

How to Prospect and Recruit Using Postcards for Your MLM or Network Marketing: Uncover the Hidden Power of Direct Mail!

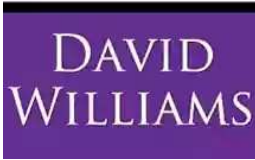
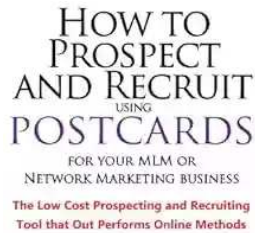
Are you tired of the same old methods of prospecting and recruiting for your MLM or network marketing business? Do you feel like your outreach efforts are getting lost in the digital noise? It's time to tap into the hidden power of direct mail marketing and leverage the timeless appeal of postcards to attract and recruit new prospects. In this comprehensive guide, we will explore the art of prospecting and recruiting using postcards – from crafting captivating messages to effectively targeting your ideal audience. Get ready to unlock a world of possibilities and take your MLM or network marketing business to new heights!

Why Postcards?

In today's fast-paced digital world, it may seem counterintuitive to turn to traditional direct mail marketing methods like postcards. However, postcards offer a unique advantage that other forms of marketing struggle to replicate – their physical presence. While emails and social media ads can be easily overlooked or dismissed, postcards demand attention. They provide a tangible connection with your prospects, leaving a lasting impression that digital messages often fail to achieve.

Furthermore, postcards have a higher likelihood of being read compared to other marketing materials. According to research, 79% of recipients will at least skim the postcard they receive, while only 45% of people do the same for emails.

How to Prospect and Recruit using Postcards for your MLM or Network Marketing Business The



Low cost Prospecting and Recruiting Tool that Out Performs Online Methods by David Williams(Kindle Edition)

★★★★☆ 4.1 out of 5

Language	: English
File size	: 1089 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 49 pages
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So, how can you harness the power of postcards to prospect and recruit effectively for your MLM or network marketing business? Let's dive in!

Crafting the Perfect Postcard

Before delving into the logistics of mailing your postcards, it's crucial to nail down the content and design. A well-crafted postcard can make all the difference in catching your prospects' attention and enticing them to take action.

1. Start with a Captivating Headline: Your postcard's headline is the first impression your prospects get, so make it count. Use clever copywriting techniques to pique their curiosity and make them want to read on.
2. Clear and Concise Messaging: With limited space on a postcard, it's essential to keep your message focused and concise. Highlight the key benefits and advantages of joining your MLM or network marketing business, using persuasive language to evoke emotions.

3. Engaging Visuals: Visuals play a vital role in capturing your prospects' attention. Incorporate eye-catching images that align with your brand and message, making your postcard visually appealing and memorable.

4. Call-to-Action: Every prospecting effort should include a call-to-action. Whether it's directing them to a landing page, inviting them to a webinar, or simply asking them to reach out, make your desired next step clear and compelling.

Targeting Your Ideal Audience

Now that you have a stunning postcard ready to go, it's time to ensure it reaches the right audience. Targeting is crucial in maximizing your postcard's effectiveness and generating quality leads for your MLM or network marketing business.

1. Define Your Ideal Prospect: Start by clearly defining your target audience. Consider demographics, interests, and pain points that align with your MLM or network marketing opportunity.

2. Purchase a Targeted Mailing List: There are several reputable list providers that specialize in MLM or network marketing leads. These lists are segmented based on various criteria, such as geographical area, income level, and previous MLM participation.

3. Leverage Your Existing Network: Reach out to your existing customers, team members, and contacts in your network. Ask for referrals or permission to add them to your mailing list. Personal referrals can be incredibly powerful in attracting like-minded individuals to your MLM or network marketing business.

Mailing and Tracking

With your postcards designed and your target audience defined, it's time to send them out into the world. Here are some essential steps to ensure your mailing efforts are productive:

1. Use a Reputable Mailing Service: Partner with a reliable mailing service that will handle the logistics of printing, addressing, and mailing your postcards. They will ensure your postcards reach the intended recipients and track the delivery progress.

