

# Real Estate Postcard Q&A

An excerpt from the book *Real Estate Postcard Marketing*.  
Available 9/1/06 on [www.RealEstatePostcardBook.com](http://www.RealEstatePostcardBook.com)



**Real Estate Postcard Book**  
An Insider's Guide to Postcard Success



# Real Estate Postcard Q&A

### About This Document

This is an excerpt from *Real Estate Postcard Marketing*, an insider's guide to postcard success—available September 1, 2006 on [www.RealEstatePostcardBook.com](http://www.RealEstatePostcardBook.com).

The following questions came from a survey sent to over 3,000 real estate agents. From hundreds of responses, I compiled the following list of most-frequently-asked questions. This excerpt is the last chapter of the e-book mentioned above.

### How often should we send out different types of cards?

That depends on the type of postcard you're sending.

Some postcards are event-based and should be timed accordingly. For example, if you were promoting a seminar or open house, you would want to time your mailing to allow for delivery time. Other postcards are not as time-sensitive. Lead-generation mailers can be sent anytime, because anytime is a good time for leads!

That answers the "when" part of your question. The "how often" part of your question will vary based on your workload, your budget and other factors. You have to keep a pulse on your business and adjust your mailing accordingly.

Here's a key point to remember. Don't send postcards over and over just because a postcard company tells you to. Some of these companies try to convince agents that "farming" means sending postcards constantly, regardless of your success rates. This is in their financial interest—not yours.

You should only repeat the mailings that work, not all mailings in general.

Start small and test your response rates. When you find something that works, feel free to pick up the pace. Mail in accordance with your budget and your workload.

And remember, before you do anything else, you have to create a strong postcard with a powerful message. Refer back to the "Super Cards" chapter for more on this.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

### **How do you get more calls from postcard marketing?**

In postcard marketing, the strength of your offer is directly proportionate to the strength of your response. This book shows you how to strengthen your offer (among other things) in order to break through the sea of information your prospects face each day. You have to hit them with something so remarkable that they stop what they're doing and say, "Wow! Hey honey, come check this out..."

I always advise people to start with a remarkable message and offer, and then move on to the postcard mailing. All too often, agents put the cart ahead of the horse by sending postcards before they have anything to say. This is backwards, and it usually leads to disappointing response rates.

### **What is the single most effective postcard for agents on a budget?**

The single most effective postcard is something the people in your mailing area would find interesting, exciting and worth a closer look. What that might be I cannot tell you, because I do not know your area or the people in it.

Some marketing tactics are universal and will appeal to people in many different areas. But the best tactics are highly specific and "in tune" with the local real estate scene.

In the "Super Cards" chapter of this book, I talk about an agent who created an "Expansion Report" as a way to generate leads. This approach succeeded because it was highly specific to her area, and the topic was something on the minds of all residents—massive construction projects in the area. The reason I was able to recommend this approach was because I lived in the area and knew what a hot topic it was.

One of my goals in writing this book is to (A) show you some of the most successful strategies I've witnessed in the postcard industry, (B) explain in detail *why* they were successful, and (C) show you ways to apply those strategies to your local audience. In other words, I want to teach you to create the single most effective postcard for *your* situation.

### **What can I expect for rate of return?**

The rate of return will largely depend on the value of your message and offer. (Refer back to the question "How do I get more calls from postcard marketing?"). In direct mail marketing in general, the average response rates is often said to be around 4% of total. That means a mailing to 1,000 people would—on average—yield about 40 responses.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

For real estate agents, 40 qualified leads can produce a lot of business. But here's a key point to remember. Above-average postcards will yield more responses than average, and the opposite is true for below-average postcards. So before sending a single postcard, you should focus on building a great offer, message, design, etc. That's the whole point of this book—to help you create *above-average* postcards so you can enjoy *above-average* response rates.

### **What are some unique times to send a postcard (aside from holidays)?**

Actually, holidays are peak mailing times, so it's harder to get your message read. I recommend mailing as often as you need to, based on your business needs, your budget, your market and other unique factors.

Sometimes the event dictates when to mail. Just listed, just sold, and open house postcards are all time-sensitive.

As for general marketing postcards (lead generation), my philosophy and advice is to "have something to say before you say it." If you have a big idea, big event or big offer, then it's probably the perfect time to send a postcard—regardless of what time of year it is. Your response rates will be better if you "load" your postcard with value and polish it to perfection.

