

THE STEP-BY-STEP

Postcard

MARKETING COURSE

“How To Make **Five Figures
Per Month With Cheap
Simple Postcards”**



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Making Money With Post Cards

The Step-By-Step Post Card Marketing Course

Section 1: Post Card Success For Newcomers

One of the best things about getting into postcard marketing is the fact that you're entering the multi-billion dollar direct mail and direct marketing industry. This course is a "primer" to get you off to a fast start but there's so much more to postcard marketing which you'll learn about as you go along.

Because you're entering this huge industry, there are countless resources available to you and much of it can be found on one website which is included at the end of the course called "Resource Guide". For example, there is a ton of ongoing training available on sharpening your direct mail marketing skills. In fact, the site I'll give you in the Resource Guide has a section which shows how that one site is a resource guide in and of itself for over the Business Schools of over 35 major universities around the country. The students use this site to help them develop hypothetical direct marketing campaigns for thesis papers which is what they need to write in part to get their degree.

The benchmark for success in direct mail and postcards in particular is the percent of response that turns into income as a result of a given direct mail campaign. Direct mail is not so much an art as it is a science. If you follow the proper protocol as is given in this course and as you further develop your expertise as a post card marketing specialist, you will open up to a whole new world you probably never thought existed.

I first started using postcards to generate leads for a business opportunity back in the early 90's. And my first postcards were the ugliest of ugly. I'd take a 8 1/2 x 11 piece of canary card stock, evenly section it off in 4 boxes. Then I'd take a black sharpy pen and write in each box leaving the prospects name off "_____ I've been trying to reach you, I've got a money making project I know you'll be interested in, give me a call at (123) 456-7890". Then I'd use that as my master, run copies on my copy machine, then cut each page in four. Then I'd stick on my address labels, turn the card over and write in with my sharpy pen their name...it looked as if I just wrote the entire card out to them. Now before you start laughing...let me shock you...I would get 10 to 15 call backs for every 100 cards. That's a 10 to 15% response. Try getting that high of response from a 4 color gloss card with all the fancy success graphics - You won't come close!

For the last 19 years I've only used Cheap Simple Postcards, and always will. The Postcards I use you could make at home today, get them in the mail today, and have your phone ringing or prospects visiting your website in 48 hours...good solid prospects, and in most cases far better than what can be generated online, why, because you can control who you mail to, more on that later.

Here's the key to understand the psychology of postcard success. With postcards, you only have a 10 second window of opportunity to get someone to respond. You see, postcards are a "direct response" marketing venue. The goal is to generate direct, immediate response. The person looking at your postcard will give you the 10 seconds. Your goal is to give them all they need in that 10 second window to cause them to either go to your website or call you on the phone. If you're marketing a home business-type program, just give them your 800 Sizzle line Message or a Website. Personally I prefer to use a (800) Sizzle Message to pre-sell or get them excited to take the next step, such as visit my website or listen to a conference call. But if you're a carpet cleaner or a dentist, for example, you want them to call you and make an appointment.

So in this 10 second window, you don't want anything on the card which will take their attention away from the core offer or suggestion on your card. If the viewer is gazing at graphics, they're eating up the seconds and are distracted from your core message. If you're marketing a home business, mlm or direct sales program, get right to the point. You're selling the idea of making more money and if you tie it into making money mailing out post cards, that's a very strong Unique Selling Proposition (USP). They're looking at your postcard. It's simple. In the back of their minds, they say, "I can do this" and when they think that, you're on your way to enrolling another member in your organization. And the best part is they won't be asking you how to market the opportunity because they already get the picture that they'll be making money sending out postcards. Here's an example of what I mean. This copy is included in the post card design section further along in the course along with many others.

Make \$10,000 A Month From Home
Mailing Cheap Simple PostCards Each Week

Do No Selling – Do No Cold Calling

This Is A Total No-Brainer

(800) 350-1456

24-Hour Recorded Message

See what I mean? Look at the copy on this card carefully and you can see why it works. It talks about making money, it shows how to do it (by sending out post cards), it takes out the dreaded 'sales' and 'cold calling' features commonly associated with having a home business plus it says it's easy & you give your 800 Sizzle Message or your Website so your prospect can easily access more information.

