

# HOW TO MAKE FIVE FIGURES PER MONTH WITH CHEAP SIMPLE POSTCARDS



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# INTRODUCTION

I first started using postcards to generate leads for my home business back in the late 90's. My first postcards were the ugliest of ugly. I'd take an 8 1/2 x 11 piece of canary yellow card stock, and evenly section it off into 4 boxes.

Then I'd take a black sharpie 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 (555) 555-5555".

Then I'd use that as my master, run copies on my copy machine, and then cut each page in four. Then I'd stick on my address labels, turn the card over and write in with my sharpie pen their name so 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 rate. Try getting that high of response from a 4 color slick glossy card with all the fancy success graphics - You won't come close!

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.

Here's the key to understanding the psychology of postcard success. With postcards, you only have a 10 second window of opportunity to get someone to respond. See, postcards are a "direct response" marketing method.

The goal is to generate a direct, immediate response. The person looking at your postcard will give you 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 a phone number.

If you're marketing a home business, just give them the number to your pre-recorded '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.

During this 10 second window, you don't want anything on the card which will take their attention away from the core offer or call to action 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, well, 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 rep in your business.

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 \$4,857 a Month From Home Mailing Cheap Ugly Postcards**

**Do No Selling – Do No Cold Calling  
This Is a Total No-Brainer**

**(800) 555-5555**

**24-Hour Recorded Message**

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 promoting a home business opportunity.

Plus, it says it's easy and you give your 800 sizzle message (or your website) so your prospects 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 lambo, your core message would be diluted and your response rate would be less. Get the picture?

## **Building a Postcard Empire**

I know this all may be new to you and I don't want to skip 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 \$10,000 to \$25,000 a week. Yup, a week!

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

The beauty of postcards — which is also the beauty of direct mail — is that once you test a postcard and find a winner, you'll typically 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-based business, 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, by all means use postcards to market that program. Again, stick with what you have.

Of course, you're welcome to market more than one money-making opportunity. In fact, most top earners in the home business arena (myself included) promote multiple programs.

In terms of building a postcard empire that's spread out over numerous products, services or opportunities, you may discover for yourself that 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. They buy DVDs, manuals and pretty much 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 (I'll give you the list broker who sells these lists).

The same is true for people who buy specialty pet products, pet snacks, and pet training. You can get scores of lists of these kinds of people. They're people who aren't just interested in their pet's welfare... 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".

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.

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 promote.

## Postcard Design & Layout

When it comes to postcard design, the simpler the better. Again, slick graphics with fancy Lambos and Ferraris 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.

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. In other words, when everyone's zigging, you zag.

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 is 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 as far as what goes on the card, nothing!

If you'll be using postcards to market a money-making opportunity such as a home-based business, MLM, network marketing, or a direct sales opportunity, you want to "sell" TWO 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.

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.

Below are some design ideas that work. I suggest that you do NOT dramatically alter any of them. You may change 'em in minor ways, but keep the basic message the same, in the same format and fitted onto the postcard in the same overall design.

**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?**

**Listen To My 24-Hour Recorded Message:**

**(800) 555-5555**

**Postcard 2:**

**<<Attention>>**

**“I'm Sending You \$300 Bucks”**

**I Get This E-mail Every Day, And You Can Too If You  
Can Mail Out Cheap Ugly Postcards Just Like This One.**

**Average People Are Receiving Checks In As Little As  
7 Days... Don't Wait - Visit My Website Now!**

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

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) 555-5555**

Postcard 4:

## **Never Been Done Before!**

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

**Go To My Website Now And Be Amazed!**

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



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!*

**Want a simple way to make money without having to talk to anyone or sell anything?**

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

Postcard 6:

## **Make \$5,521 A Month From Home Mailing Cheap Ugly Postcards Each Week**

**Do No Selling \* Do No Cold Calling**

**This Is a Total No-Brainer**

**(800)555-5555**

**24 Hour Recorded Information Line**

Postcard 7:

**DON'T LAUGH!**

***This Cheap, Ugly Postcard  
Makes Me \$500+ DAILY!***

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

**(800) 555-5555**

Postcard 8:

