

THE STEP-BY-STEP  
**Postcard**  
MARKETING COURSE

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



This Cheap Ugly Postcard  
Makes Me \$1427 Dollars  
A Day...Every Day!

“...And You Can Too If You Can Mail Out  
Cheap Ugly Postcards Just Like This One.”

*Find Out How - 24 Hour Recorded Message:*

**1 (800) 555-1456**

~by Brad Weinman

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# **Making Money With Postcards**

The Step-By-Step Postcard Marketing Course

## **Section 1: Postcard 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's 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 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 postcard marketing specialist, you'll 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 late 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 (818) 555-7890".

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 slick glossy card with all the fancy success graphics - You won't come close!

For the last 13 years I've only used ugly 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 postcards, 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 postcard design section further along in the course along with many others.

## **Make \$10,000 A Month From Home Mailing Cheap Ugly Postcards**

Do No Selling – Do No Cold Calling

This Is A Total No-Brainer

**(800) 555-1456**

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 postcards), 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 Postcard Empire**

I know this all may be new to you 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, Ugly 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'll 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 some 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. 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-sell 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 over the years.

Now, you can also market more than one money-making opportunity. Many people in the home business arena (myself included) 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 towards the end of this course).

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 aren't 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 postcards 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 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 in the Resource Guide with these lists has over 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: Postcard Design & Layout**

In postcard design, the simpler the better. Cool graphics with fancy cars are out. A direct compelling message is in. Remember, you only have 10 seconds to make an impact on someone who’s 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 weren’t 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, ugly, simple cards because they stand out.

I’ll give you several postcard design samples in this section but first let me just say that by design I’m 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 postcard: 1) making money and 2) making money mailing out Cheap, Ugly 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 joining an opportunity they'll 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... and 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 postcard in the same overall design.

And remember we only have 10 seconds to grab their attention... the text samples 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) 555-1456**



Postcard 2:

**<<Attention>>**

“I’m Sending You \$300 Bucks”

**I Get This E-mail Everyday, And You Can Too If You  
Can Mail Out Cheap Ugly 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.SecretInsiderFormula.info](http://www.SecretInsiderFormula.info)**

Postcard 3:

**This Is Too Doggone Easy**

I’m Making \$600 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) 555-1456**

Postcard 4:

**Never Been Done Before!**

\$10k In 30 Days...  
Simply Mailing Postcards

**Run To My Website Now and Be Amazed!**

**[www.SecretInsiderFormula.info](http://www.SecretInsiderFormula.info)**

Postcard 5:

**Unbelievable!**

“Becky Made \$2,117 Last Week Mailing Out Cheap Ugly 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.SecretInsiderFormula.info](http://www.SecretInsiderFormula.info)

Postcard 6:

**Make \$10,00 A Month From Home  
Mailing Cheap Ugly Postcards Each Week**

- Do No Selling • Do No Cold Calling
- This Is A Total No-Brainer

**(800)555-1456**

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 Ugly Postcards Like This  
Will You Be One Of Them?

*Be Smart & Listen To My 24HR Recorded Message*

**(800) 555-1456**

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