In other words, it says a lot with very few words. If you had a graphic on your postcard such as money falling from the sky or a fancy sports car, your core message would be diluted and your response rate would be less. Get the picture?

Section 2: Building a Post Card Empire

I know you're just getting started and I don't want to race ahead but I want you to know there are people who are making quiet little fortunes just mailing Cheap, Simple Postcards...When I say "fortunes" I'm taking about \$5,000 to \$25,000 a week. Yes, you read that correctly – a week!

Now they didn't get there overnight and they branched out to market additional products. The point is that postcard marketing is not some little rinky-dink thing. It's a bonafide industry segment within the larger direct mail industry and it has a huge potential for the person who's serious about generating consistent serious cash flow.

The beauty of postcards which is also the beauty of direct mail and direct marketing is that once you test a postcard and a product and find a winner, you'll get the same response with 100 postcards as you will with 100,000 postcards. It's a numbers game...specifically a percent of response numbers game.

Now in terms of making money with a home-base business or direct sales opportunity, I've already included copy ideas that are proven to work so you don't really need to "test" your postcard campaigns. When I say "test" I'm talking about down the road when you're looking for something new to market with postcards. I'll show you how to find niches for postcards but for now stick with what you have. If you're in a money-making program and you like it and it works for you, by all means use postcards to market that program. Again, stick with what you have.

On the other hand, if you're in a money-making program you don't like or if the website looks awful, search around and start looking for another program to

market. You must have a dynamic website. It's needs have lots of sizzle, great graphics, easy to understand, hopefully a professionally-made movie or two, a link to the compensation plan and your name and phone number clearly visible from multiple places on the site. If you've got that, you're golden. If you don't have that, you may be using an outdated website and you should go looking for another opportunity to join. And that just makes basic sense, doesn't it?

Another technique I like and use more than just directing my postcards prospects to a website is first sending them to an (800) Sizzle Message. I like to set the stage in an audio message, pre-sale my enthusiasm for what I'm doing then direct my prospects to my website by giving my web address at the end of my 2 to 3 minute sizzle message. This has proven to double and triple my enrollment rates.

Now you can also market more than one money-making opportunity. Many people in the home business arena are in multiple programs. You can also go searching for niche products to market and I'll tell you exactly how to do this because after all, we're in the postcard empire section, right?

In terms of building a postcard empire spread out over numerous products, services or opportunities you may discover for yourself, it's all about finding what people are buying right now and matching that with a similar product they may be interested in. For example, let's take golfers. What do all serious golfers have in common? Their passion...their passion about getting better at the game. As such, they buy all sorts of informational products on how to improve their game in addition to the obvious equipment they buy. They buy DVDs, manuals...anything and everything that can help them. Well guess what? There are countless lists of people you can mail postcards to who spend money right now buying informational-type training programs to improve their golf game (the list broker who sells these lists is in the Resource Guide below).

The same is true for people who buy specialty pet products, pet snacks, pet training. You can get scores of lists of these kinds of people – and they're people who are not just interested in their pets' welfare (and some people are obsessed with their pets)...they're people who actively and frequently buy things for their pets from direct mail, infomercials, etc. You can get access to those lists. You can mail post cards to those lists. The world is your oyster here. Maybe you have a hobby and it's something you know a lot about. Well, guess what...others have an interest in the same hobby!

What you don't want to do, let me re-phrase that, what you DO NOT WANT TO DO is create a product or take a product out of the mothballs you once created or invented years ago and look for people to buy it. NO! The goal with postcards is to make money and the way you do that is to find a market first, then find a product to match the market. Market to people what they've already proven they like to buy. By "finding a market" I mean, find a large group of people who buy a certain type of product or service often...if they're obsessed like some pet owners are and most golfers are, that's what you want. You do that by spending time on the website below in the "Resource Guide" and looking for markets...look for really great lists of people...look at the list description...when you see a list or a category of lists that gets you all lit up, then go looking for something they might be apt to buy to satisfy their "obsession".

So this is what I mean by building a postcard empire. When you branch out into building your empire, this is when you test your postcard offer and the responsiveness of the list. By the way, the website below with these lists has 62,000 lists to choose from and its own search engine to help you find the categories you're looking for. This one site could end up being worth 100 times, maybe even 1000 times what you paid for this course!