2. Test and Track: Experiment with different variations of your postcards to see what works best. Split test headlines, visuals, or calls-to-action to identify the most effective combination. Additionally, track response rates and conversions to measure the success of your direct mail campaigns.

3. Follow Up: Direct mail marketing doesn't stop at sending out postcards. To maximize your chances of recruiting new prospects, follow up with a phone call or a personalized email. This personal touch will help build relationships and convert interested individuals into valuable team members.

In a digital age overloaded with online strategies, tapping into the power of postcards can give your MLM or network marketing business a competitive edge. By crafting captivating postcards, targeting the right audience, and following up diligently, you can prospect and recruit effectively while standing out from the crowd. Embrace the timeless appeal of direct mail marketing and uncover new opportunities for growth and success in your MLM or network marketing journey!

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Fed up not having quality leads?

Are you in a MLM company you love, but just can't find REAL prospects to talk to?

Tried 'online' leads but found you just wasted your time and money?

Many networkers are well past the 'warm market' stage, and are struggling to find success. It seems the entire world has gone online and the problem that networkers face is sticking out in an ever increasing ocean of websites, mobile apps, opt-in forms, blog posts, Facebook Likes, Youtube movies and Tweets. It never ends.

There is alternative. There is another way.

Because the world HAS gone online, good old fashioned Direct Mail is making a comeback. Why? Because no one gets 'real' mail anymore. You have zero competition!

And what's more real than a picture postcard?

NOTE:

What This Book is NOT about: this book in no way teaches you to send those ugly, tacky, pre-printed, glossy pictures of fast expensive cars or mansions, or YELLOW 'print your own' postcards. NO, NO, NO!

If you are engaged in postcard marketing, buying glossy tacky 'in your face' MLM style postcards and mailing them out – or worse – paying to have them mailed out – I'll show you a method that will increase your success by a massive amount – because I guarantee your message will be read if you use the method I teach.

Or, if you are prospecting with one of those 'print your own' cards at the local Office Max, mailing out thousands until you're broke by sending ugly cards – you will be so happy switching to my method because it will save you time, money, you'll mail out less cards and get massive more results.

Again, because I guarantee your prospect will read your message.

I will show you a method that combines two of the most important recruiting factors for success in MLM:

Mass Recruiting
and
Personalization

And NO – this is not about using computer 'hand writing fonts'!!!

No, I'll show you a method to recruit massively with postcards, in a very personalized way for your prospect to find it impossible to not read your message and make a call.

This works. This book is based on my famous postcard seminars that were part of \$10,000 MLM insider's weekend training. You will get this same information for

less than \$10.

Full Disclosure: This is a short, to the point book. It's not full of padding or fluff, (however, I do trace for you how I discovered my into Direct Mail for MLM Recruiting by a presidential fundraiser).

It's a 'How To' book. You are paying for the system, the magic, and the fact that you won't need any other information to get started.

I have included low or no budget methods as well.

Please NOTE: This book is for MLM or Network Marketing recruiting – it's not about postcard 'marketing' for non-MLM business. The information here is for network marketers who want to build downlines and offer a system to their team that does not rely on 'buying leads' from the internet and telemarketing 'survey leads', 'real time leads', 'fresh leads', or any of the other scammy descriptions of absolutely terrible leads for sale by lead companies.

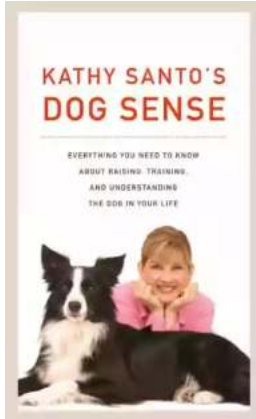
Looking for a Low cost, but highly efficient network marketing tool way to get REAL leads? This is it.

This system works in USA, Canada and Europe.

