch and they just get rid of it. This causes you to lose sales because of assumptions made before you are even able to get your message across, when if you only had the chance to let the customer know what you were offering, they might have gone for it. Plain and simple, the easiest way to get around this is by using postcards.

Not only does the full-color aspect of postcards attract more attention than all of the envelopes in any given day's stack of mail, but it will allow you to get your message across while recipients are making the decision of what to read and what to throw away. While the recipient is scanning the postcard to decide whether

or not to put it in the trash or the to-do box, he or she is actually receiving your marketing message. It's like having x-ray vision and peering through the envelopes most people throw away!

Still not convinced? Let's use this example: You are sitting on the subway and the guy next to you leans over and says "I have something I would like to sell you and it's under my trench coat, are you interested?" So as any sane person would do, you move to the furthest seat away from him so as not to be bothered.

As you now sit in the farthest seat from the untrustworthy freak in the trench coat you are approached by a smiling little Girl Scout who holds out a box of cookies and says, "Would you like to buy a box of cookies? Everyone loves the Thin-Mints!" So this time you pull out your wallet and plunk down the \$3 for a box of delicious cholesterol and sugar.

See the difference? Don't hide your message behind a trench coat. For all we know the "untrustworthy freak," as I have affectionately named him, could have had a box of Thin-Mints under there.

We may never know, and neither will your customers if you don't stop stuffing your promo into bland-looking envelopes.

Postcard Postscript:

While the recipient is scanning the postcard to decide whether or not to put it in the trash or the to-do box, he or she is actually receiving your marketing message. It's like having x-ray vision and peering through the envelopes most people throw away!

“ What Our Satisfied “Maniacs” Are Saying: ”



“We have had a great response, as usual, with this postcard. We are already looking at a total of 90+ people that have made reservations so far!”

~ Dr. Garvin Yee
Board Certified
Orthopedic Surgeon

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Thursday, January 12, 2006
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Free lunch will be provided. Seating is limited.

Please call 561-779-9003 to reserve a seat.

3

CHAPTER 3

Postcards Work – Overcoming the 4 Reasons People Don't Buy from You

What is the fastest, simplest and cheapest way to promote just about any business?

Yes, that's right – postcards sent by direct mail. You can get your message to a targeted group of prospects or to your existing customers for a cost of about 33 cents each, including postage. You can actually send someone a postcard every 30 days for only \$4 a year.

Postcards Work.

You can generate leads, create sales, ask prospects to give you a try or convince existing customers to buy more or buy more often.

Postcards Work.

What are the 2 biggest secrets of marketing with postcards?

Regular, repeated mailings are the way to create big, predictable results. When you mail every 30 days for a year you will cause a dramatic growth in your business. People respond to repetition. If you are a parent you know how hard it is to refuse repeated requests for a cookie or a desperately-wanted toy. If you are not a parent, I'm sure you remember asking, even begging for a toy, treat or permission to stay up past your bedtime until your parents finally gave in. Your customers and prospective customers respond the same way. They need to be asked repeatedly, too. Postcards Work.

There are really only four reasons people don't buy your products and services. Look at your own buying behavior and see for yourself if you believe me when I tell you these 4 apply to you, too:

- **No need.**
- **No money.**
- **No hurry.**
- **No trust.**

Postcard Postscript:

You can get your message to a targeted group of prospects or to your existing customers for a cost of about 33 cents each, including postage.

No Need

Don't take it so personally. When people don't buy from you, it's because they don't want what you are offering. They may need what you are offering and not know or acknowledge that need, but the bottom line is they don't want it.

Yet.

Go where people want you. Avoid the whole square-peg-versus-round-hole conundrum and look for a square hole. If you were dating you wouldn't go looking for other singles at a weekend retreat for newlyweds, would you? So why would you send your postcards to audiences that aren't interested in what you've got to offer?

Save lots of time, effort and money by targeting your postcard mailings to groups of people who have demonstrated they want your product or service – or ones similar to yours – and then mail to them. Follow at least this one piece of advice and become more profitable immediately.

Postcard Postscript:

If you were dating you wouldn't go looking for other singles at a weekend retreat for newlyweds, would you? So why would you send your postcards to audiences that aren't interested in what you've got to offer?

Examples of those who have demonstrated they want your products and services are:

- **Your own customers,**
- **Your competitor's customers and...**
- **People who have bought products and services that your products and services supplement or complement.**

Target your marketing. Promotional mailings without a targeted market in mind aren't called postcards; they're called lottery tickets – and are about as effective. Promote your business exclusively to people likely to have a strong desire for the benefits provided by your product or service.

Postcards Work. (Lottery tickets don't!)

No Money

Businesses and consumers don't usually avoid purchases because they don't have or can't get the money necessary to purchase. They usually don't buy because they decide buying something else is more important to them (like food).

You can get them to buy from you by making it clear to them that buying your product or service will get rid of something they don't want or will get them something they do want or will get them more of something they already have that they like having.

It is your job to get people and businesses to see that your products and services give or get them what they really want. Consumers and businesses rarely avoid buying something because they don't have (or can't get) the money needed to make the purchase. They avoid buying what you offer because they place a higher priority on spending money for something else. What is the most nagging problem you can solve for prospects in your targeted market? Make how they'll feel -- when your product or service-- eliminates that problem real to them. Use postcards to communicate how they can get their problem solved.

Postcards Work.

No Hurry

People tend to drag their feet after they decide to buy something. The longer they wait to purchase a good or service, the more likely they are to forget why your product

Postcard Postscript:

It is your job to get people and businesses to see that your products and services give or get them what they really want.

or service is valuable or even absolutely necessary to them. Keep your message in front of them with repetitive mailings.

