



# BUSINESS OPPORTUNITY

- 300 Billion was spent on Direct Marketing in the US in 2006
- Direct Mail is the most welcomed in Canadian households over any other type of advertising
- Direct Mail is growing 10% each year according to Canada Post
- Online sales have grown worldwide from 226 billion in 2000 to 2.7 trillion in 2006
- 19.5 million Canadians have access online at work or home with online sales increasing 20% each year



# BUSINESS OPPORTUNITY

- Over 14 million small businesses in the US & 1.5 million in Canada
- 50000 New Businesses open each week in USA and 2000 in Canada
- Small Businesses Need help as they are faced with these challenges:
  1. Not being able to get the most out of their marketing
  2. Can't afford to compete with the larger businesses that have larger budgets and typically have a full time marketing employee on staff.
  3. Don't have the time or knowledge to create your own direct marketing. Or maybe they don't have a customer list to use or feel it's not large enough.
  4. People Want solutions NOW!



# BUSINESS OPPORTUNITY

- People are exposed to thousands of messages every day making it a challenge to reach your clients
- Postcard Marketing is still a personal way to speak directly and is an accepted method
- Technology has made it possible to personalize postcard marketing, quick turnaround, and access to order online from [www.myeasymailmaker.com](http://www.myeasymailmaker.com)
- How accepted is Direct Mail and Postcard Marketing?

## Preference Toward Direct Mail

Canadians show a much higher preference for mail over email:

✓ 58% of Canadians prefer to receive messages and documents through the mail versus email.

## "The Value of "The Mail Moment"

- Mail Provides a Positive Experience:
  - ✓ 59% Find that looking at their mail is a positive experience in their day
  - ✓ 57% Look forward to what's in the mailbox
  - ✓ 53% Say receiving mail is a real pleasure

\* Marketing Research Group Fact Sheet: Canadian Consumer Attitudes to Direct Mail 2006



# BUSINESS OPPORTUNITY

Why Don't more businesses use Postcard Marketing?

1. Inconvenient
2. They don't have the resources to know how to get it done....(important for you)
3. Costs Too Much

[www.MyEasyMailMaker.com](http://www.MyEasyMailMaker.com) is the solution

- We Make it Convenient
- We are the Resource & Experts
  - No Competition
  - One on One Training
    - Affordability



What is even better?

Our web-site allows your customers to do this themselves after you educate them. You create their account and let them order!