But like I said before, start with what you have right now...don't get carried away...just focus on the task at hand first and that's to start making money with the program you want to market.

Section 3: Post Card Design & Layout

In postcard design, the simpler the better. Cool graphics with fancy cars are out. A direct compelling message is in. You only have 10 seconds to make an impact on someone who is standing there looking at your postcard. Why waste any of those valuable seconds by having the person get sucked into staring at a graphic.

Years ago, fancy graphics on postcards were effective. That was in the 1980s and 1990s. Remember back then? No internet or in the case of the late 1990s, sporadic internet (remember the nightmare called dial-up?). Because dial-up was the primary internet connection, color graphics were rare. People were not inundated with color and graphics at the push of a button like they are now. In those days, fancy postcards were more readily accepted because they were different. Nowadays, there's so much color and images and graphics online,

it's better to send cheap –simple, cards because they stand out.

I will give you many postcard designs in this section but first let me just say that by design I am also talking “copy” which is the word for “text” on the postcard. In our case here, design and copy are the same thing. The design IS the copy or sales message on your card. You'll be using your sales message to grab their attention and cause them to respond to you. Nothing else matters in terms of what goes on the card...nothing!

If you'll be using postcards to market a money-making opportunity such as a home-base business, internet home business, mlm, network marketing, or a direct sales opportunity, you want to “sell” (2) concepts at the same time on your post card: 1) making money and 2) making money mailing out Cheap, Simple Postcards.

The reason this is important is because the biggest problem people have with buying into an opportunity is knowing how to market it. Some people, actually many people don't know this at first and others never learn this. They think that by buying into an opportunity they will just sort of somehow magically get customers to buy from them. This is a delusion which I and many others have found out the hard and expensive way. In fact, I know many in the direct sales home business arena who still haven't figured this out after years of buying into one program after another. No matter how great your business may be you still need qualified prospects looking at it...postcards are one of the quickest and easiest ways to find these folks.

So when people see on your card that they can make money mailing out postcards, your sales message becomes much more compelling for obvious reasons. Here's some design ideas that work. I would suggest you do NOT dramatically alter any of them. You may change them in minor ways but keep the basic message the same, in the same format and fitted onto the post card in the same overall design. And remember we only have 10 seconds to grab their attention, the text sample on these postcards are designed to do exactly that.

Postcard 1:

*******Notice*******

There's A Home Based Business That's
Sweeping The Internet Right Now.
Average People Are Making Thousands
Weekly Mailing Out Simple
Postcards... Will You Be One Of Them?
Be Smart And List To My 24 Hour Recorded Message:
1(800) 350-1456

Postcard 2:

<<Attention>>

" I'm Sending You \$1000 Check!"
I Get This E-mail Everyday, And You Can Too
If You Can Mail Out Cheap Simple Postcards Just Like This One.
Average People Are Receiving Cash In As Little As
7 Days...Don't Wait Go To My Website Now!
www.FIQSystem.com

Postcard 3:

This Is Too Doggone Easy

I'm Making \$1000 A Day Mailing Out
Simple Postcards and You Can Do It Too!
If You Can Lick A Stamp... You Can Make Money!
Spend 2 Minutes Listening To My FREE Recorded Message:
Dial: (800)350-1456

Postcard 4:

Never Been Done Before!

\$27,824.00 In 5 Days. . .

Simply Mailing Postcards

Run To My Website Now and Be Amazed!

www.FIQSystem.com

Postcard 5:

Unbelievable!

“Becky Made \$3000.00 Last Week Mailing Out
Cheap Simple Postcards Like This & Did Absolutely Nothing Else”

Becky Didn't Talk To Anyone...

Becky Didn't Sell Anything...

All Becky Did Was Mail This Postcard!

Would you like a simple way to make money without
Having to talk to anyone or sell anything?

www.FIQSystem.com

Postcard 6:

**Make \$25,000 A Month From Home
Mailing Cheap Postcards Each Week**

•Do No Selling •Do No Cold Calling

This Is A Total No-Brainer

(800)350-1456

24 Hour Recorded Information Line

Postcard 7:

Don't Be Stupid Read This

Sorry About The Headline – I Need Your Attention

There's A Home Business That's Sweeping The Country

Average people Are Making \$1000s Weekly

Mailing Out A Cheap Simple Postcards Like This

Will You Be One Of Them?

