

# Postcards To Wealth Marketing Guide

*"Earn Multiple \$98 Monthly Residual Payments For Life"*



## Welcome

Thank you for purchasing your Postcards To Wealth Guide E-book. This postcard marketing guide was designed for you to take advantage of in order to build wealth for you and your family.

This guide is a straight to the point approach to making money from home mailing cheap little postcards. Postcard marketing is very simple and doesn't require any guesswork at all. If you can lick a postal stamp you can make a fortune with In Postcard Wealth.

The resources in this guide are all proven to get results. We cannot guarantee anyone's success, and results will vary. Everything you need to be successful with Instant Postcard Wealth is right here within this guide. Take massive action today. Don't wait for tomorrow.

## Setting Up Your Business

Setting up your mail order business is very easy to do, and only requires a few simple steps.

Step 1: You need to get a domain name through [Godaddy.com](http://Godaddy.com) This way your website will look professional on the Internet. It's only about \$11.99 per year to get a domain name. (It's not required, but highly recommended)

Step 2: You need to create a free Paypal account if you don't have one. Go to: <http://www.PayPal.com> and create a premier account. This is very important. This is how you will receive your \$98 monthly residual commissions.

Step 3: You need to [pay your \\$50 admin fee](#) and our staff will have your website setup and ready to accept orders within 24 hours. It's \$50/year which comes out to only \$3.99 per month to have your website hosted live on the Internet.

Once you have completed all 3 steps above, you will need to Email your Godaddy Login ID# and password to [support@postcardstowealth.com](mailto:support@postcardstowealth.com). We will also need your PayPal Email address and password to create your order button on your website. That's it! Once we receive your info we will have your website ready within 24 hours.

## **Introduction To Postcard Marketing**

Postcard marketing is the fastest and easiest way for anyone with a brain to make money from home. There is absolutely no limits to the amount of money you can make with postcard marketing, because you will have millions of potential buyers at your finger tips.

In this introduction we will cover all of the important ingredients needed to create the perfect postcard marketing campaigns. Combined these ingredients play a vital role in an effective postcard campaign which in turn will get you the maximum ROI (Return On Investment) with each mailing.

### **Number 1**

First and foremost you have to have a market for your product. There must be a demand for the product you're attempting to market. With Postcards To Wealth, you will have access to a wide open market, because our product is geared towards the make money from home niche. The make money from home niche is the largest market you will ever have access to. There's over 40,000,000 people each month turning to the internet looking for a legitimate way to make money from home. With millions of buyers this niche has the huge potential and it will always be a profitable money maker.

### **Number 2**

The key to postcard marketing is selling high ticket items. It doesn't make sense to market a \$30 product with postcards. That's a guaranteed way to run yourself out of business fast.

It is crucial that the product you're selling pays huge up front commissions. Postcard marketing is not cheap, so you want to market a product that covers your marketing cost with just a few sales.

**Example: The average postcard campaign cost around \$400 per 1,000.**

Therefore, the price of your product should have a minimum price point around \$100. That means that with just four sales you will break even. Every sale after the first four you're making 100% profit. For every 1,000 postcards mailed, you should generate 10-20 sales. Which gives you a huge ROI.

### **Number 3**

The program or product you're marketing has to pay you immediately. Once again postcard marketing is not cheap, so when you make a sale it is vital to your business that you get paid immediately so that you can re-invest some of your profits back into your business. If you can't sustain your business because you're waiting on a commission check, you will be out of business before you get your business off the ground.

#### **Quick Recap**

1. You must have a marketable product.
2. There must be competition within your niche.
3. Your product must be a high ticket item.
4. Only market products that pay immediately.

#### **Postcard Design and Layout Basics**

The design, layout, and color of your postcards is very important and can dramatically increase your response with the right combination.

With Postcards To Wealth, we have pre-designed postcards available for you within this guide. These postcards have been proven to get a 1%-3% response rate consistently. ( We will talk about response rates later.)

Typically when it comes to the design of the postcards, unattractive fonts have always worked best for me. You don't want the over designed, flashy, fancy postcards. These are the postcards that always seem to make it to the trash the fastest. These types of postcards are always selling hype and most people are sick of them.

#### **Postcard Designs**

Here is a sample of the five postcards that have been proven to get a consistent 1%-3% response rate. We strongly encourage you to use these postcards, but you can re-create your own based off of the examples below.

When designing and printing your postcards [www.VistaPrint.com](http://www.VistaPrint.com) is the best place for you. Also [www.GotPrint.com](http://www.GotPrint.com) is a great place to design and print your postcards. GotPrint.com can print you 5,000 postcards for just \$99.

They have tutorial videos on their sites that show you how to use their online design feature. It's very simple if you take your time. Just plug in the text from any one of the postcards below when designing your postcards.

