

Postcard Campaign Instructions

Simply follow the instructions and you'll grow your chapter and your Tipping opportunities.

LeTip International's new "Going Green" Seminar makes available a series of postcards which will assist you in your sponsoring effort.

The campaign is part of our ongoing integrated marketing communications effort... and includes this program to help chapters and members flourish.

The postcards are a simple and inexpensive way of communicating. These postcards have been sized to take advantage of the USPS postcard rate (27¢ each).

For the best response follow these instructions.

1. Identify one Power Partner category.

Choose one Power Partner from the list you have developed.

2. Create a mailing list.

Find names and addresses for the Power Partner category you have chosen. Use the phone book, the internet, local Chamber of Commerce, Rotary, or trade organization lists. The more personal you can make your mail look, the better the response you will get. Personalizing your postcard with a name is very important, so if you are missing this vital piece of information, it is worth the effort to call the prospect's business and ask to whom you should direct your mail.

3. Handwrite your message.

Today, a handwritten message—not only in

direct mail, but in all communications—is rare. That is exactly why we emphasize adding that personal touch. Handwrite a short message and hand address the postcards using the your target list. (See the sample messages and directions included on page 9.) Be sure to add your name and either a phone number or an email address. Make it easy for a member prospect to contact you.

4. Follow up.

About a week after your mailing, follow up with a phone call. Ask if the recipient received your postcard and open up a dialogue. If the recipient is not interested, cross them off your list. If you cannot reach a recipient, keep them on the list for another mailing or until you hear one way or another if they are interested.

5. Be consistent.

Send a second set of postcards to those still left on your list every 3 to 5 weeks. When you fill one category, go on to another.

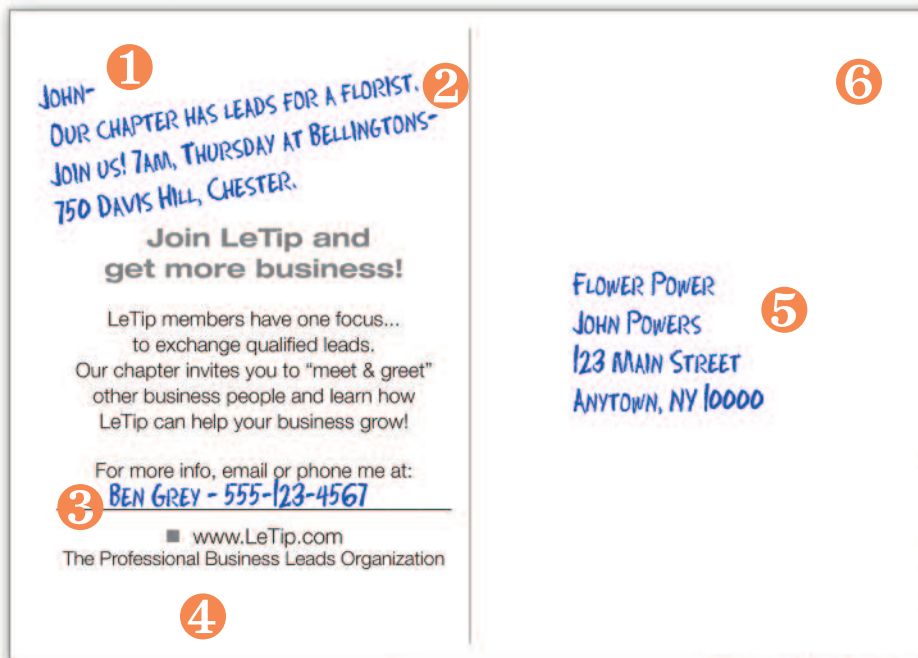
6. Be patient.

Remember, prospecting takes time. Repetition is key because one person who receives your mailing three times will give a higher response rate than 3 people receiving your postcard once. There are 3 different postcards in this series and all can be ordered by calling LeTip International corporate headquarters at 800-255-3847.

Grow your business and increase your chapter membership at the same time... with LeTip's New Postcard Campaign!

- 1 Always use a name. Hand write in blue (or different color) ink so it stands out. Write clearly.
- 2 Personalize your card. Make it short and sweet. (see samples).
- 3 Write your name & phone number or email address so you can be contacted.
- 4 Do not write in this area. The Post Office has restrictions and requires this area be left blank.
- 5 Handwrite addresses for best response.
- 6 Stamps for first class post cards of this size (not oversize) is 27¢.
- 7 There are 3 different postcards in this campaign. Postcards can be ordered from LeTip International (800-255-3847) Do a mailing every 3 weeks, and follow through with a phone call. Perseverance pays off with this kind of a campaign!

Start Today!



Sample Scripts

*Dr. Jones-
Join us - we are looking for a dentist!
11:30am, Tuesday, Buster's Cafe,
Richmond Hill,
Elene - 123-765-3232*

*Barbara-
This really works! Come meet us!
Mondays, 11:30am at Barney's, Suntime.
Pat 123-123-1234*

Use your Escrow Tips to prospect:

*Eric -
We have business for you.
We meet 7am Wed. at Perkins on Oak St.
Call me- Melinda, 123-765-9877*

Multiply your prospects.

LeTip International
Join us and see what our qualified leads exchange
is doing to promote small businesses just like yours!
www.letip.com