

# Postcard Money Success Story PDF 19 of 20



## Doyle Chambers Solutions

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<https://www.DoyleChambers.com/blog>

### 1. "How George from Wyoming promoted 8 little businesses with postcards."

It seemed like every month I was getting a new postcard from George. He kept on joining more and more business opportunities. For each opportunity, George created a postcard to promote it. George said, "I probably joined too many business opportunities. But I just loved creating new postcards. I couldn't wait to mail out a batch of postcards and see the incoming response. As soon as I got one business going, I would startup another one. Some opportunities succeeded, and some failed quickly. I just kept moving on to the next one. Looking back, I should have focused on working just two or three good ones." George's postcards were very interesting. From observing George, I learned not to get involved in too many things at one time. It's far better to focus your attention on one postcard with one opportunity.

### 2. "Primary mailing techniques for successful MLM recruiting with direct mail sales letters."

Just for the beginning multi-level mailers who don't completely understand the procedures for mailing an opportunity program itself; here is the simple method involved

1. Purchase mail lists from a reputable mail list dealer that specializes in opportunity seekers and multilevel marketing lists. Beware of cheaply produced mail list circulars and bargain basement prices for multi level opportunity names. Some mail list companies compile lists of multi-level marketers straight from the lists found on chain letter type programs, and many of those names are too old to be useful. Get your list from a reputable company that offers a guarantee on the deliverability of its names.
2. Mail one opportunity offer per envelope and include an enthusiastic cover letter. You may want to include the testimonial page, but that's it. Mail those letters to opportunity seekers and multi-level marketers in particular.

Now for the general mailing techniques that have proven most successful

- \*One multi-level program to an envelope.
- \*Do not include any other offers, circulars, or programs with your central MLM program.
- \*Present an image of success throughout your mailing piece.
- \*Present an image of success without presenting an image that success is achieved through great expense.
- \*Make your mailing piece stand out from many others by presenting an image of high quality.
- \*Make sure that your envelope has an appearance of high quality.

# A Side Story...Here's what a Small Town Millionaire taught me about the Multiple Income Solution.

Many years ago I met a man named Fred - who owned a number of businesses in town. I was eating at his restaurant and he came over and started talking about business. Me, being the inquisitive type, jumped right in with all sorts of questions.



This wildly successful restaurant owner told me that he also owned a "piece" of the town gym, two pizza parlors, another fancy restaurant, a golf course, and a landscaping business. Fred also owned several rental properties. **In total, Fred had over eight (8) different income streams.** Fred was a very rich man.

The next thing Fred revealed to me was astoundly brilliant. I hope you can appreciate this as much as me. ***I asked him, What was his "model" for business?*** Not in locating businesses, or what types of products to sell. I wanted to know his philosophy. What Fred said fascinated me. Not only in its simplicity, but in how profound his answer was.

You'll be **BLOWN AWAY** by what this Rich Man told me next. **You can quickly start applying this same multiple income solution in your own life.** You'll learn how to do this WITHOUT buying or running any type of local business. I can show you how to collect money in multiple ways NATIONWIDE...doing some pleasant work only a few minutes a day from your home.

**To read the rest of this Small Town Millionaire's Story, just enter your name and email address on my webpage. I'll email you the whole story immediately.**

**CLICK THE LINK BELOW TO GET THE FULL STORY:**  
<https://www.doylechambers.com/blog/Get-it-Now.html>

\*Always use standard #10 envelopes for an MLM program.

\*Address the envelope by hand only if you have good handwriting or penmanship.

\*If your penmanship, or handwriting is poor, then type the addresses on the envelopes or use peel and stick mailing labels.

\*When using peel and stick mailing labels, always make sure that the placement of the label is clearly at proper angles, without skewing the label sideways on the envelope.

\*When addressing envelopes by hand for mailing an MLM program to strangers, never use red ink to address those envelopes.

\*Use black or dark blue ink, and do not address your envelopes in pencil.

\*Personalize your envelope.

\*Always put your return address on your envelope.

\*A typeset return address on your envelope is more appealing than a handwritten, rubber stamped, or typed return address.

\*Always use your personal name in a return address, just as if you were mailing a letter to a friend.

\*Use your first name instead of using simply using an initial

\*Don't use the name of your business as your return address, unless your business name is well known in the mailing industry.

\*Use postage stamps instead of postage meters.

\*Use "flag" stamps. Don't use "bird" stamps.

