

*How to  
Start Your  
Own...*

# **Birthday Card Referral Marketing System**

**The Last Referral Marketing  
System You Will Ever Need!**

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# The Birthday Card Referral Marketing System

## *The Last Referral Marketing System You'll Ever Need!*

Hello, I want to welcome you to the Birthday Card Referral Marketing Program. My name is David Frey and I'm the owner of MarketingBestPractices.com and I am also the author of 'The Small Business Marketing Bible' and the "Instant Referral Systems" program. I have been helping small businesses to get more customers for the past twelve years.

And in those twelve years I have developed scores of referral systems for small businesses. I've seen just about every type of referral system that's ever been invented. And I want to tell you that the *Birthday Card Referral Marketing Program* is probably one of the most powerful referral systems that I have ever experienced. And I have implemented an awful lot of referral systems!



## What Is Birthday Card Referral Marketing?

First of all let's step back for a moment. I just want to tell you what the Birthday Card Referral Marketing Program is: The Birthday Card Referral Marketing Program includes sending out heartfelt greeting cards to people with personal messages on them on their birthdays. You know the intention of this program is to create deep relationships of trust and appreciation with those customers and prospects that you deal with that result in high quality referrals from them talking about your business to other people.

A Birthday Card Referral Marketing Program is basically a systematic process for:

**Component # 1.** Generating birth dates of prospects and customers.  
That means, coming up with birth dates of the people that you've come in

contact with on a regular basis.

**Component # 2.** Creating and managing a database of those birth dates. So, you would put them all in one central location that you could access on a timely basis to run your Birthday Card Referral Marketing Program.

**Component # 3.** Creating exciting and unique birthday cards to send out to them on their birthday.

**Component # 4.** Writing those heartfelt messages to people on their birthdays that engender our appreciation and a relationship that goes on for quite awhile.

**Component # 5.** Sending out those cards on time every time, every year.

So, the Birthday Card Referral Marketing Program consists of basically five components. Again, that's generating birthdates, creating a database of those birthdates, creating the design for these unique birthday cards so when people get them they'll be surprised, stunned and delighted.

And, number four, writing the messages that go into these cards that deliver, you know that heartfelt message that will pull on their heart strings and get them to remember you. And number five, sending out those cards on time, every time, every single year.

So, that's what the Birthday Card Referral Marketing Program consists of.

## The Story of the World's Greatest Referral Marketer

Now, let me tell you a story about a person that demonstrates just how powerful this program is. Many of you might know this man. His name is Joe Gerard, and Joe Gerard is a famous speaker. But he wasn't always a famous speaker.

He is known as the world's greatest salesperson according to the Guinness Book of World Records. And the reason he got that title was because he was the number one salesperson in the entire world for twelve years straight.

Mr. Gerard was a simple car salesman who regularly sold six to seven cars or more a day. I don't know if you can



imagine that; if you've ever been on a car lot, but can you imagine selling six to seven cars a day?

Well, he did and that's what made him the number one salesman in the world. And he did it for twelve straight years, not one year or two years, but it he did it consistently for twelve straight years.

So, Joe must've had something going on, some system that allowed him to sell so many cars. Nearly all of his sales came as a result of referrals. Referrals from friends that he new, referrals from his past customers, referrals from prospects, referrals from centers of influence, referrals from all around. I mean, imagine this if he was selling six or seven cars a day, you know that the guy was getting a lot of referrals.

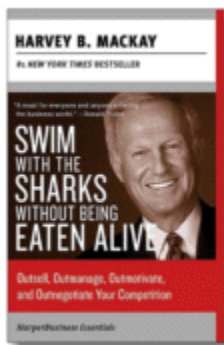
So, what was his referral secret? It's simple. Joe Gerard's referral secret was that he sent out greeting cards and birthday cards every single month to his network of customers and prospects and friends and associates.

In fact, get this, he sent out over sixteen thousand cards a month. Can you imagine that? He sent out sixteen thousand cards a month.

There were so many cards that he employed two full time assistants whose sole job it was to purchase the cards, hand write messages in them, stuff them into envelopes, place stamps on them and send them out every single day. And even with those two assistants it was a great struggle to be able to do that.



