

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson  
author, *Guerrilla Marketing*

**Vol 4, #8**

# Roger C. Parker's Guerrilla Marketing & Design

## Bullmarket 2004

Roger C. Parker is one of 500 individuals around the world who can "make a difference in your business," according to Seth Godin's *Bullmarket 2004 International Sourcebook*. [Download a copy](#)

Use your computer to create, address, and send custom color postcards through the mail as you need them!

## Use postcards to cut through e-mail clutter

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

Print-on-demand postcards are here. You can now 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 increases. A brightly colored postcard sent via conventional mail will often attract more attention than the same message sent via e-mail.

### What you can do

Ways to profit from postcards include:

- *Networking follow-up.* Quickly follow-up with prospects you meet and invite them to subscribe to your newsletter.
- *Thank You's.* Thank new clients and those offering referrals and [testimonials](#).
- *Turn postal addresses into e-mail addresses.* Provide previous customers with an [incentive](#) to opt into your e-mail list.
- *Promotions.* Invite clients and prospects to [teleclasses](#) and [special events](#).
- *New prospects.* Profile your best customers and ask list brokers to locate the names and addresses of others like them.
- *Web site traffic.* Notify clients and prospects when you post new content.

• *Greeting cards.* Use postcards to keep in touch at anniversaries and holidays.

### Building your e-mail list

Use postcards, instead of e-mail, to invite prospects to join your e-mail newsletter subscription list. Mailed postcards avoid the problems associated with unsolicited e-mail—i.e., Spam.

## Free Special Report

### How to avoid the 8 biggest mistakes of newsletter marketing

Learn why conventional marketing approaches no longer work... and what others are doing about it!

- Discover the "3 truths of successful marketing"
- Learn to keep in constant touch with customers and prospects for free!
- Drive web site traffic without time-consuming and expensive search engine strategies.

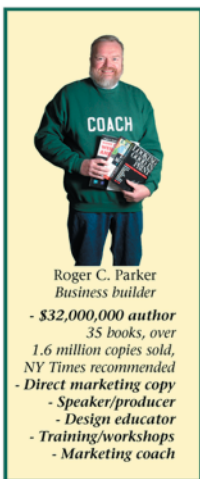
Your ideas save me \$10,000 a year while attracting better-qualified prospects!

Gene Paltrineri  
Professional photographer

After I started your program, my web site traffic increased 400% and is still growing.

Will Reed  
Tokyo, Japan

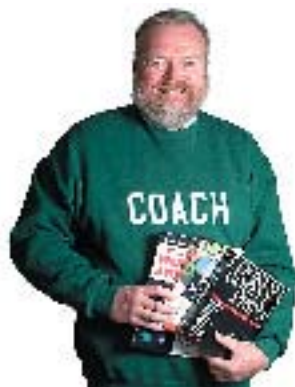
[Details on other side](#) →



Roger C. Parker  
Business builder  
- \$32,000,000 author  
35 books, over  
1.6 million copies sold,  
NY Times recommended  
- Direct marketing copy  
- Speaker/producer  
- Design educator  
- Training/workshops  
- Marketing coach

**Postcards are  
printed and  
mailed  
the next  
business day**

*I appreciate the way  
you prepare and deliver  
a true educational  
experience, rather than  
a sales pitch, during  
your teleclasses*  
**Travis Speegle**



**Roger C. Parker**  
*Profit Builder*

- **\$32,000,000 author**  
35 books, 37 languages  
1.6 million copies sold  
*NY Times* recommended
- **Speaker, consultant**
  - **Design educator**
- **Training, workshops**
  - **Marketing coach**

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Start by creating a newsletter subscription incentive, like a *tip sheet* or *buying guide*. Your incentive can also be a special issue of your newsletter, a compilation of past issues, an in-depth look at a special topic, or a teleclass transcript.

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:

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 desired text in an online form. Preview your work as you progress.

3. *Address and send.* Enter the name and address of your recent networking contact or previous client into the online database. You can also import lists from many types of software databases and contact manager software programs.

To send postcards to individuals—or groups of individuals—simply select the names, or group, and click “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 glossy, heavy paper. Both sides are laminated to add impact and 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 more last-minute trips to the Post Office mailbox in the rain!

### **For more information**

Print on demand postcards are the ideal way to build your e-mail newsletter mailing list. They’re just one of the ways Roger C. Parker can help you use technology to promote your expertise.

To learn the full story about ways to use the latest technology to market your expertise, visit Roger C. Parker’s web site, [www.onepagenewsletters.com](http://www.onepagenewsletters.com).