## What This Means For YOU!

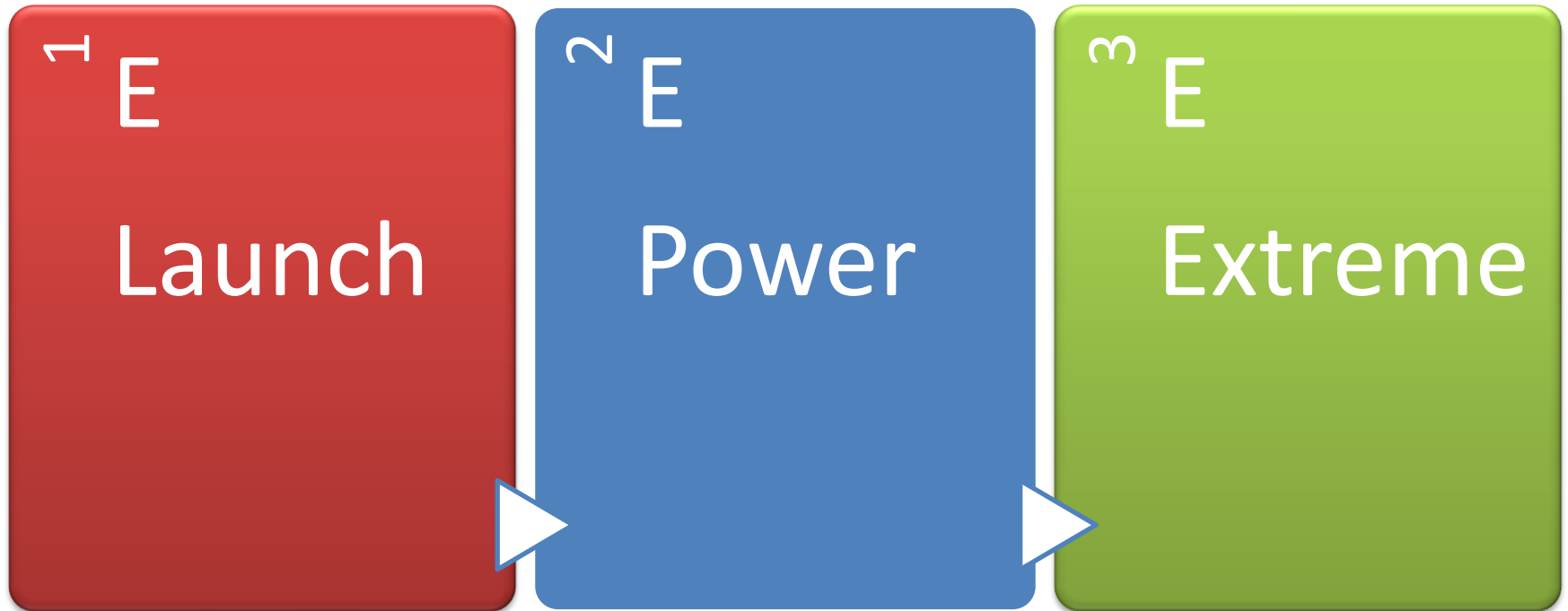
- Money Opportunity!
  - Great Commissions 30-50%
  - Great Products! Something for Everyone
1. Printing-Postcards, Stay in touch Postcard Newsletter System, Just Sold/Just Listed, Business Cards, Greeting Cards/Christmas Cards, Calendars, Notepads & sticky notes, magnets, and growing more products
  2. Mail Lists-Proximity Radius target lists, Business or Consumer demographic lists, Psychographics Lists
  3. Services-Graphic Design Packages
  4. Mail Services-Unaddressed or Addressed Admail
  5. Direct Marketing Education-Increase customer knowledge on Postcard Marketing ROI





Ready To Get started!?

# 3 Selling Options!



# E Launch \$199

## What It Includes

- Entrepreneur Postcard Marketing System for your own marketing business
- e-brochures, e-catalog, e-articles
- 250 Business Cards
- 2 - 100 free postcard certificates for clients
- Full access to Postcard Marketing Group's marketing portal
- 10% off product purchase for sales material
- Getting Started Guide
- 50 sales leads in your area

## Your Training

- 3 sessions of direct mail online training
- Access to Postcard Marketing Group's Intranet
- sales articles, company updates, and direct mail education
- Online Video tutorials
- Continuous coaching and business mentoring
- weekly tele seminar

# E Power \$299

## What It Includes

- Entrepreneur Postcard Marketing System for your own marketing business
- 50 personalized postcards
- 250 Business Cards
- e-brochures, e-catalog, e-articles
- 5 - 100 free postcard certificates for clients
- Full access to Postcard Marketing Group's marketing portal
- 15% off product purchase for sales material
- Getting Started Guide
- 100 sales leads in your area

## Your Training

- 3 sessions of direct mail online training
- Access to Postcard Marketing Group's Intranet
- sales articles, company updates, and direct mail education
- Online Video tutorials
- Continuous coaching and business mentoring
- weekly tele seminar

# E Extreme-\$499

## What It Includes

- Entrepreneur Postcard Marketing System for your own marketing business
- 100 personalized postcards
- 250 Business Cards
- e-brochures, e-catalog, e-articles
- 5 - 100 free postcard certificates for clients
- Full access to Postcard Marketing Group's marketing portal
- 30% off product purchase for sales material
- Getting Started Guide
- 200 sales leads to get started in your area

## Your Training

- 3 sessions of direct mail online training
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*Imagine the Opportunity! What is Your Dream?*

Get Started. [www.myeasymailmaker.com/BusinessOpportunity](http://www.myeasymailmaker.com/BusinessOpportunity)