**Need To Make More Money?**

**Make \$1000s Weekly Mailing Out Postcards**

**No Selling • No Cold Calling**

**Visit My Website & See For Yourself**

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

Postcard 9:

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

*Stop Looking For Get Rich Secrets, There Are None!*

**You've Finally Found Your Answer To Financial Freedom.**

**Spend Ten Minutes At My Website And Be Shocked!**

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

Postcard 10:

## **Make Money In 7-10 Days!**

21 People Sent Me \$250 Bucks By Overnight Courier in 14 Days! **First Timers Are Doing \$2k Their First Week!** See Proof At My Website...

**No Selling, No Cold Calling — People Call You!**

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

You'll learn about postcard layout when we get to the printing section. You can either have a printer do your layout, or you can do it yourself on your own computer.

But for now, let me show you how to lay out a postcard for free by using an online printer's website. This is only if you're going to have a professional printer print your cards (see the Reference Guide).

Go to [www.vistaprint.com](http://www.vistaprint.com) and open a free account with them. Then you look on the index on the left-hand side for postcards. Click the link and you'll see pages of postcard designs. Look for one that consists of black and white boxes.

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

Just type the text into the boxes in the left sidebar and you'll see the text appear in the postcard. Use the copy or text from one of the postcard design examples. If you decide to use an 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 or more printed up.

As is the case with VistaPrint and the online printer I 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, seriously!

Resist the idea in your mind that one of the fancy-looking postcards 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 dumping it in the trash!

## **Postcard Ad Copy**

Earlier I shared some proven ad copy with you that works, but in this section you'll learn more about the concept of creating good ad copy.

You always want to create ad copy that elicits a direct response. Postcard marketing is all about getting a direct response as opposed to what's 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.

As a home business promoter, 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.

I recommend sending people you a lead capture page so you can build a list and leverage any automated system or sales funnel you have in place.

You may want to use a voice message system so you can leave a "sizzle" message of 1-2 minutes long. You can get a cheap toll-free number for about \$2 per month from [www.kall8.com](http://www.kall8.com). You can also use Google voice and have all your voicemails conveniently sent to your email.

As a general rule, whenever I've promoted business opportunities that cost \$1,000 and above to join, I prefer to use a sizzle message, have people leave their name and number, and then I follow up with them with a quick 2 to 3 minute conversation.

When I'd talk to them, I'd simply invite them to my website; listen to a conference call, or both. I'm not one to hide behind an email or website. I like my prospects to know that I'm a real person and accessible. If you'll do the same, your sign-up rate will skyrocket.

You can also offer something for free with a purchase, such as personal mentoring, or free traffic, postcard mailings, etc.

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.

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 \$400 dollars and above, with 75% being paid back to me as a commission.

Example - if the program I'm marketing costs \$400 to get involved, then I'd need to see about a \$300 profit. If the program I'm marketing costs \$1,000 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.

Use the previous metrics I mentioned and you'll be hard pressed to have a postcard campaign that doesn't produce a profit, assuming all the other elements presented in this manual are followed.

Look around and find something that matches the price point criteria for postcards. 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 though: There's a fine line here. Please, please don't become a *business opportunity junkie*! When you find a good program, run with it and make it profitable.

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

Just remember, your success isn't gonna come from the program itself... it will come from consistently following a systematic approach to your marketing.

Find a good program, draw a line-in-the-sand and market it! One of the biggest reasons the biz opp industry suffers a 95%+ failure rate is **lack of focus**.

## Postcard Printing

There are two ways to do your postcard printing: the do-it-yourself way on your computer or by contacting the online printer I recommend in the Resource Guide.

The online printer charges about \$100 (plus shipping by UPS) for 5,000 postcards. You can send them a file from the card you design on VistaPrint. They have templates you can use, but they're very 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 postcards.

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](http://www.XpedXstores.com). 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. 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 really low, in which case it's OK... but pastel is your primary shade.

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 extremely colorful and saturated.