Be Smart & Listen To My 24HR Recorded Message

(800) 350-1456

Postcard 8:

Hey You! Need To Make More Money?

Make \$1000s Weekly Mailing Out Postcards

•No Selling •Not MLM

Visit My Website & See For Yourself

www.FIQSystem.com

Postcard 9:

Are You Rich Yet? Didn't Think So...

Stop Looking For Get Rich Secrets, There Are None!

You Have Finally Found Your Answer To Financial Independence.

*"Discover how this 34 year old father of two went **from broke to \$21,750 Per month** just mailing simple postcards."*

Watch My FREE Webinar & Be Shocked!

www.FIQSystem.com

Postcard #10

Make Money In 7-10 Days!

21 People Sent Me **\$1000.00 Cashier Checks** By Overnight Courier...in 14 Days! First Timers Are Doing **\$7k Their First Week!** See Proof At My Website...

No Selling, No Cold Calling, People Call You!
www.FIQSystem.com

You'll learn about postcard layout in the printing section. You can either have a printer do your layout or you can do it yourself at your own computer. But for now let me show you how to layout a postcard for free by using an online printer's website. This is only if you're going to have our recommended printer print your cards (see the Reference Guide below).

You go to www.vistaprint.com and open a free account with them. Then you look on the index on the left-hand side for post cards. Click the link and you will see pages of postcard designs. Look for one that consists of black and white boxes.

You will notice in the left hand sidebar, you can fool around with typing in your ad copy. This is very easy for most people but if you have a hard time, get a friend, neighbor, family member to help you. If you have a teenage child or grandchild, they will be able to do this in a few minutes or less.

Just type the text into the boxes in the left sidebar and you will see the text appear in the post card. Use the copy or text from one of the postcard design examples. If you decide to use the online printer, you can send them this design with your text and your order will be expedited faster.

I use to use VistaPrint for my postcard printing but now I use a printer that gives 5,000 postcards for the same price that VistaPrint will do a 1,000 for.

If you're going to do everything on your computer and print your postcards doing it all yourself (see the printing section below), you don't need to do anything with VistaPrint. I still from time to time print my own postcards at home, particularly when I'm testing new copy and just want to do a mailing of only 500.

If the test goes well (2% response and above) then I'll have 5,000 to 10,000 printed up.

As is the case with VistaPrint and the online printer we recommend, you may be tempted to use some of the other designs they offer because there's some nice-looking designs in there. Resist all temptation! Resist the idea in your mind that one of the fancy-looking post cards looks better. The reason I say this is because it DOES look better but it doesn't pull a better response. Remember... response is what you want...not people enjoying a few moments looking at your card before trashing it!

The last page in this course is a print-out of the best design to use in VistaPrint. Just go into VistaPrint, find the design under "post cards" and go at it.

Section 4: Postcard Ad Copy

Earlier you had already seen proven ad copy that works but in this section you will learn more about the concept of creating good ad copy.

You always want to create ad copy that illicit a direct response. Postcard marketing is all about getting a direct response as opposed to what is called generic or brand awareness advertising. So your ad copy needs to be compelling.

There are some good ways to review good ad copy to get ideas and to understand the psychology of getting a good response.

If you're in the home-base business arena, you want to inspire people to make money, the ease of making money with your program and tie in the idea that they can make money sending out postcards in the mail.

You need to have a website which is attractive, even exciting and a website that tells a complete story. If your program has a price point in the neighborhood of \$50 to \$150, for example, you may get people who will buy right off your site. The closer to \$100 the more will buy right off the site. As the price point inches it way up the pricing ladder, people will want to speak to you first so make sure your website has a place to put your phone number and your name. Make sure the phone number on your site goes to a friendly voice message in case a call comes in when you're away from the phone. You may consider using a voice message system so you can leave a "sizzle" message of 1-3 minutes long. You

can get phone numbers and record a message from www.kall8.com .

Again if you want a chance for prospects to purchase your offer off your site then it needs to be a complete site with things like a movie (video), recorded conference call (s), product information, the actual price and a way for people to buy through an online payment processor or by sending you the money via the mail or private carrier.