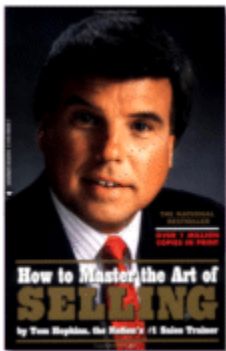
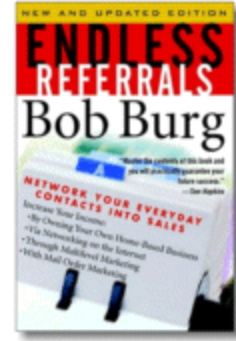
Sending out heartfelt greeting cards and birthday cards is a simple secret to getting all the referrals you can handle. Joe Gerard proved that. That's how he became the number one sales person in the world twelve years straight. He sent out heartfelt greeting cards and birthday cards to his whole network of friends. Every top referral marketer will tell you that sending heartfelt birthday cards and thank you notes is the absolute best way to build a 100% by referral business.



People like Harvey McKay, the author of 'Swim With The Sharks Without Being Eaten Alive' -- He swears by writing personal notes to his network of people. Marvey says, "Short handwritten notes yield long results. In sales, never

underestimate the importance of the personal gesture, and right at the top of the list of effective personal gestures sits the handwritten note. Always send memorable cards and personal notes when you are reminded of a person.”

Bob Berg, who’s the author of *‘Endless Referrals’* talks about writing notes over and over again. Bob says, “Thank you notes are one of the most powerful tools in building a huge network, both professionally and socially. People with the most impressive networks are typically avid note writers. It’s one of the best techniques for long-term winning without intimidation. I suggest getting into the habit of immediately sending out notes.”



And even the famous sales trainer Tom Hopkins will tell you that sending heartfelt birthday cards is the best way to get referrals. In fact, Tom Hopkins attributes much of his success to sending out cards on a daily basis.

Tom says, “Because I understood that building relationships is what selling is all about, I began early in my career to send thank you notes to people. I set a goal to send ten thank you notes every day. Guess what happened? By the end of my third year in sales, my business was 100% referrals!”

Sending cards to people who know you absolutely works. And sending birthday cards works like crazy. If you want to be successful and you want to build a 100% by referral only business, then you should definitely implement a Birthday Card Referral Marketing Program.

## What are the Benefits of a Birthday Card Referral Marketing Program

### Benefit # 1

The first benefit is that it establishes a consistent communication channel with your best referral prospects. The most powerful referral systems are the ones that establish a wide network of people that know you and then a communication system that consistently talks with those prospects.

You know people want to hear from you, and when they hear from you that’s what develops a relationship. When people hear from you they remember you and when they remember you they refer you more often.

So, consistent communication is the most powerful form of marketing. And listen, it gets the best results from the least amount of effort and I've proved that in my own business. I have a list of forty-seven thousand business owners that I communicate with on a weekly basis and it's been the foundation of my business. I literally get hundreds of referrals a day, people signing up to that newsletter.

## **Benefit # 2**

Now, the second benefit is that it generates an immense amount of goodwill because your message arrives on the most important day of a person's life and that's the key.

People's birthdays are the most important day in a person's life. It's the one day that they expect to be treated extra special by people that care about them, but it's also the one day that they can be let down the most if they don't receive the attention that they expect.

How many times have you ever had a birthday and didn't get a card from somebody or didn't get a present from somebody? I mean, you felt a little bit neglected -- So birthdays can be the one day that people get depressed on because you know their expectations weren't met.



Which makes it the very best day to send a card to them because you'll get noticed and remembered? This makes it the absolute best time, again, to communicate with that person. It's the one communication that they'll remember for a long time to come.

## **Benefit # 3**

Now, benefit number three is that it establishes a consistent and systematic marketing program that you can rely on to get results. Nearly all professionals and businesses know that they need to have a follow up system. They understand the importance of having that relationship building system and referral system, but they don't have one.

You know I can't tell you how many times I've asked a business owner, 'How do you get most of your business?' And they tell me, 'Well, mostly through word of mouth referrals.' And then I ask them, 'Well, what systematic process do you have set up in your company that generates those referrals?' And I always get a blank stare.

