

# How to hit the mark

## THIS IS HOW TARGET CARD CAMPAIGNS WORK:

### FIRST CARD:

The first card launches your local advertising campaign.

### SECOND CARD:

Sends out the message that you're not just a one-hit wonder.

### THIRD CARD:

Sets you apart from the crowd and puts a name to your corporate face.

### FOURTH CARD:

The fourth card underlines your long-term commitment.

### FIFTH CARD:

By now, your customers are looking forward to your next communication, they like the attention you're giving them.

### SIXTH CARD:

By the sixth card, you're almost one of the family – and consumers like to deal with people they know and trust.

### REMEMBER:

Purchasing a set of Target Cards gives you exclusive rights on that design, in your area, for 12 months.

**Now you've got the competition on the run and it's time to order your next set of cards.**

### What you see is what you get.

Your photograph should reflect an image of confidence, good character and reliability.

A cheap photo will deliver the corresponding image. Send us full length shots.

# Personalising the back of your Target Card

## Headline Suggestions

**1. You deserve the level of service only a professional can deliver.**

**2. Get the best results, first time, every time.**

**3. Personal service... expect nothing less.**

**4. There's an art to finding the right buyer at the right price.**

**5. Deal with the agent who's right on your doorstep.**

**6. Dealing with (Agent's Name) gives you better choices.**

**7. I'll help you achieve more.**

**8. Selling your property can be hard work with many traps for the unwary.**

**9. Personal Service... delivering the best outcome.**

**10. When you deal with (Agent's Name) your desires are heeded.**

**11. You can trust (Agent's Name) to get fast results.**

**12. My local knowledge and marketing experience - your guarantee of the best outcome.**

**13. Don't miss the opportunity of sales success.**

**14. Write your own.**

## Caption Suggestions

Enter **HEADLINE & CAPTION CODE** in the **Back Headline Code** and **Back Copy Code** on the Order Form.

**A.** Experience, care and marketing skill is what you can expect when you choose us, (me) to buy or sell your home.

**B.** Buying, selling or browsing – give us, (me) a call. We have many terrific listings and serious purchasers.

**C.** Home too small? Home too large? Call us, (me) we, (I) can assist you if you wish to change your lifestyle.

**D.** We are, (I am) under siege from buyers looking for homes just like yours. If you're thinking of a change in lifestyle, location or home size, call us, (me).

**E.** We have clients wanting to move into this area right now. If you're thinking of moving, give us, (me) a call – it will be worth your while.

**F.** Our, (my) clients don't get the hard sell but they do get the best service and the best chance of selling their home for the price they want.

**G.** Having the right team market your property can make a difference of many thousands of dollars in the final selling price. If you're thinking of selling, give us, (me) a call. We, (I) have genuine buyers waiting.

**H.** Your number one asset could be worth more than you realise. Call us, (me) now and we'll, (I will) give you a free market appraisal without obligation.

**I.** Selling or buying? Don't take unnecessary risks – call us, (me).

**J.** Our, (my) local knowledge is what our clients depend on. If you are thinking of selling or buying a property, call us, (me). We, (I will) get the price your property deserves.

**K.** We, (I) have many clients interested in properties just like yours. We, (I) also have many great listings. If you're selling, give us, (me) a call.

**L.** Selling or buying a home? If you want years of experience in this area, a proven success record and the best chance of getting the price you want – call us, (me).

**M.** No hard sell, just the best chance to get the price your property merits. If you're selling, call us, (me).

**N. Write Your Own** - see order form.

**O.** There's an art to finding the right buyer at the right price. It pays to deal with the agent that's right on your door step.

**P.** For a satisfactory sale of your property call the local agent with the best record.

**Q.** Trust is important. So choose an agent who understands what you want and knows how to deliver positive results.

**R.** Rely on an agent with extensive experience selling properties just like yours.

**S.** You expect results - So we're, (I'm) prepared to demonstrate why we are, (I'm) the most successful agent(s) in this area.

**T.** Take advantage of our competitive spirit. You're sure to profit from the experience.

**U.** Why not get a second opinion. Ask us to compete for the sale of your property. Call us, (me) today.