If your opportunity has a much higher price point, don't worry, postcards work fine for those too. You just have to realize that for an opportunity with a buy-in level of \$400, \$1000 and on up for example, people will more than likely want to speak to you on the phone first before they buy, especially in these recessionary times.

When I'm marketing a business opportunity at a price point of \$500 dollars and above I prefer my prospects to be directed to a sizzle message, leave their name and number, then I'll follow up with them with a quick 2 to 3 minute conversation, and then invite them to my website, listen to a conference call, or webinar. I'm not one to hide behind an email or website, I like my prospects to know that I'm available. If you'll do the same your sign up rate will quadruple and you'll be one of the top earners in your company...just a success tip!

So your ad copy needs to tell a complete story such as the ad copy ideas in the section above.

If you're in a more traditional business such as carpet cleaning, auto warranties or you're a dentist, obviously you're not selling the idea of making money...rather you're selling the idea of saving money or a free service.

For example, a carpet cleaner would advertise a 2-room special for \$99, regularly \$159, and to call to make an appointment. Again, make sure your phone number is directed to either a person answering the phone live or to a friendly voice mail message.

A dentist might offer a free exam. A transmission shop might offer a free transmission check and an auto lube shop might offer a \$19.95 or \$17.95 oil change special. Always, in advertising a special for a traditional business, put an expiration date for the offer.

You can also offer something for free with a purchase. This has validity for the “make money from home” crowd as well. You could offer a free marketing tool or a free postcard course (you can give them this course, it’s fine with me, I offer it as a Free Bonus for joining me). You may not want to put this information on the postcard itself but you can mention it in your “sizzle” message voice mail message attached to the phone number on your website.

Back to the “home base business” front, if the program you’re in does not have a powerful website, you might consider going online and searching for a low price point program with a dynamite website. I would suggest you do not do post card marketing for one of those very, very low priced program such as \$10 because it’s not very cost effective for post cards.

For the money metrics to stay in your favor when marketing with postcards I try to stay with a program where the entry fee is \$500 dollars and above with 75% being paid back to me as a commission. Example if the program I’m marketing cost \$500 to get involved then I’d need to see about a \$375 profit...If the program I’m marketing cost \$1000 to join then I’d need to see about a \$750 profit. Using these metrics keeps your cost to find an enrollment always in the profit category. Currently in this economic climate a program costing about \$500 to join paying a 75% plus commission is ideal. A great example of a program that has perfect positioning in this market with good postcard metrics would be a program like <http://www.FIQSystem.com>, the start-up entry fee is \$1495 to join and pays out a Fast Start Bonus of \$1000.00! The website listed here is a great example of a 2-Step Marketing System using a Simple Postcard for Step 1, which is an invite to an Informational Webinar, and Step 2 is the Webinar is used to Market the Program...this is one of my most effective Marketing Techniques with Postcards. Use these metrics mentioned above with this type of marketing strategy and you’ll never have a postcard campaign not produce a profit, assuming all the other elements presented in this manual are followed...honestly what I’ve mentioned here in this last paragraph is worth the price of this course...it has earned me millions of dollars!

Look around, you’ll find something that matches the price point criteria for postcards and every week new programs are coming out. Always be on the lookout for new launches and zero in on the ones that meet the criteria for postcard marketing. A word of caution here: There’s a fine line here, please, please don’t become a *business opportunity junkie*, when you find a good program then run with it, run with it and make it profitable...once your monthly income has

reached \$10,000 plus per month for a couple of months in a row then consider plugging in another income stream using your same criteria for involvement.

I've been doing this for 25 years, have only been in 11 Business Opportunities and have earned millions...even with what would be considered marginal programs. Bottom line is your success is not hidden in the program, it's hidden in your consistent effective marketing. I see so many become deal chasers jumping in the program of the week, and with the speed of the internet there truly is a new deal coming out each week. Stop being some list owners Biz Op ATM Machine and jumping in everything they offer up...find a good program...draw a line-in-the-sand and market it! One of the biggest reasons the Business Opportunity Industry suffers a 90% failure rate is lack of focus, I truly believe that...anyhow sorry I got off on that tangent, I'll get off my soapbox, back to postcards.

