

20 Christmas postcard

We've had great luck with this at Christmas, but it could be used anytime (the psd [photoshop] file actually has a few different background images you can use for other holidays or times). We use the dog at Christmas, the strawberries & crème for Mothers day (w/a matching facial), chocolate at valentines and the tea image anytime.

This \$20 gift is sent out to our clients, as a "thank you" gesture. A gift for someone makes a great headline. The picture is related to the season, we chose an outrageous, funny pic (people LOVE it). Testimonials are all over it, but no guarantee mention (since they're not paying anything). Urgency is created by having it expire the following month during our slow season. A "call now to schedule before we're all booked up" would be a decent addition to the piece as well as some profitdoodles and possibly details if you have a pic that isn't dominating the piece.

...this part is key.

A free gift is great to get people in, there is no "a" offer since it's a gift and we don't want to dilute our relationship-building message. However, when they call and visit for their service, if they haven't done so already, we either add on a service or upsell the existing one.

This type of mailing will get a decent response and about \$50 in our pocket for each client who returns with it.

"Who loves ya?"
-Christopher