

Post Card POWER

Effective Direct Mail on a Shoestring Budget

Post Cards Get Read...

YOUR PROSPECTS give your direct mail piece about six seconds to grab them. Post cards make it easy for them to notice, read, and respond... without opening an envelope. Invest in this valuable information now, and watch your business grow.



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By the author of the small business classic: Shoestring Marketing

Larry Mersereau, CTC

Post Card Power

CL Gary



Post Card Power:

Picturing the Postcard Monica Cure, 2018-12-18 The first full length study of a once revolutionary visual and linguistic medium Literature has died many times this book tells the story of its death by postcard Picturing the Postcard looks to this unlikely source to shed light on our collective modern day obsession with new media The postcard almost unimaginably now produced at the end of the nineteenth century the same anxieties and hopes that many people think are unique to twenty first century social media such as Facebook or Twitter It promised a newly connected social world accessible to all and threatened the breakdown of authentic social relations and even of language Arguing that new media is as much a discursive object as a material one and that it is always in dialogue with the media that came before it Monica Cure reconstructs the postcard s history through journals legal documents and sources from popular culture analyzing the postcard s representation in fiction by well known writers such as E M Forster and Edith Wharton and by more obscure writers like Anne Sedgwick and Herbert Flowerdew Writers deployed uproar over the new medium of the postcard by Anglo American cultural critics to mirror anxieties about the changing nature of the literary marketplace which included the new role of women in public life the appeal of celebrity and the loss of privacy an increasing dependence on new technologies and the rise of mass media Literature kept open the postcard s possibilities and in the process reimagined what literature could be Emma's Postcard Album Faith Mitchell, 2022-12-21 BCALA 2023 Outstanding Contribution to Publishing Citation Award winner The turn of the twentieth century was an extraordinarily difficult period for African Americans a time of unchecked lynchings mob attacks and rampant Jim Crow segregation During these bleak years Emma Crawford a young African American woman living in Pennsylvania corresponded by postcard with friends and family members and collected the cards she received from all over the country Her album spanning from 1906 to 1910 and analyzed in Emma s Postcard Album becomes an entry point into a deeply textured understanding of the nuances and complexities of African American lives and the survival strategies that enabled people to make a way from no way As snippets of lived experience eye catching visual images and reflections of historical moments the cards in the collection become sources for understanding not only African American life but also broader American history and culture In Emma s Postcard Album Faith Mitchell innovatively places the contents of this postcard collection into specific historic and biographical contexts and provides a new interpretation of postcards as life writings a much neglected aspect of scholarship Through these techniques a riveting world that is far too little known is revealed and new insights are gained into the perspectives and experience of African Americans Capping off these contributions the text is a visual feast illustrated with arresting images from the Golden Age of postcards as well as newspaper clippings and other archival material *Postcard Voter Registration* United States. Congress. House. Committee on House Administration. Subcommittee on Elections, 1975 **The Postcard's Radical Openness** Mariluz Restrepo, 2024-04-05 The Postcard s Radical Openness offers a groundbreaking exploration of what this multifaceted double

sided open card entails and how it has affected our being in the world With a holistic approach it focuses on studying the postcard s specific way of being and performing a particular ontology that opens up what is constitutively implicated in such an apparently trivial artifact The book organized into four parts meticulously unveils the postcard s political technological aesthetic and ethical dimensions ending with a coda correlating the postcard s radical openness to G Klimt s painting Nuda Veritas 1899 in reference to the scope of truth By examining the postcard s complex worldwide history its socio cultural significance and its global effect the book reveals hidden stories shedding light on its impact on photography printing marketing trade and business practices and exposes the aesthetic communicative and ethical qualities that lie behind the enormous success of postcards at the turn of the 20th century This comprehensive study is positioned as a thought provoking invitation to scholars and students interested in material culture media studies and human interactions as well as to history enthusiasts art lovers and postcard collectors Offering a distinctive contribution the book not only fills a void in the literature but also encourages readers to question and reflect on the transformative power inherent in the postcard s radical openness presenting a novel and unparalleled analysis of this seemingly trivial yet culturally significant object

Reports of Patent, Design, and Trade Mark Cases ,1890 **CompTIA A+ Rapid Review (Exam 220-801 and Exam 220-802)** Darril Gibson,2013-04-15 Assess your readiness for CompTIA A Exams 220 801 and 220 802 and quickly identify where you need to focus and practice This practical streamlined guide walks you through each exam objective providing need to know checklists review questions tips and links to further study all designed to help bolster your preparation Reinforce your exam prep with a Rapid Review of these objectives Exam 220 801 PC Hardware Networking Laptops Printers Operational Procedures Exam 220 802 Operating Systems Security Mobile Devices Troubleshooting This book is an ideal complement to the in depth training of the Microsoft Press Training Kit and other exam prep resources for CompTIA A Exams 220 801 and 220 802

Postcard Voter Registration United States. Congress. House. House Administration Committee,1975 **Power Engineering** ,1965 *Post Card Power* Larry Mersereau,2004-06 Small businesses and professionals can profit from direct mail on a shoestring budget Direct mail is not the exclusive domain of big hitters like Publishers Clearinghouse and Victoria s Secret Small businesses can tap into the same gold mine without spending thousands of dollars on copy writers designers printers and postage You can place a powerful marketing message directly into the hands of highly qualified prospects for as little as 50 per contact Larry Mersereau s newest book Post Card POWER shows you how to assemble a qualified mailing list design and write post cards that will hit them between the eyes with your message and demand response Mersereau is the author of the small business classic Shoestring Marketing and the more recent How to Create your own POWERFUL Ads and Promo Pieces

USPTO Image File Wrapper Petition Decisions 0158 , **Corpus Juris** William Mack,William Benjamin Hale,1930 **Electrical Review** ,1918 *Chambers's Journal* ,1909 **Index Digest, Volumes 1 to 50, Lawyers' Reports Annotated, Uniting in One Alphabetical Arrangement the Decisions Briefs and Annotations**

,1901 *Computing Fundamentals* Faith Wempfen,2014-12-15 Introduction to Computers gets you up to speed on basic computing skills showing you everything you need to know to conquer entry level computing courses Written by a Microsoft Office Master Instructor this useful guide walks you step by step through the most important concepts and skills you need to be proficient on the computer using nontechnical easy to understand language **The Public General Statutes Affecting Scotland** Scotland,1882 New York Review of the Telegraph and Telephone and Electrical Journal ,1917 *The Postal Record* ,1927 **Flügel-Schmidt-Tanger, a Dictionary of the English and German Languages for Home and School ...: German-English** Immanuel Schmidt,1905 **Electrical Installation Record** ,1917

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