Section 6 – Post Card Printing

There's 2 ways to do your postcard printing: the do-it-yourself way on your computer and by contacting the online printer we recommend in the Resource Guide.

The online printer charges about \$127 (plus shipping by UPS) for 5000 post cards. You can send them a file from the card you design on VistaPrint. They have templates you can use but they're all graphics-intensive so don't go there. The printer's website and customer service reps are pretty self-explanatory so there's no need to get into that here...except that you should learn about the kind of paper to print on. So let's get into the paper first, then doing everything on your computer next.

The paper: you should print on card stock or cover stock...these have a minimum 60 pound weight as it's called as opposed to 20 pound stock. Cover stock is a little less in price than card stock; a little bit lighter but certainly good enough for post cards. You can buy cover stock in any large office supply store such as OfficeMax, OfficeDepot, Staples, etc. You can also buy what you need in a store called XpedX. There are many XpedX stores all over the country and you can find one close to you if you live in a metro area by going to www.XpedXstores.com and you can order online if there are no stores in your immediate area. You can get similar card or cover stock at the office supply stores I mentioned...they're a little bit more expensive but not a whole lot...so if you

don't have an XpedX store within driving distance, don't fret. There may be other paper stores in your area...I use XpedX so I've never looked for another source... just do a google search for paper stores or suppliers in your city and state.

When selecting a cover or card stock (this kind of paper is called stock by the way), always and I mean ALWAYS follow these guidelines. The preferred stock is pastel, the second preferred is astrobright. Of the two, pastel is THE preferred shade...you might get lucky and find an astrobright discounted real low in which case it's OK, but pastel is your primary shade.

And in the two shades I mentioned, there are only 3 possibilities you should consider with one alternate. In order of preference these are: pastel yellow (canary), pastel green, pastel blue and pastel red as the alternate. I say alternate because you might get a special-discounted price on the pastel red that would be hard to pass up.

Pastel shading is a muted color as opposed to astrobright which is very bright. Pastel in fact is NOT bright...it even appears somewhat faded like brushed denim jeans with the washed out look. DO NOT think this is bum advice, I've test many colors over the years, pastel shades will always pull best. You are of course free to print on whatever color and color shade you want but I will tell you pastel is THE PREFERRED SHADE for postcards and the 3 colors I mentioned are your absolute best bet. Why? They look like "cheap ugly postcards" which of course is the theme of this training on postcard marketing. There are people making substantial amounts of money with postcards and their rule of thumb is the 3 pastel colors I mentioned plus the alternate.

In terms of the online printer, you can go with the black, white, red and green coloring scheme which you will see in VistaPrint. That card works fine but in terms of doing it yourself, pastel only.

In terms of doing the layout of your card on your computer, it's not rocket science. Everybody has different versions of Windows from Microsoft and others have Macs. If you have windows, go to "start" in the lower left corner of your bottom taskbar. Click "search" and type "Works" into the search bar. If you have Microsoft "Works" installed on your computer, it will show up in the results box...just left click it, hold it down and drag it to your desktop. You can then size your card...4 up to an 8.5 X 11 sheet.

If you don't have "Works" you can either buy it from Microsoft for \$39.95 or just do the old fashioned way. Take a sheet of paper and make 4 postcard sized boxes on the sheet. Measure the boxes and then 1 create box per sheet. Then either type or copy and ad message you want to use, size the text and fiddle with it until it looks good. Make sure you have "white space" all around the inside of the post card with the text attractively laid out.

Print 4 of them in total. Then paste all 4 to one sheet and you're ready to go. If you do not understand how to do this, no big deal...just get someone to help you. This is VERY EASY to do. Anybody with any degree of dexterity and basic, fundamental computer skills can do this in about 20 minutes.

So you have 1 sheet of 8.5 X 11 paper with 4 postcards affixed to it, right? OK, now just take it to a local copy shop along with your cover stock. You can either have someone "Offset Print" it or you can do it yourself at a copy machine. You then make 2 cuts...and you've got 4 postcards per sheet. It's a lot easier and faster to have the offset printer or copy shop do the cutting for peanuts...but if money is tight, you can do it yourself...you'll get the hang of it pretty fast.

