

Using Cards To:
Follow-Up,
Stay in touch,
&
Prospect

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I thought I'd share a little more on sending out Thanksgiving Cards instead of Christmas cards. Several Members sent really good questions and comments. The idea behind sending Christmas cards is to stay in touch or follow-up with your Prospects. The main problem with Christmas Cards is everyone sends them. Think about it for a moment.

Do you get Christmas Cards from your auto insurance, Realtor, Health Insurance, Financial Planner, Business acquaintance, Casual Friend, Relative, and you name it?

Christmas Cards (or Happy Holiday Cards) get lost in the shuffle. Also, a business will typically send them very impersonally. Because you get nice cards the cheesy ones really stand out. How many cards do you get signed; Staff? I've received Christmas cards sent bulk rate. Let's face it you can tell how much effort gets put into a Christmas Card based on the outside of the envelope.

The whole idea behind Sales Letters is to get noticed. If your Prospect does not open the letter it won't get read. The answer is to sneak up on your Prospect. What I mean by sneaking up is to leave your envelope blank but yet make it stand out. I've included a few different sized envelopes to show you what I mean. And, by the way, I view cards the same as sales letters.

I've also included a sample insert that can be used in several ways. First, you can go to your local stationary store and purchase blank cards to send to your Prospects or you can make them yourself.

There are three basic rules of thumb with sales letters (this also applies to cards) you must remember.

Rule Number One

The envelope must be opened. If the envelope is not opened it won't be read. People sort mail over the trash can. If it looks like, feels like, smells like junk (un-solicited) mail it will get tossed! You're either going to make the "A" pile or the "B" pile (trash can).

Rule Number Two

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Once the envelope gets opened it must get read. If your Prospect doesn't read what's inside it won't help you. This is why you need a headline on your sales letter or something else that stands out. With a card your Prospect is likely to read it especially if it is personalized.

Rule Number Three

Your correspondence must be sent with a purpose. A call to action should be in every sales letter. If your card is designed to stay in touch than make the message appropriate. If you want your Prospect to ACT on your card you need to tell them to ACT.

The ULTIMATE PACKAGE

The Ultimate Packages has more on sales letters. If you aren't a member yet, for Pete's sake, get on over to the catalog page and sign up before the very special bonus of LIFE TIME FREE MEMBERSHIP expires.

Go to:

www.HowToSellPreNeed.com/catalog

The following pages have 3 different sized envelopes, 3 different sized cards for the envelopes all with the same message.

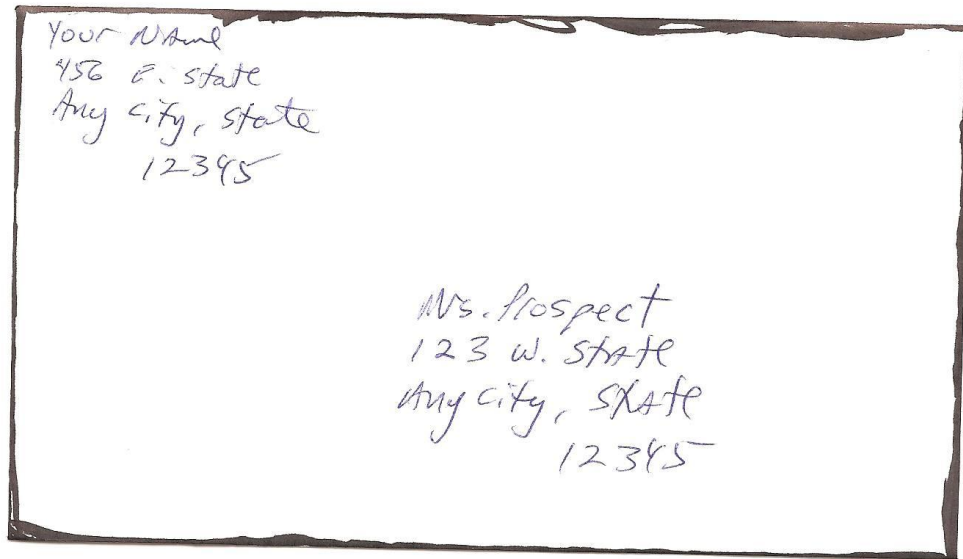
If you are too cheap (or broke) to purchase cards you can make them. All you need is 67 pound (or 110 pound) paper, a cutting board, and printer and you can make them yourself.

