

---

# Send postcards from your computer!

**Use your computer to send personalized color postcards via First Class mail in quantities of 1 to 1,000**

By Roger C. Parker

## At a glance...

Take advantage of the “surprise” value of postal mail in the Internet age

Avoid crowded in-boxes, and problems created by spam and e-mail filters

Drive web site traffic without time-consuming search engine optimization techniques or costly pay-per-click advertising

No minimums, no out-of-date inventory, no address labels, no running out of stamps

Content and design tips

Schedule a sequence of follow-up mailings

## Special Report

©2004

December 2004

The Newsletter on Newsletters

*Print-on-demand postcards are here.* You can quickly, easily, and economically use your computer to prepare and address color postcards sent as First Class postal mail.

For the first time, postcard marketing becomes practical for even the smallest publisher or business owner. You can now easily use postcards for networking, new business prospecting, and keeping in close touch with clients, customers, and subscribers.

## Why postcards?

*Postal mail is growing in importance as the volume of e-mail increases.* A brightly colored postcard sent via First Class mail often attracts more attention than the same message sent via e-mail. This is especially true if the postcard is laminated, which enhances the color and projects a First Class impression.

## Options

Here are some of the ways to use postcards:

- *Subscription offers, renewals, and Special Reports.* Use postcards to drive traffic to your web site for more details, downloadable samples, and ordering information.

- *Reactivate previous clients and unsold prospects.* The “surprise value” of a colorful postcard in the morning mail might be all it takes to reestablish communications.

- *Target marketing.* Postcards are ideal for promoting teleclasses, webinars, and special events to niche markets within your overall market. You can target specific audiences, even if you only have postal mailing addresses.

- *Reach new prospects.* Profile your best customers and ask list brokers to locate the names and addresses of others like them. Send them cards directing them to your web site where they can download your “get acquainted” incentive and subscribe to your e-mail newsletter.

- *Web site traffic.* Notify clients and prospects when you post new content, like the latest issue of your newsletter.

## Permission marketing.

*Postcards make it easy to convert postal addresses into e-mail addresses you can promote to for free.* Postcards permit you to target your efforts while you build your opt-in e-mail newsletter list.

Simply offer an incentive to encourage recipients to join your free opt-in e-mail list, permitting you to communicate with them for free.

Mailed postcards avoid the many problems associated with unsolicited e-mail—i.e., spam. It’s permissible to send postal mail to individuals and firms you would never want to send e-mail to without first obtaining their permission.

---

*Incentives  
are the key  
to postcard  
success*

**Importance of incentives**

The key to the successful use of postcards is to create an *electronic incentive*—information of high-perceived value that you can deliver via e-mail or as a web site download.

*Incentives do not have to be complex.* They can be as simple as a 12-point tip sheet, buying guide, or checklist. You can also prepare an analysis of the challenges and trends your market is facing, a glossary of important terms, or a list of recommended books. Any one of these will reinforce your expertise.

Your incentive can also be a special issue of your newsletter, a compilation of past issues, an in-depth look at a special topic, an invitation to a teleconference, or a transcript of a previous teleclass.

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. Build your mailing list**

Create an online database of client and prospect names and addresses. Enter the names and addresses of previous clients as well as networking contact into the online database.

You can create “groups” organized by buying history—i.e., “prospect” or “past customer,” type of product or service purchased, potential (A-level client, B-level client, C-level client), credit history, sales territory, or geographic area.

You can also import data created using Microsoft Office programs (Access, Excel, Outlook) and contact manager software programs like Act! and Goldmine.

**2. Create and upload artwork**

*Create artwork for the “billboard side” of your postcard.* Choose from thousands of free four-color illustrations and photos, or upload *your own online portfolio* of custom postcard artwork. You can upload up to 72 different artwork files for instant use.