Now it's your call, you can print only on one side and leave the other side blank which is where you'll affix your mailing label and stamp...or, and I prefer this method...you can repeat your message on the address side, but in smaller fonts, see example on the cover of this book. I like this layout best because it gives your prospects two chances to see your message. I also like to include my return mailing address to make sure I don't get a bunch of returns because of bad addresses, this allows you to keep your list broker honest.

The size card we are constructing here requires postage of 28 cents for First Class Postage (as of June, 2010), which is the only postage I use. I won't use bulk rate...I want to make sure my marketing piece arrives in my prospects mail-box. That hasn't always been the case when I've use bulk rate.

Section #7: Success Tips

Tip #1: If you're marketing a home-base business type program (mlm, direct sales, network marketing, direct pay, gifting), mailing your postcards on Fridays is very good. Why is that? Because the majority of your cards will start hitting mailboxes on Monday. And for people that have jobs, what is the most dreaded day of the week? Monday. If your cards hit on Friday, they're seeking fun, relaxation, the outdoors, whatever!!! Your response rate will do better on Mondays.

Tip #2: 4 x 6 post card size is the best...5 X 8 cards require 44 cent stamps and the 3 X 5 cards are the same price as the 4 X 8 cards (28 cents)

Tip #3: If you have a good list of people and would like to squeeze just a little more response out of your mailing then hand addressing them will do that...it's certainly time consuming and a bunch more work.

Tip #4: If money is tight and you cannot afford to send a lot of cards at one time...no problem...if you can send 20 or 30 or 50 per day...that's fine....do that.

Tip #5: Keep good records of the amount of cards you have out there and the income you generate so you can evaluate your campaigns.

Tip #6: The national response rate is 1% to 2% of buyers. At 1% you're making great money...at 2% you're going to create some serious cash flow.

Tip #7: Have a really good follow-up conversation outline prepared so that when people call you, you're not grasping for ideas on what to say (see below, an outline is given)

Tip #8: Put your prospects through an information system so they can gain all the knowledge they need. Do NOT spend a lot of time "selling" people – rather, give them a chance to put forth the effort to gather the information they need. Use your company's resources such as conference calls, webinars, etc to do this with. Just think in terms that you're a "Tour Guide," just pointing them in the right direction. Remember it's critical that you're proving (while prospecting them) how easy your business is and proving that there is No Selling...No Explaining...No Convincing...and No Closing and that there is a System that does all that...at least for your sake I hope there is...again if not...find an opportunity that does have a system. YOU MUST CREATE AN INFORMATIONAL FLOW. People buy when they can see themselves "in the picture" of doing what you do.

Tip #9: Postcard marketing is very powerful. In some cases people will buy right off your site. In other cases they need the human connection. It all depends on your website, price point, etc. The tip is this: Do everything you can to make money. If it means calling people or taking calls from them...so what...you're NOT COLD CALLING and that's all that really matters.

You will notice it's much easier speaking to a prospect who has responded

from postcard as opposed to some sort of online marketing technique. Postcards are more memorable, people will recall it every time and be more open to you because part of the allure they've responded to is making money sending out post cards (rather than learning how to do internet marketing). In many respects you'll find that offline prospects to be of high quality and more receptive to your offer.

**Follow Up Phone Script for Postcard Prospects That
Left A Message On Your Voice Mail or Opted In At Your Website**

You: Hi (This is your name) I'm calling you because you got a postcard about how I make \$1000 dollars per day mailing Cheap, Simple Postcards...And How You Can Do The Same (Say something that will jog their memory about your postcard...WFA – wait for answer)

You: So, _____ (name)...what's your story? What do you do now to make money? (let them open up to you...the question 'What's your story' is a FANTASTIC OPENER!!!)

You: Have you ever been in any kind of a home business?

You: The nice thing about my home-base business is you don't have to do any cold calling because all you do is mail our Cheap, Simple Postcard and prospects eagerly call you.

You: If I could show you how to make an extra \$1000 plus dollars per day from home just mailing simple postcards, would you be willing to watch a webinar today done by my partner.

You: It will give you a chance to hear and experience how easy our business is and how people of all walks of life that use our simple system to make hundreds daily.

Them: Sure

At that point you give them the call information or website to register for the webinar or whatever your system uses...