### Postcard 1

## Don't Be Stupid Read This...

Sorry About The Headline, But  
I Need Your Attention!  
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 Spend 10 Minutes At My Website!**

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

### Postcard 2

## FINAL NOTICE

**"I'm Sending You \$98 Bucks" ...I Get This E-mail  
Everyday, And you Can Too! If You Can  
Mail Out Stupid Postcards Just Like This One."  
Average People Are Receiving Cash In As Little As  
7 Days... Don't Wait o To My Website Now!**

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

Postcard 3

**This Is Too Damn Easy!**

I'm Making \$392 A Day Mailing Out  
Simple Postcards and You Can Do It Too!

If You Can Lick A Stamp...

**Spend 10 Minutes At My Website**

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

Postcard 4

**Never Been Done Before!**

**\$10k In 30 Days...**

**Simply Mailing Postcards**

**Run To My Website Now and Be Shocked**

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

## Postcard 5

# Oh My God!!

**“Becky Made \$2,985 Last Week Mailing Out**

**Stupid Postcards Like This And 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.YourWebsite.com](http://www.YourWebsite.com)**

## **Postcard Colors**

You don't want to use bright colors with your postcards. Most people think bright colors are the best way to get it noticed. They are dead wrong. Bright colors is another sure way to get your postcards dumped into the trash in record time.

The most effective colors for your postcard marketing is Pastel colors. That's right Pastel colors. The colors you want to use are Pastel blue, green, yellow, pink, and yes white. You can find these colors in Card Stock paper at any Staples or Office Depot. I know you're wondering why Pastel colors. The answer is simple. Pastel colored postcards are very low key and they aren't screaming out read me like the bright colored postcards. Pastel colored postcards also work the best because most people tend to think that it's a disconnection notice from their local electric, water or telephone service provider. That's the number one reason why prospects will read your postcards. It's a simple method, but it works like a charm.

## Postcard Sizes

The size of your postcards can also dramatically affect the response rate of your postcard campaigns. Typically, 4x6 postcards will work fine, but it has been proven over time the larger postcards get a slightly better response. Most people like to use the 5x8 postcards, because they stick out like a sore thumb when prospects are holding their stacks of mail.

5x8 postcards will cost more to print and the postage will be significantly higher as well. Instead of .32 postage per 4x6 postcard, 5x8 postcard costs .47 per card. That is almost double the price, some say it's worth the extra cost and some swear by mailing to the 4x6 postcards. If you're on a tight budget, then you definitely want to mail the 4x6 postcards. If you have the extra budget and you want to experiment, you can definitely try the 5x8 postcards. They both work.

## Mailing Postcards With Envelopes

In this paragraph I will let you in on a little secret that can easily double your response rate. Mailing your postcards inside of an envelope and handwriting the mailing address will make your response rate sky rocket. Think about this; by simply placing your postcards in an envelope and addressing the outside yourself, it adds a personal touch. It doesn't look like bulk mail, because it doesn't have the mailing address label. It looks like an envelope from a personal friend or family member. Also, if they don't recognize your address, the curiosity alone will make them open the envelope just to see who sent them the letter.

**Note:** We also recommend NOT to include a return address. You can try it both ways.

Mailing your postcards in envelopes will cost more as well. You will have to pay the regular .47 to mail the postcard in the envelope first class. This extra cost has proven to be worthwhile, and it will increase your response rates drastically.

## Quick Recap

1. You want to use unattractive fonts with your postcards.
2. Use Pastel colors only. Pastel blue, green, yellow, pink, or white.
3. 4x6 postcards are the industry average sized postcard. 5x8 postcards convert a little better, but they cost more to mail and print.
4. Placing your postcards inside envelopes and personally addressing the outside will increase your response rate dramatically.

## Expected Results From Postcard Campaigns

Earlier in this guide we mentioned that the industry average response rate was between 1% and 3%. When we talk about response rate, that represents the number of people who actually make a purchase. If you get a 1% sales conversion rate from a 1,000 piece postcard mailing the equals 10 sales. Each Instant Postcard Wealth sale pays \$98, which is \$980 in gross profits minus the marketing costs of the postcard campaign. So you see that's why the low numbers earlier wasn't so bad after all.

**1% of 1,000 = 10 Sales**

**10 x \$98 = \$980 gross profits**

In a worst case scenario, you might get a .005 sales conversion rate from a 1,000 piece postcard mailing. That's still 5 sales which pays \$98 each for a total gross profit of \$490 minus the marketing costs of the postcard campaign. This scenario doesn't give you a large ROI, but you didn't lose any money on this campaign and you can re-invest into another campaign.

**.005% of 1,000 = 5 sales**

**5 x \$98 = \$490 gross profits**

Postcard marketing is a very consistent and predictable form of marketing. The numbers above are what you can expect with the right mailing lists and postcards.

The examples above were based on postcard mailings of just 1,000 postcards. It's recommended that you start with a small quantity mailing such as 500 or 1000 postcards to test your list and effectiveness of your postcard. Once you're satisfied with the results you get from your test campaigns, then you definitely want to increase your postcards definitely means you'll be making more money.