You see, they know that they need a referral system, but they don't have one. And they don't have one because they either:

1. Don't know how to do it.
2. They don't have time to do it.

And that's the beauty of Birthday Card Referral Marketing Program. This system I'm going to share with you today will give you a step-by-step systematic approach for implementing a Birthday Card Referral Marketing Program. And it will give you a system for managing nearly every aspect of that Birthday Card Referral Marketing Program, saving you endless hours of time, effort and money.

You know I like the word system because systems are what drive successful businesses. I like to think of the acronym SYSTEM.

**S** - Save  
**Y** - Your  
**S** - Self  
**T** - Time  
**E** - Energy  
**M** - Money



Systems have consistent, predictable and repeatable results. What that means is that if you implement a successful, let's say referral marketing system in one business and you get consistent results, you should be able to implement that system, if it's a good system, into another business and still get those same consistent and predictable results.

And with the Birthday Card Referral Marketing Program that's exactly what happens. It doesn't matter what business that you implement this in if you implement it correctly you will get the same results as many people who have been using this system and get a lot of referrals.

#### **Benefit # 4**

Okay, benefit number four. It makes you feel good because you're giving out positive and uplifting words of encouragement to other people. Listen folks; marketing by its very nature tries to appeal to people's most lowest forms of instincts and desires.

You know as marketers we try to tie into people's desire to be popular, their desire to be wealthy, and their desire to be good looking, beautiful and handsome. Okay, kind of like the lowest desires, that's what marketers try to tap into, but the Birthday Card Referral Marketing Program appeals to a person's highest desires such as their desire to be happy, their desire to be loved and their desire to be cared for and remembered.

It's the best form of marketing because it makes you feel good and it makes the other people feel good and it gives rather than gets. And we call that 'Give to Get Marketing.'

If you really want to get referrals then you have to give first and that's exactly what the Birthday Card Referral Marketing Program does.

## **Why is the Birthday Card Referral Marketing Program So Effective?**

It's simple; appreciation wins over self promotion every time. Let me say that again, appreciation wins over self promotion every single time. Now, this is a true statement. People remember who remembered them on their birthday, the most special day of the year for them.

They're going to remember the people who always remember them. And have you ever heard this phrase? 'People care about you only when they know you care about them.' Well, that's what the Birthday Card Referral Marketing Program does and it does it very effectively and it's very easy to administer, it's very systematic and it's very powerful.



## **Who Should Be Doing the Birthday Card Referral Marketing Program?**

A question that I receive quite often is: 'Who should be doing Birthday Card Referral Marketing Program?' Well, listen the question isn't Birthday Card Referral Marketing? It's who shouldn't be doing Birthday Card Referral Marketing. And quite frankly, I can't think of one business that would not greatly benefit from sending a heartfelt birthday card on someone's birthday.

Remember, businesses don't do business with other businesses. People do businesses with other people. Business is all about relationships. All things being equal, a person will do business with another person that they have a relationship with. Yes, do they want a good deal? They're not going to go and do a deal with a friend that has a shoddy product and doesn't offer them a good deal.

So, they'll always want to go for a good deal, but all things being equal they'll always do business with someone who they have a relationship with.

Business is all about establishing relationships of trust and appreciation with a wide network of people.

So, whether you're an insurance agent, an accountant, a financial planner or advisor, a consultant or even a corporate executive or a salesperson or a customer service rep, or a simple hairstylist; Birthday Card Referral Marketing works and it works extremely well.

## Who are the Best People to Include in Your Birthday Card Referral Marketing Program?

That's a very important topic that we should cover because a lot of people will say, 'Well, everybody and anybody,' but really there's a hierarchy of priority of people that you want to target in your Birthday Card Referral Marketing Program.

The very first people that you want to target are those people who are centers of influence. By that I mean, those people who know a lot of other people. You know it's those people that are always head of committees, the head of organizations. They are, maybe, in political offices where they meet a lot of people. They do a lot of volunteerism. Those people have a wide network of people that know and like them. Those people are centers of influence.

You will probably naturally know who they are in your industry. I know in an industry that I'm involved in the guys that are the head of the association are very well known. There's a specific amount of pool builders, this is in the pool building industry, that are very, very well known in that industry.



Those guys are centers of influence and when they talk a lot of people listen. And so, they're the first ones who you want to make sure are on your Birthday Card Referral Marketing Program. The second party of people are those people who are in a position to refer you often. And by that I mean complimentary businesses. And let me give you an example of what I mean. Let's suppose that you're a chiropractor.