On the other hand, if you're not quite there yet and don't have much to strengthen your postcard, it's best to wait until you're ready.

### **Is it better to send postcards by first class mail or bulk mail? How would I set up a bulk mailing?**

*Part 1 of your question – First Class vs. Standard mail:*

There are two major differences between First Class mail and Standard (bulk) mail. The first difference is speed. According to the U.S. Postal Service, First Class mail usually arrives within 1 to 3 business days, while Standard mail averages 3 to 15 days.

The other big difference is that First Class mail comes with return service, while Standard mail does not. If you send 500 postcards by First Class mail but some have bad addresses, the bad ones will be returned to sender (you) at no extra cost.

The post office will also try to forward the postcard if the recipient has moved. With Standard mail, a postcard with a bad address will wind up in the trash.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

I once knew a broker whose agents had been mailing postcards by Standard mail. When they switched to First Class for faster delivery, they were shocked by the number of returned postcards. "We never got these before," they explained. "Why now?" In truth, their deliverability rates probably did not change—they just didn't know about the bad addresses before because Standard mail does not get returned. Switching to First Class was an eye-opener for them.

Which class of mail is right for you? It depends. If you're on a budget, I recommend Standard mail. If it's important for you to know about your undeliverable postcards, First Class is your option. If speed is a factor, again, First Class is your choice.

The important thing to remember is that even with the most current mailing list possible, you'll still have a certain percentage of undeliverable postcards. My research shows that the average undeliverable rate for direct mail is 8%. Obviously, the more current the data, the lower the undeliverable rate. By using a reputable list provider, you can easily keep undeliverable mail below the 10% mark.

*Part 2 of your question – how to conduct a bulk mailing:*

My advice is to leave bulk mail to the experts, the postcard marketing companies. Bulk mailings can be a lot of hassle, and you have to know what you're doing.

I've known a lot of agents who did bulk mailings themselves because they thought they would save money. In the end, they wound up wasting a lot of time, making mistakes, and getting discouraged with the whole thing. When I explained that they could have a vendor do all the work and still only pay around 50¢ per postcard, they would kick themselves. Some people learn the hard way.

Personally, I wouldn't waste my time trying to do bulk mailings myself. That's time better spent running my business, or vacationing, or spending time with the family, or...

### **What works other than just listed / just sold postcards?**

I've seen a lot of different postcard strategies that worked well, and an even greater number that did not work so well. The strategies themselves, and the differences between them, are outlined in detail throughout this book. The difference between success and failure usually comes from how you execute a strategy, not from the strategy itself.

In this book, I've showed you a lot of postcard-marketing strategies I've seen succeed in the past. But more importantly, I've explained the "ingredients" that made them successful. By knowing the ingredients for success, you'll be able to create your own "super postcard" strategies.



### **What do you think about handwritten notes on direct mail?**

Advantage – Personalization almost always increases response, and handwriting a note is the ultimate form of personalization.

Disadvantage – If you use handwritten notes on your postcards, it means you'll be sending them out yourself. A vendor can print them for you, but you'll have to mail them after signing them.

Advice – If you're mailing to a small list, and personalization is important to you, handwritten notes may work well for you. If you're mailing to a large list and need more efficiency (or don't want to touch your postcards at all), skip the handwritten notes and let the vendor handle the printing and mailing.

There are plenty of ways to add value to postcards besides handwriting a note. Rest assured, if you follow the advice in this book, you can create a response-generating postcard without the need (or hassle) for handwritten notes. But if it's important to you, go for it.

### **What is an effective postcard headline to grab attention?**

The kinds of headlines that grab attention have the following things in common. 1. They are relevant to the reader. 2. They get their point across right away. 3. They omit needless words. 4. They promise the value of what's to come. 5. They're interesting!

How do you tie it all together in one or two lines? Well, let's say you're an agent in an area where the real estate market is slowing down, and you see the following headline promoting a real estate seminar:

*7 Ways to Increase Your Business, Even As The Market Cools*

Would you keep reading? Of course you would. Why? Because the headline has the ingredients I mentioned above. It's relevant to the reader. It gets the point across. It doesn't waste your time with needless words. It promises value. And it's interesting!

How long did the above headline take me to write? 90 seconds. Keep practicing, and you'll be able to create better headlines than mine. Follow the ingredients outlined above, and you'll never go wrong. And remember, the headline is only the gateway to the message that follows. You need to deliver through the beginning, the middle and the end.