### **Quick Recap**

1. Be consistent with your postcard mailings. Don't give up! When times get tough, keep mailing postcards daily, weekly, or monthly. Whichever works best for you. You should mail at least 100 postcards a day.
2. Remember that this is a direct sales business and sales is a numbers game.
3. The industry average sales conversion rate is 1%-3% (The number of people who receive your postcard, visit your website and purchase.)
4. You should expect 10-20 sales for every 1,000 piece postcard mailing.

### **Buying Mailing Lists**

Responsive mailing lists are the lifeline of your postcard marketing campaigns. In our resource chapter of this guide we provide you with a valuable list of List Broker's that we have used over the years. However, in this chapter we will cover the basic strategy for purchasing the proper mailing lists for your campaigns if you choose to experiment with new list brokers.

In this day and time, many beginning mail order operators mistakenly believe that the Internet is the only way to properly market and they are terribly mistaken.

## Let me explain

Certainly the Internet is a wonderful marketing tool but one should never forget the “old fashion” way of sending sales information through the mail is alive and well. In fact, this method will often provide a much higher conversion rate (contacts to paying customers) than will the same amount of dollars spent on Internet Marketing.

Direct mailing should be included in virtually every marketing campaign for most any type of business you can name.

When buying mailing lists there are several things to consider:

#1: The price you pay is nothing more than the price you pay. Experts know that figure does not always represent the quality of the list. In making your purchase beware of deals that are too good. For example buying 1000 names and having the dealer throw in an extra 1000 names for free sounds great... but you are probably going to get a bunch of worn out, outdated names.

#2: You need to purchase fresh lists – generally less than one year old. The post office will tell you that about 15% to 20% of the population moves each year. If you purchase a old list – more than a year old – you can easily see where a large amount of the mail will not be deliverable because the address is no longer valid. These are called “nixies.”

#3: Expect to pay \$50 to \$100 per 1,000 names for most good lists from reputable companies. Specialized lists – like neurosurgeons who drive green cars – can cost considerably more.

#4: Beware of overworked names. If you are dealing with a company that sells the same 1000 names 300 times in a month, you can expect less than acceptable results.

#5: The very best list to mail your offers is to your own list of customers who have previously purchased from you. Often newcomers to direct mail marketing expect more than will be realized. No matter how good your product or offer, mailing to a good list of potential customers that have no knowledge of you or your company will result in 3% of them buying – at best!

#6: For most small purchases you will want to receive your list on handy peel 'n' stick mailing labels. This allows you to save processing charges by personally placing the labels. This allows you to save processing charges by personally placing the labels on your envelopes. Larger quantities can be purchased on computer disc which can be handled by the large mailing houses that will prepare your mailings.

#7: Mailing lists are rented rather than sold. When you order a mailing list you are renting the names and addresses for a one time use. If needed, you can negotiate a second or third time use from the provider.

## **Postcards To Wealth Resources**

### **Mailing Lists**

In this chapter we provide a list of the best lead sources we have used over time and they continue to pull a great response rate to this day.

One thing you want to remember is to rotate your lead sources. If one source starts to drop in response rate, use a different one for a few mailings, and just keep repeating this process.

## **We Have The Hottest Most Responsive Business Opportunity Leads Available In Our Members Area Online!**

Our leads are fresh and are guaranteed to be less than 30 days old! We receive anywhere from a 1% to 3% order rate with our HOT exclusive leads. These are the best leads you will find anywhere. Click the link below to place your order today and receive your leads within 3-5 business days by Priority Mail!

<http://membersaccess.postcardstowealth.com>

## **Next Mark**

More than 4,000,000 mailing list searches and 75,000 direct marketing campaigns have been successfully completed on Next Mark's technology for thousands of catalog merchants, retailers, fundraisers, banks, churches, home business owners, entertainers, broadcasters, publishers, and other businesses.

<http://nextmark.com>

## **Gifting Addicts**

Leads are priced at only \$140 per 1000 on peel & stick labels. This list is yours for your unlimited use and contains names and addresses only and is mailed to you along with a CD containing the same leads in 3 formats for maximum ease:

- (1) In a special Word document that prints labels automatically whenever you want. Just load blank labels in your printer, click the "Print" button, and the labels print.
- (2) Excel spreadsheet so you can sort, select and analyze your leads.
- (3) ASCII so you can merge your leads into any type of document.

**This list is yours for your unlimited use** and contains names and addresses only.

<http://www.giftingaddicts.com>

## **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>

## Closing Remarks

Remember consistency is the key with postcard marketing. You have to give yourself some time to build up your business. People will get your postcard, take a look at your website and think about things for a while before they join. Just keep mailing your postcards and things will definitely fall into place.

This mail order / postcard marketing guide can make you a ton of money if you follow it correctly. What you do with this information is totally up to you. Some will use it and make thousands, while others won't and won't make any money at all. That's just the nature business, you have to make the choice to be successful.