Now, what other businesses out there are complimentary to a chiropractic business? Well, for one a fitness center. People who go to a fitness center are highly likely or a good candidate for a chiropractic visit. And let's say a sporting good store. People who frequent a sporting good store are also good candidates for a chiropractic visit.

Perhaps, if you're a runner and you're a member of a running organization. Those are great candidates for chiropractic care. Massage

therapists, health food store, all these are businesses that are complimentary or provide complimentary products to the same target market that a chiropractor would deliver services to.

So, if you were a chiropractor, who would you naturally want to have in your Birthday Card Referral Marketing Program? Right. The owner and the centers of influence in those businesses. So, that means maybe the sales manager or the customer service reps in that business. As I mentioned; the owners, anyone who deals with a lot of outside people that might be able to give you referrals in those complimentary businesses. So, that's priority number two.

Priority number three is, of course, your customers, clients and patients. These are the people that have already experienced your products and services and already have an affection for you and an appreciation for you. Now, why did I say that they're a third priority? Well, it's because the other two, the centers of influence and complimentary businesses have the opportunity to refer you more often and to more people.



Your customer, clients and patients; although they get in front of a lot of people, they don't get in front of as many people as, say, your centers of influence and complimentary businesses. But they are extremely important and you should have every customer, client and patient on your Birthday Card Referral Marketing Program including their family members, which leads me to priority number four and that is the family members of your customers, clients and patients.

So, these are the types of people that you should have on your Birthday Card Referral Marketing Program. I would challenge you when you go to start to write down the network of people that you want to start with on your Birthday Card Referral Marketing Program, don't just start out with your customers, clients and patients.

Think about those centers of influence in your industry that can bring you referrals and then think about those positions of people in complimentary businesses that could bring you referrals and then obviously put in your customers, clients and patients and then the family members of your customers, clients and patients because they talk.

You know usually a person talks more to their family members than they do to any other person, usually. And so that's why you'd want the family members in there.

## 6 Methods for Getting People's Birthday Information

Okay, let me give you six methods to getting people's birthday information because that's a common question that I usually get. So, I want to give you very systematic ways to get people's birthday information.

### Method # 1

And method number one is as someone who's receiving a business card from someone else; they should always give back the business card and ask them to write their birthday on the back.

So, if you're at a networking meeting and someone gives you their birthday card you simply hand it right back to them and you say to them, 'Would you please include your birthday on the back of your card because I like to send birthday cards out to people.' And believe it or not, they'll always give you their birthday. Listen, people love to be celebrated. People like receiving birthday cards and so when you ask them they'll usually give it to you.



### Method # 2

Now, the second method for getting people's birthday information is to simply send them an email. Send them an email asking for addresses and birthdays. There are even contact management systems that will automatically send an email out to those people that you put in the contact management system and have email addresses for that will ask for people's personal and private information such as their birthday.

A good example of that type of system is Plaxo. You can see them at [plaxo.com](http://plaxo.com). Plaxo is an online contact management system whereby you can put in all the information that you have of your contacts like name and email address and it will automatically, from time to time, go out, it will send an email out to all the contacts in your database and ask people to update their information in your Plaxo Contact Manager and one of those pieces of information is their birth date.



So, you can use a tool like that to get birthday information or simply send an email to somebody and say, 'I'd like to send you a birthday card. What is your birth date?'

### Method # 3

Okay, the third method for getting people's birthday information is simply to pick up the phone, call them and tell them that you're updating your address list. And then get the birthdays at the same time. I have a friend that actually does this. He has his daughter working part time.

He will give her a list of contacts. She will call them up and ask them to update some of their address information and let them know that they're updating their contact management system and she'll ask for their birthday at the same time as though it's just one of the pieces of information that she's asking for and 80% of the time she gets their birth date information as well. So, that's a very easy and simple way to get birthdays from people.

### Method # 4

Okay, now, let's get onto the more technical methods for getting people's birthday information. This is method number four. You can actually buy lists of people with their birth dates on that list. There are a lot of different list brokers and list systems that will give you people's birthdays.