P.S. ... In case you missed it, this book has several pages just on the subject of headlines. Yes, headlines are that important to postcard marketing.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

### **What are the best postcard techniques to drive readers to your website?**

In the book, I show you how to create a resource website that can attract a lot of visitors, and how you might announce that website with postcards. I also show other ways to integrate postcards with your website to increase your overall marketing success.

It's a great question you ask, because postcards and websites make perfect marketing partners. This combo lets you offer recipients another way to respond, and multiple response paths are almost always a good thing in direct mail.

The key here is that you must build genuine value into your website (just like you should build value into your postcards). It can't be "just another agent website." For example, I live in Austin, Texas. So if I were going to create a site like this, I would first create a theme like "Where Austin Goes for Home Buying Information" and then work to make the website live up to that theme. It would be easy to drive traffic to such a site with postcards.

Another thing to keep in mind is web-based lead generation. Driving traffic to a website is only half the equation. The other half is turning that traffic into a relationship. But that's another book entirely—and fortunately, we have that book too!

### **What types of postcards work best in a buyer's market?**

That depends on who you're trying to reach. If you're marketing to sellers, you'll have an easier go of it. That's because in a buyer's market, the seller needs the most help.

If I were marketing myself to sellers in a buyer's market, I would focus on the fact that it *was* a buyer's market. I would create something—a report, a website or blog, a seminar—something that explained how to sell in a buyer's market without getting taken advantage of. I would promote this item with my postcards and use the whole thing as a lead generation system.

If you were focusing on buyers, you could still use the buyer's market angle, but with a twist. This time around, I would focus on their desire to get a great deal:

"Sure, it's a buyer's market, and you can get a good deal on a new home. But by following the simple strategies outlined in this free report, you can get an even *better* deal on your new dream home. But that's only the beginning..."

This is one idea of many. Read this book in its entirety, and you'll be generating some ideas of your own!



### **I'm looking for quality printing and mailing that beats the ridiculous price of the in-house mail system. Can you help?**

I almost didn't include this question, because I thought it would come off like a sales tactic if I answered it. But you're looking for a solution, and I know of one. I used to work for a postcard marketing company called ColorDirect ([www.colordirect.com](http://www.colordirect.com)).

ColorDirect is run by a sophisticated printing company based in Austin, Texas. I highly recommend them, and I'm not even getting paid to say that. I just feel strongly that they care about their customers, and they offer a great product for a good price. Check them out and see what you think. Ask them to send you print samples so you can see their quality.

### **How effective is it to say on the postcard that I will be contacting them in a few days (phone or in person)?**

It wouldn't hurt to say that, but I'm not sure it would help much either. My only advice would be to familiarize yourself with the current "Do Not Call" registry first. The registry gives consumers the option of not receiving phone calls from telemarketers.

Now, you might not think of yourself as a telemarketer. But by the FTC's definition, if you call a prospective client (with whom you have no existing business relationship) to offer your services ... you're a telemarketer. The FTC is not shy about handing out fines to violators these days.

But don't fear the law—know the law. Here's a website that will help:  
<http://www.ftc.gov/bcp/edu/pubs/business/alerts/alt129.htm>

### **What are the best ways to track name recognition and calls from postcards?**

In my opinion, measuring name recognition would be more trouble (and expense) than it would be worth. Big companies spend millions to measure product name recognition, but I don't feel it's necessary for agents. I recommend sending real estate postcards to generate a response. It's the most economical approach and will lead to higher ROI. Once you generate a response, you are free to build a relationship with the person.

[Side note: Once somebody contacts you, the Do Not Call laws mentioned above do not apply. You have the right to call them at will to follow-up on their initial contact.]

Tracking calls could be as simple as asking people, "Hey, do you mind if I ask how you heard about me?" If they say they got a postcard from you, you've just tracked a response.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

There are other, more sophisticated ways to measure response rates—like setting up special phone numbers and websites—but most are beyond the budget of the average real estate agent (and not necessary anyway).

You can refer to the "Tracking" section of this book for more ideas.

### **What is the ratio of calls you receive from the number of postcards sent?**

That depends on the postcards and the audience. First, you may want to refer back to the agent's question regarding "rate of return."

In this book (and on the book's website, [www.RealEstatePostcardBook.com](http://www.RealEstatePostcardBook.com)), I introduce you to The Pyramid of Postcard Success. The Pyramid is based on my experiences with real estate postcard marketing. It shows the varying degrees of postcard success, and how the number of agents decreases as the level of success increases.