Then set a time at that point to give a follow up call to answer questions that they might have.....

It's that easy, don't complicate it. If you call every opt-in you get from a postcard and keep it this simple you will make money with every mailing. If they try to ask all kinds of questions during this first call just say this. I know you have all kinds of questions, however the webinar will answer 95% of your questions. I'll be more than happy to answer any other questions you may have after the webinar...fair enough? Good here's the website to register for our webinar ...Immediately after the call or webinar follow up, don't wait... You want to close them at the peak of their excitement.

Resource Guide

The preferred printer is www.gotprint.com

You can order your post cards from them which will take about 10 days to be delivered to you. In the meantime you can use the do-it-yourself system I gave you earlier to get some cards in the mail while you wait for your 5000 cards to arrive. They may charge you a set-up fee. If you do this, the company you buy your labels from (see below) will email the list to the printer electronically (no peel and sticking on their part). They will also affix the postage electronically. They'll do everything in one fell swoop (printing, labeling and stamping) so it's a total hands-off deal for you.

List/Label brokers:

By far the best lists/labels will come from www.NextMark.com – This is a list affiliate company with hundreds of brokers offering over 60,000 lists spread out over thousands of categories.

The issue with NextMark however, is that most or maybe all their lists have a 5000 minimum whereas the other list brokers below have a 1000 minimum and one company has 2000 for \$150. Most of the list brokers rent their lists for about \$100 per thousand. I say “rent” their lists – you do not buy them...you rent them for a one time use except for one broker who offers lists that you can use as often as you wish.

Do not attempt to make copies of the label sheets and then jury-rig you're a printing of the lists onto your own labels...they will know this and ban you from buying from them again. They “seed” the list with a few of their own addresses so they can weed out those people who might try and re-use the list again illegally (against their terms of agreement).

If you don't want to start with 5k, that's fine...go with one of the other brokers – wolf enterprises is good. But as you make money, try and upgrade to NextMark as soon as you can. Spend some SPARE time studying the lists available from NextMark. They have their own search engine and you can do a search for ‘MLM’ or “Home Business” or “Cash Gifting” to see what they offer. You can also do searches for any type of category such as golf, pet owners, facial cream, weight loss, personal development, success motivation, real estate investing...like I said, there's over 60,000 lists in there so knock yourself out and get excited. Just be getting the connection here for NextMark alone is worth way more than the price of this course. NextMark can literally be your source to make you rich.

Wolf Enterprises

Fresh, high-quality names of people interested in starting their own home-based business. These are fresh, “out of circle” beginners who have called or written in response to national advertising.

<http://www.wolfenterprises.net/maillinglists.html>

Opportunity Seeker

Opportunity Seeker mailing lists offer over 45 targeted categories including: opportunity seekers, MLM leads, extra income seekers, home businesses, work from home, get rich quick buyers, mail order buyers and much more.

<http://www.opportunityseeker.com>

Opportunity Lists

Thousands of new opportunity buyers each month! Everyone on the list is interested in pursuing Home Based Business Opportunities. This includes all types of **MLM**, **Network Marketing** and **Work at Home** opportunities.

These are real leads - red hot and exclusive to you. No one else gets your leads. They are sold one time only!

<http://www.opportunitylists.com>

Daj Direct

A Mailing list that is correct for your offer, must be used, or you are throwing your money away!! Mailing List Broker and List Manager Daj Direct, provides Opportunity Buyers Direct Response Mail Lists.

The premier list brokerage house for MULTI LEVEL MARKETING, Opportunity Buyer and Work From Home mail lists. Specializing in providing responsive, targeted, Opportunity Buyers Direct Mailing Lists to the MLM (multi level marketing), Business Opportunity and Work at Home community.

The reason that most people do not succeed in the Direct Mail Marketing business, is simply because they do not know how to choose a list.

<http://www.dajdirect.com>

Business Opportunity Mailing List Tip: Be sure that whoever you chose to buy your Business Opportunity Mailing Lists from be clear with your broker than you only want names of those **that have purchased a business opportunity in the past (buyers)**. Stay clear of Income/Business Opportunity Seeker Lists...they are a waste of your time and money.

To Your Success,

Rod Stinson