The cards do not have to be expensive (Madison Avenue). In fact, if the cards appear like you made them so much the better because they will stand out. Heck, think about it this way. Suppose you receive an odd sized letter in the mail with your name and address written in crayon? Would you open it?

For more on sales letters, cards, and how to sell preneed head on over to the website:

www.HowToSellPreNeed.com

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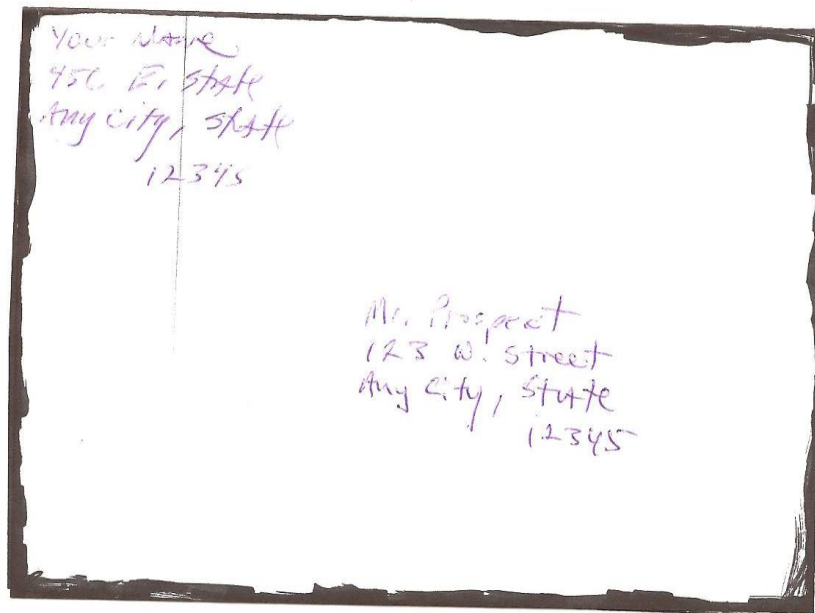


Sandra,

Just thought I'd send a note to
wish you a Happy Thanksgiving.
I'll be in touch next week.

All the best!

Dave...



Sandra,

Just thought I'd send a note to
wish you a Happy Thanksgiving.

I'll be in touch next week.

All the best!

Dave...

Your Name
456 E. State
Any City, State
12345

Mr. Prospect
123 W. Street
Any City, State
12345

Sandra,

Just thought I'd send a note to
wish you a Happy Thanksgiving.

I'll be in touch next week.

All the best!

Dave...

Finally, your note can say anything it depends on what your goal is. I like to make the card a different color so it will stand out in a white envelope. But, for next to nothing you can send out Thanksgiving cards that will get noticed because almost nobody does it.

One question that came in about at-need follow-up.

Yes, you can send out Thanksgiving cards as a follow-up, stay-in-touch, or some other purpose like my sample above. Remember, the goal is to be different and stand out from all the rest of the noise and junk Prospects are confronted with each and every day.

And, yes, you could use a Thanksgiving card to replace your newsletter for the month of November. I've sent Thanksgiving cards both early and late. It doesn't matter because they will get opened unlike generic Christmas or Happy Holiday Cards.

Take care and Happy Selling!

David...



P.S. Get all the latest updates and free stuff at www.HowToSellPreNeed.com and don't forget the free Bonus LEFT TIME MEMBERSHIP when you invest in the ULTIMATE PACKAGE for a limited time. So, hurry up and quit dilly dallying around. www.HowToSellPreNeed.com/catalog

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