**3. Prepare your message.**

*Enter desired text for the message side of your postcard in an online form.* Don’t worry about length: you can’t enter more than will fit in the message area on your postcard. You can also personalize your postcards by automatically inserting your client or prospect’s first name.

**Sending postcards**

To send postcards to individuals—or groups of individuals—simply select their names, or the group names, by clicking, then press “send.”

**How are cards delivered?**

Postcards are printed and mailed First Class from a centralized printing location the next business day. The cost of First Class postage is built into the system.

*Postcards can be sent internationally.* An International stamp is added to all postcards traveling outside of the United States.

**Previous postcard limitations**

*Until now, postcard marketing has rarely lived up to its potential.* This is especially true when dealing with relatively small quantities of cards (i.e. 1,000 and under).

*Use  
postcards  
to describe  
incentives  
available at  
your web  
site*

Traditionally, printing has reflected “economies of scale” pricing. To achieve low per-card rates, large quantities of postcards had to be printed at one time—especially if color was desired. Low quantity postcard addressing and mailing was equally costly and inefficient.

**Print-on-demand advantages**

- *No minimum quantities.* No major up front investment is needed. Postcards can be printed and sent as needed. The more you send, the lower the printing and addressing costs.
- *No inventory.* No supplies to run out of. No inventory to discard if a promotion fails. No stamps to run out of. No trips to the Post Office in the rain. No Zip Code pre-sorting.
- *Color 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. Double-cards and perforated reply cards are also available.
- *Easy and efficient.* No need to prepare and apply address labels or hand-address individual postcards. Once names and addresses have been inputted, mailings to all, or part, of your customer and prospect list as many times as desired without additional addressing costs.
- *No quality compromises,* like using black and white—or two-color—postcards to save money. Print on demand postcards are printed in color and double-laminated for safe transit .

**Postcard design tips**

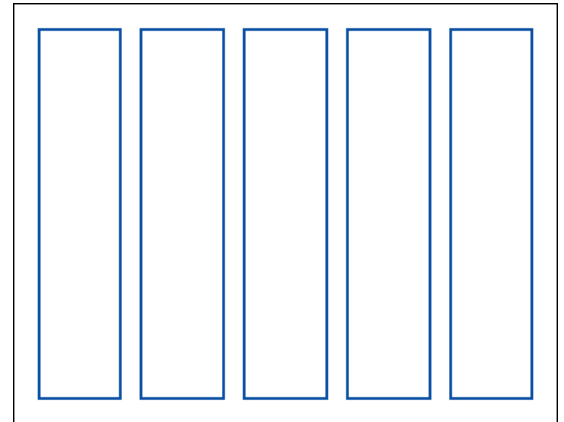
There are two keys to designing effective post-

cards: base your design on a grid, and use color to organize the space

**Design with a grid**

A grid is an arrangement of columns that divides the “billboard,” or front of your postcard into two, or more, discrete visual areas. The goal is to divide the front of your postcard into two, or more, visual areas.

The horizontal and vertical lines that make up a grid only appear when you are creating your postcard and are not printed.



Start by subdividing the front of your postcard into two, three, four, five, or six columns of equal width.

The 5-column grid is extremely useful because it can create an interesting *asymmetrical column layout*, i.e. text columns of unequal width.

**One of the best ways to organize the space on the “billboard” side of a postcard is to start with a 5-column grid.**

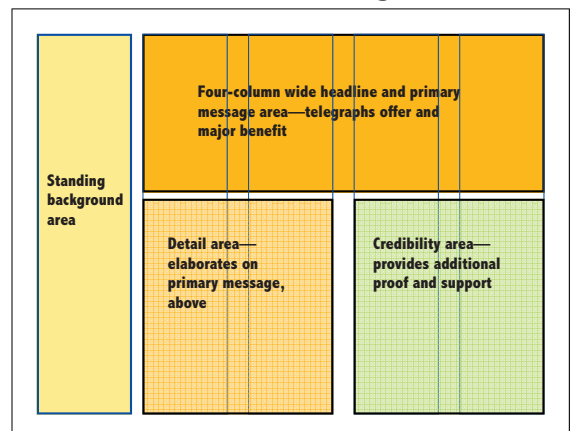
**Use color to organize**

Next, use color to organize the front of your postcard into separate areas of visual emphasis.