Agents at the base of The Pyramid receive very few responses from their postcards (or none at all)—maybe 1% or less. These agents usually send postcards without much thought toward the message, the offer, the idea, etc.

Agents at the top of the pyramid generate a lot of response from their postcard marketing efforts, anywhere from 5% to 20%. In real estate, those percentages are often enough to build an entire business on. Agents at the top of The Pyramid use the kinds of strategies described throughout this book.

### **The successful agents in my area send postcards with pictures of homes they've recently sold. I have only been in real estate for two years. What can I do that is different but equally effective?**

You're wise not to imitate these agents. The only time you should duplicate a marketing strategy that's already used in your market is when you can do it better—like ten times better. But as a new agent, it would be difficult to compete by stacking up recent sales.

So why not go where they're not going? Why not come up with a great idea that nobody else is doing in your market, and then build a postcard campaign around it?

Let's brainstorm...

What's going on in your area? Is it a buyer's market or seller's market? What's happening in the news? What are people in your town talking about? How can you capitalize on that? Are you comfortable speaking in front of groups? If so, you could build a seminar program and promote it with postcards.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

Do you know any mortgage people in the area? Why not ask them to partner up with you for mutual gain? What if you made the seminar a regular thing, like "First Friday." What if you built a website just for the seminar ... really giving it a life of its own, with testimonials, photos of previous sessions, maps to the location, the works.

Maybe you could get local media coverage? Free donuts? Business cards by the door? Take-home information kits with your bio as the last page? A sign-up form with email address so you can send them market updates?

Keep brainstorming! This is how great ideas are born. And when you've got a great idea, you can turn it into a great postcard message. And when you make a great offer like that, your postcard response rates will increase dramatically.

Turn off your internal critic. Get out a sheet of paper and start brainstorming. Scribble madly. Don't worry if your ideas seem outlandish, just keep going. If you come up with five ideas, there's bound to be a gem in there somewhere—something other agents in your area aren't doing, or something you could do better than anyone else.

Then start filling in the details. Now that you've got your idea, how do you add value? How do you make it remarkable? How do you convey the most important points on a postcard? Sketch it out. Get creative and have fun. That's how "super cards" are born.

The key is to do it *before* everyone else is doing it. You've got to do it first, or do it better. Otherwise, you're just "another one of those postcards."

### **What are the top-five most effective real estate postcards ever used?**

If I knew that, I could charge a lot more for this book! ☺ I can only speak from my own experience. And even though I've worked for two postcard marketing companies and helped thousands of agents, I'm not qualified to make a "Top-5 of All Time" list.

Now with that disclaimer out of the way...

In the "Super Cards" chapter of this book I've revealed some strategies that have worked well in the past. I've even jazzed them up by improving on the original ideas and by adding value.

The goal of this book is not to outline the most effective strategies and say, "Use these and only these." The goal of this book is to teach you the ingredients of postcard marketing success, and then show you how to assemble those ingredients to create a "Super Card." I offer plenty of examples, but more than that I want you to learn what makes a great postcard so you can come up with one for your own audience, area and situation.



### **Does the use of colored paper for postcards have an affect on the receiver? What are some statistics on the success of postcard marketing?**

Color printing has been shown to improve direct mail response rates time and time again. David Broudy and Frank Romano (of Rochester Institute of Technology) conducted a landmark study on the effects of color and personalization on direct mail response rates.

But normally, when you talk about "full color" in postcard marketing, you're not talking about color paper, but color printing. In other words, all the paper is the same white stock, but the color comes from the design itself.

In this day and age, I strongly recommend against black-and-white postcards. Color printing is so affordable these days, especially when you use a vendor with digital printing capability (like ColorDirect). Black-and-white printing will hurt your response rates too much to make saving a few dollars worthwhile.

If you're interested in general direct mail and postcard marketing statistics, I recommend visiting the Direct Marketing Association's (DMA) website at [www.the-dma.org](http://www.the-dma.org).

### **I generally send newsletters. Is there real success in using them?**

That depends on how you define "success" in this particular case. If your goal is to educate the people in your farming area, then the newsletters can help you achieve your goals. But if you're hoping for a direct response, you'll probably need to send something with a little more "oomph."

Or ... you could keep sending your newsletters, but add in one of the "Super Card" concepts. For example, go back about nine questions to where I was explaining the online resource website. You could easily tie this type of concept into your existing newsletter program.

