

POWER UP YOUR POSTCARDS continued from page 8

and try to close the sale right away.

5. Provide crystal clear call to action. If you've gotten attention with a headline and made a next-step offer, now you need to issue a call to action that is direct and unambiguous. "Go to www.PensRUs.com and ask for your customized sample pack today!" Notice that the call to action

tells your prospect what to do and how to do it.

6. Load up on the information. Yes, a postcard should be quick and direct. Yes, you should focus on one main point. But that doesn't mean you have to be spartan with your copy. Longish copy works great even on a small postcard.

7. Think package, not postcard. When I create a postcard, I'm really creating a mini-direct mail package, complete with letter, brochure and reply. Why? Because what makes a direct mail package work is the same thing that makes a postcard work. At least it's what makes my postcards work. The letter is a short, personalized message on the address side of the card, complete with salutation and signature. The brochure is the information on the front of the card. And the reply is simply the call to action for a phone call, a web site visit or a trip to a local store.

Remember, a postcard is not a billboard or a print ad. And it's not a piece of slick corporate advertising. It's a kick in the seat of the pants or a sharp punch between the shoulder blades to get people to take just one, teeny little step forward. The real sales pitch will happen at the next step: a detailed web landing page, a salesperson in the retail store or a complete information kit.

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