A good list system is called [salesgenie.com](http://salesgenie.com). You can get a lot of leads in there that have birth dates on them. Another company that's a list broker is [venturedirect.com](http://venturedirect.com). They are a list broker and they can help you get lists of people. Another one is [mokyrynski.com](http://mokyrynski.com). Another one is [millard.com](http://millard.com). Another one is [leonhenryinc.com](http://leonhenryinc.com).



And lastly [stantondirect.com](http://stantondirect.com). These are just, and there are a lot of other ones, that are list brokers that you can purchase lists from with birth dates on them. And why would you do that? Well, let's say you're trying to penetrate a specific niche industry and you want all the sales and marketing executives in that industry and you want to send them birthday cards every year.

Well, you would go to one of these list brokers and you can actually buy lists of people that are in that industry and in many cases it will have their birth date information as well, and you can start sending them birthday cards.

### Method # 5

Okay, another method; method number five. Let's say you have a list of people and you know where they live, you can go to [birthdatabase.com](http://birthdatabase.com). Sometimes you will find people's birth date information in that database. I found my own birthday in that information database and it was accurate. I've looked for



other people and it wasn't accurate so, it's one resource, it's absolutely free. You might find, maybe 60 – 70% of the people on your list in that database. It's worth a try. Go and check it out.

## Method # 6

All right, method number six for getting people's birth date information is using online paid search databases. Now, this is probably the most accurate way to get people's information without actually asking them over a phone, through email or face to face.

And there are a lot of different paid search databases out there, but there's one main one. There's like a big daddy, the mother of all search birth databases and it private labels itself or actually competes with itself with different brands on the internet. It's called [peoplefinders.com](http://peoplefinders.com). At [peoplefinders.com](http://peoplefinders.com) you can pay ten dollars to get a record of one person or you can pay twenty dollars and have free access to the system for twenty-four hours; one full day.

So, if you have a big list of people you want to get birth dates from and you want to try and make it as accurate as possible then go and



buy a twenty-four hour access to [peoplefinders.com](http://peoplefinders.com) for twenty dollars and you can have someone going to twenty-four hours that day and just get as many birth dates as you possibly can. It's actually worth it. Now, here's another private label version of [peoplefinders.com](http://peoplefinders.com), its [usapeoplesearch.com](http://usapeoplesearch.com) and again for [usapeoplesearch.com](http://usapeoplesearch.com) for twenty-four hours you only have to pay fifteen dollars.

If you want a seven day pass, its twenty dollars and a thirty day pass is forty dollars. So, if you want to use this system for thirty days instead of twenty-four hours you can pay forty dollars and you can just bring up as many people's names as you want and pull off their birth dates.

Another one is called [publicbackgroundchecks.com](http://publicbackgroundchecks.com). And again this is pretty much all from the same database. You're going to be accessing the same information. The twenty-four hour database is fifteen dollars and thirty days is thirty dollars. Notice how it's priced exactly the same as [usapeoplesearch.com](http://usapeoplesearch.com) because it's just a private label brand of the same database.

Now, there's another one called [publicrecordsnow.com](http://publicrecordsnow.com) and again it's all from the same database. So, go and try some of those paid search databases. [publicrecordsnow.com](http://publicrecordsnow.com), [publicbackgroundchecks.com](http://publicbackgroundchecks.com), [usapeoplesearch.com](http://usapeoplesearch.com), [peoplefinders.com](http://peoplefinders.com). They're all paid databases that are kept up to date. The information in them are accurate and you should be able to find what you're looking for.

Now, there is one other database that I want to mention and its called [zabasearch.com](http://zabasearch.com), and at zaba search it will help you find a person and it will give you the month and the year that the person was born, but it won't give you the actual day and that is a free database, that's [zabasearch.com](http://zabasearch.com).



## What Should You Say In Your Birthday Cards?

Okay, here's something else you need to really keep into consideration and that is what should you say in your birthday cards? What you say in your birthday cards is extremely important. And so let me give you some tips on what you ought to say in your birthday cards.

**Tip # 1** - Make it a very simple message. A simple message that you could say to anyone. And the reason for that is if you're going to use these messages over and over again then you want the message to be applicable to maybe a younger person or an older person, maybe somebody you don't know and someone you do know. So, you should have some standard messages that are very simple that could appeal to just about anyone.

**Tip # 2** - The next thing is you want to make sure that in your first card you mention where you met them and who you are so that they know who the card is coming from and can associate you with an event or another person.