Maybe the front of the newsletter has your usual content, while the back showcases the "Ultimate Real Estate Resource Center," or whatever you wanted to call your new website. Build some lead-generating "conversation starters" into your website, and you've got a potential business-builder!

You don't always have to overhaul your postcard marketing program to improve response rates. Sometimes you can simply improve what you're already doing. Read this book in its entirety, and you'll have a good idea what road to take.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

Keep in mind also that you cannot tie success to any particular medium (such as a direct mail newsletter), because within that medium there will inevitably be both successes and failures. For example, some television ads achieve huge success, while other ads are dismal failures and get pulled within the first week.

The same is true for any type of marketing medium. You have to try things for yourself to see what works and what doesn't. Don't ever listen to people who say, "Well, that didn't work for me, so it's a waste of time."

### **What are the costs for mailing to a specific sphere?**

The costs will vary based on your approach. Some of the things that influence cost are paper stock, postcard size, quantity, postage class (Standard vs. First Class) and other factors. With a do-it-yourself approach, costs can vary quite a bit because each agent goes about his or her program differently.

But I always recommend using printing vendors, so I'm more qualified to answer that question. I'll use ColorDirect to give you a pricing example because (A) I know the company well, (B) I'm familiar with their pricing, (C) I highly recommend them, and (D) I won't get myself into trouble if I accidentally misquote their pricing!

With their pricing structure, you could send 500 postcards for around \$270. And here's where it gets good—they do everything for you. They print them, address them, sort them and mail them. I can vouch for their print quality too, because I've seen it firsthand.

Okay, I've given ColorDirect enough free advertising. On to the next question!

### **Should I handle postcard marketing myself or outsource it?**

Postcard marketing vendors can make your life easier. No doubt about that. I know this for a fact, because I've worked for two of them. But you shouldn't let a vendor run your entire postcard marketing program. Such vendors are expert at handling the logistics of printing and mailing. But it's unlikely they are real estate marketing experts as well.

My recommendation: Trust postcard vendors with the logistics of printing and mailing, but not with the strategy or message.

Postcard marketing vendors have highly efficient workflows in place. This lets them print your postcards faster and with better quality than if you did it yourself. So even if the vendor imposes a profit markup (which they obviously do), your total costs could still be similar to a do-it-yourself program—only with a lot less hassle in your life!



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

Here's a story you'll enjoy...

In 2004 I attended the REALTORS® Conference & Expo in Orlando, Florida. I was there to represent a postcard printing company I worked for at the time. I spoke to a lot of agents who, up to that point, had been doing their own postcard marketing. I asked how they went about it, and I inevitably got a long story full of headache and hassle.

Then I would show them a "jumbo" sized glossy postcard in full color, and I'd say, "What if you could send these for about 50¢ per postcard ... and have someone else do the printing and mailing for you?" Their responses were a collection of "Seriously?" ... "You're kidding me!" ... "And I've been doing it myself all this time?"

The moral of this story—don't assume the professional vendor path is out of reach. Check out the pricing (and what you get for the pricing) at a company like ColorDirect, and the idea of outsourcing will start looking really good. And you can't put a price on the time you'll save! But remember, outsource the logistics, not the strategy.

Call ColorDirect and ask them to mail you a few samples (phone number is on their website, [www.colordirect.com](http://www.colordirect.com)). Then, factor in their print quality, their pricing, and the fact that they handle all the logistics for you, and I think you'll have your answer.

And tell them I sent you. They'll take even better care of you!

### **Do seasonal messages really work?**

I have not seen any statistics to suggest seasonal messages do or don't work. But in my experience, a strong postcard will work any time of the year. The passing of seasons, by itself, is not a good reason to send a marketing postcard.

But if you already have a good reason to send a postcard (with a powerful message and offer), there's certainly nothing wrong with adding a seasonal element to it. I would just avoid making the seasonal message the sole focus of the card.

### **What messages work best for a wide market (move up, empty nesters downsizing and general real estate interest)?**

The best messages are specific to a narrow audience. You can certainly create a strong message that appeals to a wide audience (like general real estate interest). But in marketing, the more you can narrow your audience down, the better the message you'll be able to create. When you deliver a very specific message to a very specific audience, your postcard's relevance will skyrocket. When that happens, your response rates will usually go up as well.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

For example, if you want to reach apartment dwellers thinking of buying their first home, talk to them as apartment dwellers thinking of buying their first home—not just as buyers. Offer them a first-time buyer's guide, or show them how their monthly rent stacks up against an average monthly mortgage payment in the area. Open their eyes to the possibility of home ownership.