How to Prospect and Recruit using Postcards for your MLM or Network Marketing Business - The Low cost Prospecting and Recruiting Tool that Out Performs Online Methods is a complete method. Includes the way to personalize the cards, where to buy them at the best prices, how to produce them, where to get the lists to mail your cards to, as well as how to do this on a low or no budget.

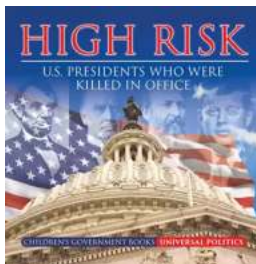
You will also get a '24 hour' message to load up on your voice mail system to take all the calls you'll get from your prospects.

If you have run out of ways of recruiting, if your upline is no help, take action yourself and invest in your business by using this book on how to recruit and build a team with posts



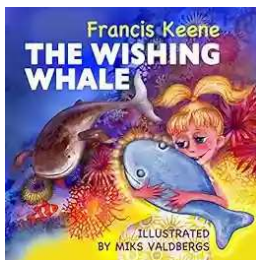
Kathy Santo Dog Sense Kathy Santo - Unlocking the secrets of dog behavior

Are you a dog lover who wants to better understand your furry friend's behavior? Look no further! Kathy Santo, a highly respected dog trainer and...



10 Presidents Who Were Killed In Office - Shocking Truth Revealed!

Throughout history, the role of a president has been filled with power, ambition, and danger. While they carry the weight of the nation on their shoulders, presidents also...



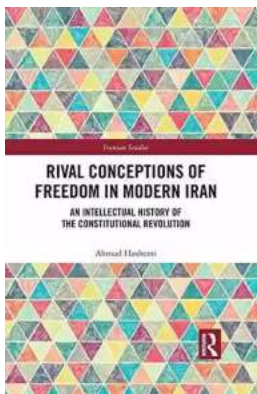
Unveiling a World of Magic: Beautifully Illustrated Bedtime Stories for Beginner Readers with Fantasy Animals and Rhyming

Bedtime stories have always held a sense of wonder and magic for young children. They transport them to far-off lands, introducing them to captivating...



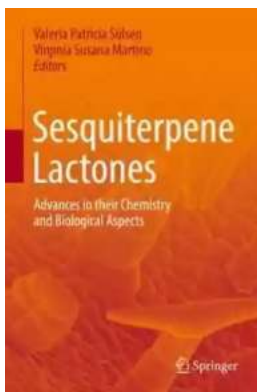
The Blind Parables: An Anthology Of Poems

For centuries, poetry has been a medium for expressing emotions, thoughts, and experiences. It transcends the boundaries of language and connects with people...



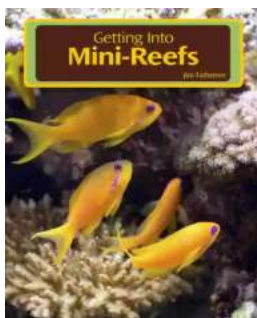
Rival Conceptions Of Freedom In Modern Iran

The Struggle for Freedom in Iran Iran, a country with a rich history and culture, has experienced various political, social, and cultural changes...



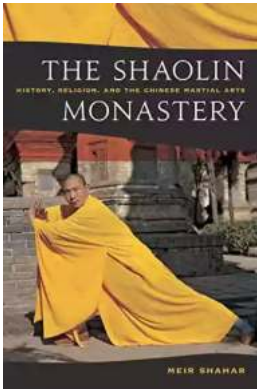
Advances In Their Chemistry And Biological Aspects

In recent years, significant advances have been made in understanding the chemistry and biological aspects of a certain species. Scientists and...



Getting Into Mini Reefs For The Marine Aquarium

Are you interested in enhancing the beauty of your marine aquarium with mesmerizing minireefs? Mini reefs are a fantastic addition to any aquarium setup, offering a...



Exploring the Intriguing Connection Between History, Religion, and the Chinese Martial Arts

When one thinks of Chinese martial arts, popular images of intense training, powerful strikes, and legendary fighters often come to mind. However, beneath the...