

Welcome to Jim Palmer's

# Newsletter Postcard!

## Newsletter Postcards Are the Best (and Easiest) Way to Add a Personal 'Touch Point' with Your Customers, Clients, and Prospects!

Hello Friends,

Just imagine being able to reach out to your customers and prospects any time, and to do so in a highly effective way in about 23 minutes! Until now there hasn't been a quick, easy, and effective marketing tool like Newsletter Postcards.

### A Highly Effective Marketing Tool

You are no doubt aware that large color postcards have become highly popular. In fact, they've become so popular that barely a day goes by without at least three or four being delivered to your mailbox. These types of postcards are so popular that they've become somewhat commonplace. You might say that they've lost their luster! One day, as I was sorting through my mail, I looked at a few of these "big dumb" postcards, and I began wondering, how much money are these companies flushing down the toilet because their big dumb postcards are just getting lost with all the other mail? They no longer stand out as unique.

### That's When It Hit Me!

What if a large, full-color postcard had the same look and "appearance" as a regular monthly newsletter? The postcard would be instantly familiar and recognized by your customers and not yet thrown away!

Hello, my name is Jim Palmer and I'm known internationally as The Newsletter Guru - the "go-to" resource for smart effective strategies for maximizing the profitability of

customer relationships." I'm also the author of *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*. I've been developing and successfully implementing strategies to build and strengthen customer relationships for almost 30 years. With my **Success Advantage 2.0** system, I provide the most comprehensive "Done-for-You" newsletter templates and newsletter content to customers and subscribers in five countries. To be candid, my customers love this service!

With Newsletter Postcards, I have combined the best time-tested elements of successful customer newsletters with the excitement of large color postcards. Let me tell you why my Newsletter Postcards are so damn effective. A Newsletter Postcard is not seen as simply another "big picture marketing postcard" that, as I've said, has become very commonplace. These types of postcards are automatically seen as "marketing messages." And let's be honest, who of us is looking for more marketing messages?

### The Single Most Important Part of Marketing

The most important part of marketing, something that every business owner must master, is the art of capturing the attention of customers and prospects. The reason should be obvious; if you can't grab your customers' attention – stop them dead in their tracks - your message, copy, and even your compelling offer is wasted, meaningless. Sounds brutal, right? Well, it's true; the best sales message in the world is useless if it

doesn't get read.

**Secret Strategy #1:** I have just revealed the first secret strategy as to why Newsletter Postcards are so effective. It is because they are instantly recognizable and familiar to your customers – they look like a regular newsletter but in the form of a postcard!

**Secret Strategy #2:** One of the most effective marketing strategies is to "enter the conversation" already going on in your customer's mind. This conversation can be about anything, but often it is centered on some current event, holiday, or perhaps a big news story. Very often, an event captivates society and thereby provides a perfect way for you to "connect yourself" to it by marketing to your customers using headlines and special offers centered on the event. In most cases, these marketing opportunities simply cannot wait for your next regular newsletter.

### This Is a Perfect Reason To Send a Newsletter Postcard!

Every month, subscribers receive my Newsletter Postcard's monthly newsletter that contains an assortment of short, fun articles – what I often refer to as my "customer loving™" content. You are free to edit and use my content as you wish to supplement your copy and marketing message.

**PLUS!** I include a bunch of headlines that you are free to edit and use, as well as some custom-written headlines based on current events,

OVER,  
PLEASE ↓

## Finally! A Quick and Easy Way to Add an Effective 'Touch Point' with Your Customers, Clients, and Prospects!

holidays, or big news events.

The Newsletter Postcard online order system is incredibly quick and easy to use. **With this order system you can:**

- **Bold, underline, italicize, and change font colors** – in real time!
- Import your own custom newsletter header or choose one from our image library!
- Save your personal preferences – making re-orders very quick!

- Save time by selecting the last postcard mailed, making a few quick edits, and resending!

### There is Literally Nothing Like It!

The Newsletter Postcard order site is truly one of a kind and I'm sure by now you're very excited and want to know how much it costs. I'm glad you're interested because I'm very excited to share with you what I believe will be **GREAT NEWS!**

o, here's what I decided to do. Instead of a monthly fee, I am offering Lifetime Memberships in the Newsletter Postcard system for a **one-time introductory rate of only \$197!**

That's right, for a one-time fee of \$197, you will have a lifetime membership in the Newsletter Postcard system. Every month you will receive as you wish.

The best part is that because of the very large print volume with my newsletter business, I have built into this system my volume discount pricing. Even though there is nothing like it, the rates to design, print, and mail Newsletter Postcards are very competitive – **as low as \$0.79 each**, postage included!

To become a lifetime member of Newsletter Postcards, go immediately to **[www.NewsletterPostcards.com](http://www.NewsletterPostcards.com)!**

To Your Success,

Jim Palmer  
The Newsletter Guru  
**[www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com)**

Jim Palmer's  
**Newsletter Postcard!**

Jim Palmer – The Newsletter Guru  
108 Saddle Drive  
Exton, PA 19341  
610-458-2047  
**[www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com)**

## Fast Action Bonus Specials!

This is where your coupon or call to action details will go!