Just to be clear, here's an example of what pastel yellow looks like:



As you can see, pastel is NOT bright. It even appears somewhat faded like brushed denim jeans with the washed out look. I've test many colors over the years and pastel shades always pull best.

Of course, you're free to print on whatever color and color shade you want, but again, pastel is THE PREFERRED SHADE for postcards and the 3 colors I mentioned are your absolute best bet.

Why?

Because they look like "cheap ugly postcards"... which of course is the theme of this postcard marketing training. 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.

If you go with an online printer, you can go with the black, white, red and green coloring scheme which you'll see in VistaPrint. That type of postcard card works fine, but if you decide to go the DIY route, stick with pastel only.

Laying out your card on your computer isn't rocket science. If you have windows, you'll want to use something like Microsoft Word or Publisher. Macs have similar type programs for creating documents.

Take a sheet of paper and make 4 postcard-sized boxes on the sheet. Measure the boxes and then create 1 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 postcard 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 don't 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 basic computer skills can do this in 20 minutes or less.

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's 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 course.

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're constructing here requires postage of .34 cents for First Class Postage, 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 used bulk rate.



## Success Tips

**Tip #1:** If you're marketing a home-base business (mlm, direct sales, network marketing, direct pay, cash 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's the most dreaded day of the week? Yup, 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 postcard 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. Just realize that it's time consuming and a bunch more work.

**Tip #4:** If money is tight and you can't 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 conversion 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 (I'll give you a sample outline you can use in a minute).

**Tip #8:** Put your prospects through an information system (sales funnel) 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.

It's critical that you're proving how easy your business is and proving that there's no selling, no explaining, no convincing, and no closing, and that there's 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. Remember, people buy when they can see themselves “in the picture” of doing what you do.

**Tip #9:** 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. Do everything you can. If it means calling people or taking calls from them, so what. You’re NOT cold calling and that’s all that really matters.

In many respects, you’ll find that **offline prospects** are higher 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 because you got a postcard about how I make \$X amount of dollars per day mailing cheap, ugly postcards... and how you can do the same (*Say something that’ll 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-based business is you don’t have to do any cold calling because all you do is mail our cheap, ugly postcard and prospects eagerly call you.

**You:** If I could show you how to make an extra \$XXX plus dollars per day from home just mailing simple postcards, would you be willing to (listen to a conference call/watch an online webinar) done by my business partner?

**You:** It’ll give you a chance to hear and experience how easy our business is and how people of a 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 call 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'll make money with every mailing.

If they try to ask all kind of questions during this first call just say this: "I know you have all kinds of questions, however the call/webinar will answer 95% of your questions.

I'll be more than happy to answer any other questions you may have after the call... fair enough? Good here's the call/webinar info again." Follow up immediately after the call or webinar, don't wait. You want to enroll them at the peak of their excitement

## Resource Guide

The preferred printer is [www.gotprint.com](http://www.gotprint.com)

You can order your postcards 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 postcards 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'll 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](http://www.NextMark.com) – This is a list brokering company with hundreds of list owners 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 your printing of the lists onto your own labels. They'll 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 getting the connection here for NextMark alone is worth way more than the price of this course.

## **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're sold one time only!

<http://www.opportunitylists.com>

## Daj Direct

A Mailing list that's correct for your offer must be used or you're 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.

<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)**.

In other words, stay clear of Income/Business Opportunity Seeker Lists. They're a waste of your time and money.

### How To Make This Report Your 24/7 Recruiting Machine!

I hope you enjoyed this postcard marketing course and got some great value from it.

**Would you like to have more qualified prospects coming to you by simply giving away this exact report?**

If so, then I'm going to give you an opportunity to completely **rebrand** this special 'how-to' course with YOUR contact info instead of mine.

You can then post it to your blog, share it on Facebook and Twitter, use it to build your list, or even use it as a reverse marketing tool by giving it away to other networkers.

**Here's what to do next if you want to take advantage of this limited offer:**

1. [Click here](#) to purchase rebranding rights to the course via paypal for a small one-time fee.
2. Follow the simple instructions after you place your order.
3. Start sharing your new postcard course to attract high-quality prospects to you on autopilot.