Place color panels on top of the underlying grid, in order to create “primary” and “secondary” message areas.

The front of the finished postcard uses color to define a 1-column “biography.”

**Color panels placed on top of the 5-column grid create separate message areas.**





**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

The remaining 4 columns are divided between a wide "headline" area and a pair of 2-column wide text areas. The left column tells more about the offer, the right contains testimonials.

When postcards are seen in their morning mail, recipients will probably first focus on the helpful tip, then read about the special offer. Each time a new postcard, with a new tip, arrives in the mail, the postcard's impact is increased.

The cumulative effect of a postcard series like this will be far greater than a single mailing.

## Conclusion

Print-on-demand postcards introduce a new era in direct marketing ease and efficiency. Information publishers of all sizes can benefit.

## Resources

Although there are numerous sources of discount postcard printing online, many only print postcards in large quantities at competitive prices. Most services do not offer print-on-demand service nor are they set up address and mail postcards in small quantities, as needed.

Amazing Mail, [www.amazingmail.com](http://www.amazingmail.com), and Vertical Response, [www.verticalresponse.com](http://www.verticalresponse.com), are two firms offering print-on-demand postcard services.

Vertical Response offers several "self service" direct marketing tools. Amazing Mail specializes in print-on-demand postcards in several sizes, including double-cards and reply cards.

As this Special Report goes to press, Amazing Mail is offering a special "get acquainted" offer based on printing, addressing, and First Class mailing of 250 postcards. Call 888-681-1214 for availability and details.

Roger C. Parker, creator of the One-Page Newsletter concept, [www.onepagenewslatters.com](http://www.onepagenewslatters.com), can be reached at [Roger@onepagenewslatters.com](mailto:Roger@onepagenewslatters.com).

The finished postcard is based on 1 unit used for "background information" and 4 units describing to the primary offer. Details and ordering information appear in the message area on the back of the postcard.

In this version, the "background" statement and picture are flanked by the helpful hint on the left and the special offer on the right.

## Importance of a postcard series

*As always, consistency is king.* A series of postcards will dramatically outperform a single mailing. These First Class mailings can be *scheduled in advance*—just like you can program e-mail autoresponders.

*Clients and prospects are slow to react.* Your clients and prospects must be exposed to your messages several times before the message sinks in and will be acted on. A series of five postcards sent to 500 names will outperform a single postcard sent to 2,500 names.

## Adding "evergreen" messages

You can enhance the value of a postcard series by adding an "evergreen message, i.e., information of lasting value.



**Tip number**  
**1**

What kind of incentive do you offer visitors to your web site?

Incentives are necessary if you want to establish long-lasting, profitable, relationships with clients and prospects.

Find out how to create powerful and profitable incentives in the free report package you can order from my web site. →

**Free Special Report**  
**Learn how to avoid the 10 biggest web marketing mistakes**

- Find out what to look for when evaluating a web site—your own or a competitor's.
- Rank web site message and ease of reading.
- Evaluate web site strategy and marketing effectiveness.

To receive your FREE COPY, visit [www.onepagenewslatters.com](http://www.onepagenewslatters.com).

**BONUS:**  
 You'll also receive: "The 8 Biggest Newsletter Marketing and Design Mistakes."

Roger C. Parker  
32 million dollar author, speaker, and marketing resource.

[www.onepagenewslatters.com](http://www.onepagenewslatters.com)

These messages ensure that your postcards will be kept, rather than discarded, after the first reading.

Use color and grid to highlight a different helpful tip on each postcard. An over-

4 sized number clearly indicates that the postcard is part of a series worth keeping.