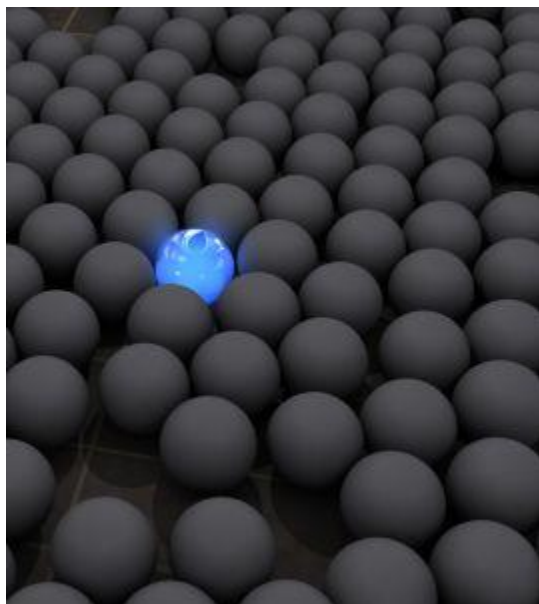


7 Tips to Creating An Effective Postcard (or Sales Materials) for Network Marketers

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Designing an attention-grabbing postcard to mail out to your contact list can be an effective and an inexpensive way to reach out to potential customers. Postcards are effective in one sense because they do not have to be opened by the recipient. A well-designed mailer can grab the reader's attention and urge them to respond to a *call to action*. Here are some tips to creating an effective postcard:

- Design your postcard with a simple, yet effective, message. Make sure the headlines are big and bold, as well as attention-grabbing. Keep your text short and to the point. Place a word limit on yourself and stick to it. Don't go overboard and write a novella.
- Incorporate eye-catching, high quality photos and images that are *royalty free*. Search the web for websites that offer free access to royalty free images. There are many websites that will allow you to use their royalty free photos by simply signing up for a free account. Make sure that the images you choose are vivid and relevant to your content.
- Integrate a timely message onto your postcard or sales material. Make sure you create a "call to action" by crafting a deadline or limited time offer. Simple statements such as "contact us within 30 days," "respond by" or "act now" will urge the reader to act.
- Include your name and/or the name of your business on the sales material. Make sure that you keep your branding consistent throughout each batch that is shipped so that your customers/potential customers will think of your company when they think of your product/service.
- Enclose your contact information, such as your email address, phone number and website in your sales materials. Customers must know how you can be contacted. Also, it may seem obvious but, make sure you double check for any spelling or grammatical mistakes. It's very common for errors to be printed and shipped on sales materials – one wrong number or letter can mean a wasted batch of postcards, not to mention wasted money.
- Use both sides of the postcard. Make sure that each side contains valuable information and is eye-catching. When you go to order the final product, make sure that you use high-quality printing. If you're unsure how to design a postcard or sales material, then check online. There are many free and well-designed templates available for free. Also, be sure

your postcard is designed and printed in full color. Black and white sales materials are less expensive but can be much less effective.

- Build or buy a list of potential customers. Obviously, the list that you build yourself will be much more valuable than any list that you buy. However, there are lists that can be purchased that directly target the customer base that is right for you and your company. Once you've shipped out your postcards or other sales material, be sure to keep good records of the results. Make adjustments in the future to increase your response rate.

Remember, postcards are designed to generate leads that must be followed up on and not for closing sales. Keep this list close by when you decide to launch your next marketing campaign.

For more information on finding prospects or on how to design sales material for network marketing companies and consultants visit www.mlmlegal.com and www.mlmattorney.com.

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On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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