If you don't, you'll lose the business.

The reason repetitive mailings are so effective is that they remind your customers and prospects of what they are missing by not having your product or service working for them in their life. You can avoid losing sales because of "no hurry" by rewarding customers for taking immediate action and penalizing those who don't. For example, offer a special discount price or a special bonus for ordering before a deadline. Now people do have a reason to hurry.

Do repetitive mailings to targeted customers and prospects and you will make more sales.

Postcards Work.

No Trust

Buyer's remorse is more than just a clever buzz word or catchphrase; it's costing us both money as we speak. Most people's fear of losing something is a bigger concern than getting something that they want. While this may in fact be self-protection at its finest, unfortunately this fear causes them to frequently avoid buying something they truly want. I've been there. Have you?

Folks don't want to buy only to find out that your product or service won't solve their problem. They don't want to be – or even feel – ripped off or still at a loss over

Postcard Postscript:

The reason repetitive mailings are so effective is that they remind your customers and prospects of what they are missing by not having your product or service working for them in their life.

the solution to their problem.

- **You must take away their risk in doing business with you.**
- **You must provide a way that they can “trust” you.**
- **If you don’t, they won’t buy and you will lose business.**
- **You have to remove this perceived risk to avoid losing business because of “no trust” – and instead start building trust.**

Here are three ways to build trust that I’ve found effective for any business:

Eliminate the risk with some kind of guarantee, such as a free trial, a money-back guarantee or a “keep the free gift even if you don’t keep the product” type of offer.

Give them testimonials from satisfied customers and/or provide references that prove the quality and reliability of your product or service.

Make it easy for your prospects and customers to communicate with you and get their questions and concerns answered. Let them see that you and your business are real and that you value getting and keeping their trust and present and future business.

Give something to them BEFORE taking their money – and also after. For instance, in my business I give free marketing advice to anyone that asks, whether they’re a customer or not. And, after they purchase, if they want to continue the dialogue I continue it regardless of whether or not it’s likely they’ll buy again anytime soon.

To recap, these are really the only four reasons why people don’t buy from you:

No need, no hurry, no money and no trust. You can increase your sales and profits by knowing these four reasons: 1)Doing everything you can to mail your postcards to the people and businesses most likely to want and benefit from your products and services; 2)Making it clear to them how valuable the benefits of your products and services are to them; 3)Getting them to realize the urgency and the value of your products and services NOW and, finally, 4) Getting them to trust you so that you can help them get the benefits you promised your products and services would give them.

Postcard Postscript:

Most people's fear of losing something is a bigger concern than getting something they want.

When you do all these things, guess what? People will buy from you like crazy. Postcards are a perfect low-cost medium to overcome the four reasons people don't buy from you.

Use postcards in repetitive mailings and make your business soar.

**Don't ever forget:
POSTCARDS WORK!**

Joy Gendusa

Founder & CEO – PostcardMania

Joy Gendusa is the Founder and CEO of PostcardMania, the nation's fastest growing direct mail postcard marketing firm, recognized by Inc Magazine. She began PostcardMania in 1998 with no capital injections of any kind, using her marketing acumen and direct mail postcards to expand her corporation year after year. PostcardMania has seen positive expansion every year since its inception. They have won many awards for their creativity and marketing farsightedness, such as the MarCom International Awards, the Stevie Awards, the Inc 500 List, & many more—all of which the underlying theme contributing to their accomplishments is helping companies all over the nation expand.

As an Expert Author, Joy's marketing and business articles are in nearly 1000 on-line publications. She has also appeared in national print publications like Inc Magazine, Millionaire Blueprints, National Mortgage Broker, American Printer Magazine, Target Marketing Magazine, Pro Jeweler Magazine, Realtor Magazine and more.



A Brief Excerpt from

The Ultimate Postcard Marketing Success Manual

What is terrific success?

Well, that all depends on what you want to achieve. Some of our clients want merely to spread the word of a new gym opening in the neighborhood; others want to send an announcement to the entire southwest. For them, five gym members – or 500 new clients – might spell T-E-R-R-I-F-I-C.

What about you?

In this book I will share with you specific postcard designs that have produced proven results for a variety of very different, but profitable, industries. From dentists to day spas, from attorneys to art galleries, from real estate agents to restaurants, we've custom designed packages to meet every client's specific needs.

If you don't find your industry in this book or online, don't fret; I will go out of my way to find you a sample if you email us directly. But even better than that, I'll show you how to figure out what headline – and what image – will create the kind of results you're looking for.

Once you've got your headline and image, though, don't stop there; there is so much more to successfully marketing with postcards than the headline and the image. Please read the manual in its entirety. You will not regret it. At the very least it will validate what you already know. On the other end of the spectrum you will come away with an easily executable plan that will help you to increase your bottom line by just as much – or as little – as you want to.

I suggest you keep pen and pad in hand while reading this. I'm sure you'll be coming up with all kinds of bright ideas for your own company – or the company you work for. If you don't have a pad handy when a brilliant idea strikes, feel free to write in the liberal margins provided. Or go to town with different colored markers or highlighter pens to pinpoint your favorite quote, tip or factoid. Yes, unlike your junior high history teacher this is one book I actually encourage you to write in!

Opportunity, ideas and potential brilliance are simply too important to limit to just the margins. Speaking of limits, there really are no limits to how far you can go – and I'll show you how direct mail marketing with postcards will get you there.