The point of all this is partly psychological. When you segment your audience into smaller groups, you're able to present them with something they really want (because you know exactly who they are). Whereas with a general message to a broader audience, your offer will apply to some but not to all. A more specific message and offer will result in a greater desire (and response) among your audience segments.

In the section of this book where I discuss the postcard message, you'll find a concept called the "audience statement." It explains how to classify your audience and speak to them accordingly.

### **What are the best places to achieve customized looks and creative thinking?**

If you're looking for a vendor who allows customization and creativity (both good things, by the way), you need to ask two questions: (1) Do you have any online design features? (2) Can I upload my own artwork?

Most of the strategies I've outlined in this book call for a lot of design flexibility. In other words, you won't find a "stock design" or template that meets the standards I've set in this book. The reasons are obvious. When a postcard vendor creates a design for everyone to use—a *template*—by its very nature it won't be as effective as the "Super Card" strategies I teach you in this book.

If a postcard design accommodates a lot of people, how unique and powerful could it be?

The wise postcard vendors have addressed this by accommodating the two things mentioned above—online customization and the use of customer artwork. If you choose a vendor, make sure they offer these two things. Even if you don't have any design skills, you'll want the option of using your own artwork down the road (if, for example, you hire a designer to help you).

Okay, I've tried to resist giving yet another plug to ColorDirect. But I can't hold back. They just offer so many of the things I touch on in this Q&A, it would be a disservice for me not to mention them. ColorDirect offers both of the design capabilities mentioned above. They also have in-house designers who can help you create something truly unique.



### **What is the most cost-effective approach to postcard marketing?**

By bargain shopping, you can always save a few pennies-per-postcard here and there. But the bigger question is, "How can I get the best return on my investment?" This question can be answered by creating a more response-generating postcard.

The greater your response, the more likelihood of gaining new clients. The more new clients, the more commissions. So the more successful your postcards are, the greater your return on investment. This entire book is dedicated to improving your postcard response rates, which also increases your return on investment.

### **Can everyone in the same company use the same bulk mail permits?**

Sure. This is the same as a postcard vendor who mails material for thousands of clients (as well as their own material). The postcards may come from many different sources, but they get mailed by one source—the postcard vendor. The same would hold true for any company who obtained a bulk mail permit.

I recommend outsourcing the printing and mailing to the professionals though. It can be expensive and time-consuming to do it all in-house.

If you want to be your company's hero, call one of the big postcard marketing vendors and ask what kind of company programs they offer. Some vendors have group design libraries, group discounts, design support and other things in place for companies who want to use their services.

### **Which size is best for marketing to your farm area?**

Generally speaking, the larger-sized postcards have higher response rates. They just stand out more, and they give you more room to convey your message. Two of the most popular sizes among marketers are [8.5" wide x 5.5" high] and [11" wide x 5.5" high]. Most postcard vendors offer one or both of these sizes.

Combine oversized postcards with high-quality printing, nice graphics, a powerful headline and a strong offer, and your response rates can *really* climb the charts.



## Real Estate Postcard Book

An Insider's Guide to Postcard Success

### Most people find real estate marketing junk mail. How do you create the kind of postcards that would be valued by your farming area?

I love your question, because you've just gotten to the heart of my entire book. From the reader's standpoint, junk mail is only junk when it carries little or no value. But when it carries a lot of value, it becomes something else.

- Here's the typical response to junk mail: "Jeez, not another one of these!" [Throws mailer into the trash]
- Here's the response I'm teaching you to strive for: "Wow, I'm glad I got this!" [Puts mailer on the counter for later reference]

Everything I teach and write about (and everything I've put into this book) is about getting the second type of response! Read through some of the other Q&A for tips on adding value. Or get a copy of the postcard book for some in-depth instruction.

#### About This Author

Brandon Cornett is the author of *Real Estate Postcard Marketing*, an insider's guide to postcard success—available September 1, 2006 on [www.RealEstatePostcardBook.com](http://www.RealEstatePostcardBook.com). Brandon has worked for two postcard marketing companies and has helped thousands of agents improve their postcard marketing. Brandon also publishes PostcardSmart.com.

**Some postcard strategies  
can dramatically improve  
your response rates.**

And you'll learn all about  
them from this new book.

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