\*Place your postage stamp at the proper angle, and avoid skewing the stamp sideways on the envelope.

\*Use high-quality materials

\*Get the highest quality copies of your mailing materials as you possibly can.

\*Use one professional color in your mailing piece.

\*Avoid mixing a variety of clashing colors in your mailing materials.

\*Always include a highly enthusiastic cover letter with a multi-level marketing program. A cover letter is absolutely essential with an MLM program.

\*Whenever possible, personalize your cover letter to the potential enrollees. Computer mail merges are helpful in personalizing letters for mass-mailing purposes.

\*Emphasize the profit potential of a multi-level program by analyzing the potential yourself.

\*Present any solid evidence of personal success in that program, or any personal knowledge of the success of others in that program.

\*Concentrate on the reader's desire for success by presenting examples of their potential for success in the program.

\*Always express enthusiasm for your program, and compose your letter so that your enthusiasm is contagious

\*Never express doubts, no matter how small, about the profit potential of your program.

\*If possible, include an offer of downline support in your cover letter.

#### **4. "How to create a heavy-response-pulling mailing list for your postcard mailing campaign."**

Since you re in the mailing sector of the multilevel industry, you probably understand that one of the most important and valuable tools you can use is your mailing list But do you truly understand how to use your mailing lists, and do you realize the true value of creating and using specific mailing lists? Most multi-level mailers are in the habit of buying those generic opportunity seekers mailing lists that might pull them

a 1 % to 2% response (if they're lucky), but there's a much more effective approach that can pull responses of 10% or better, and with less cost involved. The trick is in creating your own personal mail list, and the process is fairly simple, although time-consuming. If you think in terms of years and you plan on being in multi-level marketing for years, then you need to begin building up your personal mailing list as soon as possible. (\*Marketing Resource: Look at System 3 in my Catalog) Once you mail your programs to a personal list that you've developed over the years, you understand the value through the consistency of the response.

#### **4. “Your personal in-house mailing list of multi-level marketers is pure gold for postcards.”**

The first necessary ingredient of your personal list is, of course, the names. So you've got to get your names by putting the acquisition process in motion, and here's where you'll have to lay out a little money (not much) with the knowledge that the money well spent for your long term success. How do you get the names? Easy! You simply put your own name out there in the market place so that others will send you their programs, and that's where the foundation of your list begins -with the mailings you receive from other multi-level marketers.

Here are a few basic steps to follow to create your own personal mailing list: Mail your program to people on Big Mail Wanted lists, and to anyone who actually seems to want your mailing. Most people on the Big Mail Wanted lists don't really want your mailing program - what they really want is your name so that they can

mail their own multilevel programs back to you. They're creating their own personal lists, and some are even selling the names to mail list brokers. Truth be known, some of the names on Big Mail Wanted lists are actually mail list brokers themselves. Place your own name in the Big Mail Wanted sections of the mail order and multi-level marketing tabloids yourself. You'll be getting hundreds of mailings by doing that, but that's just the beginning. Your name will also be added to dozens of mailing lists, which will mean that you'll receive even more mailings when other multi-level marketers buy those lists.

Place as many advertisements as you can reasonably afford in the classified sections of mail order tabloids, or place any kind of ad in any publication that has its main audience among marketers in the multi-level mailing sector. There's more incoming mail for you. Write to mailing list companies and ask the list prices on their opportunity seekers lists and multi-level marketers lists. Simply by writing to them your name will be added to their own lists and sold to other multi-level marketers... more mail for you. As you can see, the primary factor involved in the creation of your personal list is the amount of incoming mail you receive. The more you receive the better, and the larger your data base of multi-level marketers names will grow. There are literally hundreds of creative and inexpensive ways to get your name onto mailing lists, and you should try to get your name onto as many multi-level marketers and opportunity seekers lists as you possibly can. You want to receive as much mail as possible so that you can collect as many new names of multi-level marketers and opportunity seekers as you can. When you begin to receive hundreds of letters with

multi-level programs every week, then you'll be well on the way to creating your successful personal mailing list. The actual creation of your list will be determined by the amount of responses you receive, so your procedures for creating the list must be carefully thought out and you've got to follow a set pattern using your own creativity.

**A SIDE NOTE:** This is only ONE of the Postcard Money Success Story Reports in a complete series of 20 Reports. To fully understand how mailing postcards can make money for you, I encourage you to read all 20 Reports. These 20 Reports are full of inspiring stories of ordinary men and women who used simple marketing postcards to bring great success to their businesses, and lift up their lives by making more money. Look at the RESOURCES below and go to my website to download all 20 Postcard Money Success Story Reports...absolutely FREE!

## 5. "How to gather and assemble your perfect mailing list for postcard mailing campaigns."

First of all, you should add every name from every piece of mail you receive to your mailing list. Any seasoned multi-level marketer in the mailing sector will tell you that a personal list is worth as much time as you put into it, so the more time you spend creating your list the more successful your future mailings will be.

Categorizing the mailers according to the kind of program(s) they send you is very important, and you should also categorize them according to the quality of their mailing techniques. If they send you a sloppy mailing piece packed with numerous programs and circulars, then

you should place them in your amateur file. If they send you a single program with a highly charged cover letter in a neatly done professional mailing piece, then definitely place them in your professional file. Then you can just classify each mailer on a scale from one to ten, according to the quality of their mailing piece.

If someone sends you a more professional multi-level marketing program with a recognizable and valuable product or service as the main selling point, and if that program is presented in a well put-together mailing piece with an enthusiastic and well written cover letter, then evaluate the program and categorize it according to its product or service. Once you've designated the category of that program, place that person's name into a file that you'll keep for more professional multi-level marketers.

In the early stages of the creation of your personal list you'll simply mail whatever programs you may be promoting to all of the people on your list. You'll see that the majority of the respondents to your early mailings will come from the categories that most nearly align themselves with the program you're sending out. You'll also see that the quality of your own mailing piece will receive a response from those who sent you most nearly the same quality. If you were to send out a poor quality mailing piece, then most of your responses would come from those mailers who sent you the low quality pieces themselves, and vice-versa.

A higher quality piece will draw a response from those mailers who sent you a high quality mailing piece themselves. It's the "law" of identification.

## 6. "Build relationships with your personal mailing list of postcard mailers."

Your personal mailing list will begin to tremendously increase in value as time goes by and with greater use. Naturally, you don't want to overuse your personal list and cause the people to become tired of receiving mailing after mailing from you, and you should certainly continue to purchase mailing lists from list brokers. But you should definitely keep using your personal list from time to time ... every 2 or 3 months is a safe time frame ... in order to increase its value to you. The value is in the consistency of the respondents, and this is where the personality of your main personal list is built

Your first list is made up of those who mail their programs to you, and your truly personal list is made up of those who respond to your mailings to that first list. The names and addresses of those people will be something that you 11 cherish for years to come, and those names will become the single most important element of your successful mailings.

The next important step in the creation of your personal list is in maintaining the quality of your list. Naturally you'll delete all of the nixies (undeliverable addresses) as they're returned to you. Mail any new programs to the people on your list who haven't enrolled into a program under your sponsorship, but don't continue to mail program after program to the same people ... they certainly won't appreciate it and they probably won't respond. This is where you start the cleaning process...do not be afraid to clean names off of your list if those people don't respond after a few

mailings of various programs. Keep their names, but just stop mailing them your programs. The chances are that they're already involved with networks of their own and may not be inclined to build a new relationship...just let them go and build stronger relationships with the people who've responded.

Your generic personal mailing list eventually becomes your list of friends and downline members in the multi-level industry. These are the people with whom you'll stay in constant contact through the years, and these people will also have their own personal lists of people with whom they remain in constant contact. There's your long term multi-level organization built from the foundation of your personal list, and there's your future success!

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## Get Started Right Now!

**Until you learn a real solution from someone you can trust, it's hard to have the confidence to take action.**

If you don't act right now and make a real change, then you will continue to fail. If you don't act now and make a real change, then you will continue to fail.

Step out beyond your current way of life and embrace new habits. My advice is to decide now to go all in and be fully committed.

Treat this like a serious business so you can start making money. Get started now and change your financial life for the better.

**I sincerely thank you for taking the time to read this Solution Report.**

*Doyle Chambers*

30+ Year Master Marketer

**P.S.** This report is only part of the bigger story. You can download all of my revealing Solution Reports for free on my website shown below.

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*Doyle Chambers*  
**30+ Year Master Marketer**

The image contains a logo for DoyleChambers.com on the left, featuring a lightbulb icon and the text 'Action Plans Business Systems'. To the right is a portrait of Doyle Chambers, a man with grey hair wearing a blue checkered shirt.

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