Okay, that's very important. If you're going to start sending a lot of birthday cards to a lot of people and get a wide network of people to know you, you want to at least get them to understand who you are and remember who you are and for them to associate in their own minds how they met you. Okay, so start off your first card with a little personal blurb about how you guys connected up.

**Tip # 3** - Now, the next thing you'll also want to make sure is that they know what you do. Okay, this is kind of tricky because you don't want to overtly advertise your services. It needs to be done in a subtle way and maybe the best way to do this is to say something like, 'Hi, this is David Frey, from [marriageadvice.com](http://marriageadvice.com).' Or in your P.S. you might want to include something like this, 'If you ever want to get in touch with me you can visit [marriageadvice.com](http://marriageadvice.com) or email me at [david@marriageadvice.com](mailto:david@marriageadvice.com).' What people will do is out of curiosity they'll probably go to your website and find out what you do.

**Tip # 4** - Now, another way to do this, which I like a little bit better because it's a little bit more overt, but it still keeps the message on the left-hand side of the card pure and clean, is to on the opposite side of the card; let's say you open up a card, the left-hand side is for the personal message on the right-hand side you can put something in there and I would upload a photo of yourself, and I'll tell you how to do that in a moment.

But put a photo of yourself with your website name underneath your photo or put a photo of yourself and a tag line under that photo that says something like, 'This marriage counselor cares about you.' So, if, you know I was a marriage counselor I might put a little quote underneath my photo that says, 'This marriage counselor cares about you.' Or a quote like, 'I help families stay together.' This is my favorite way to subtly tell people about what I do because, listen when it comes down to it folks you could send a lot of birthday cards and people can know you and like you, but if they don't know what you do how could they ever refer you. So you need to make sure that you do that in your birthday cards.

Now, remember I said that there's a couple of regular messages that you could just put in that would appeal to everyone? Let me just give you some examples of some messages that I've used in some of my birthday cards. In fact, I've just sent a birthday card this morning using this exact same message. So, let's go.

It says, *'Dear John, congratulations it's your birthday! Today is not only a special day for you, but it's a special day for me too because I get to wish someone that I admire a happy birthday. Recent statistics show that birthdays are good for you. Those who have the most, live the longest. May you have lots more. Happy Birthday. David Frey [www.marketingbestpractices.com](http://www.marketingbestpractices.com).*' Okay, very simple message. That message can go out to anybody in spite of anybody's circumstances or situations and it would appeal to them.

Here's another message. *'Dear John, Congratulations it's your Birthday! The world is a wonderful and beautiful place because you were born into it this day. Hoping this day is a wonderful and beautiful day for you. Happy Birthday! David Frey [www.marketingbestpractices.com](http://www.marketingbestpractices.com).*'

Again these are just some very simple messages. You can make up your own messages, but make sure that they're sincere; they're heartfelt, that they are positive and they uplift people and they bring the spirit of goodness to their lives and congratulations, you know on their birthday. So, what you say in your card is very, very important, but remember those people have to know who you are, they need to make some type of mental connection with you and what you do. Always remember that.

## How to Completely Systemitize Your Birthday Card Referral Marketing Program So that It Runs on Autopilot.

Okay, before I start this section I want to go back to the story about Joe Gerard. Remember that I told you that he sent out over sixteen thousand cards every single month and he employed two full time people to help him do that? Well, can you imagine you doing that? That would be out of the question. Okay, that would just be too much work.

It would probably pay off if you hired a little team of note writers, but you don't have to do that, but what you do have to have is a system that will manage the entire Birthday Card Referral Marketing Program for you so that it will keep track of the people that you put in your database. So that it actually has a database to manage your people, so that it will send your card out to the right people, it will allow you to customize that card any way that you want and it will allow you to send out the card without you having to print it out, stuff the envelope, put the stamp on it and take it down to the postal service.

And, the one system that I have found that does all of this, in fact, the only system that I have ever come across that does all of this is called [sendoutcards.com](http://sendoutcards.com), that's where you'll find that system.

[sendoutcards.com](http://sendoutcards.com) will help you systematize your entire Birthday Card Referral Marketing Program and after my twelve years of experience in small business marketing, **I have never come across a system that has the ability to establish a relationship with a network of people this easily on hands-free auto pilot.**

Okay, you can build a network of people by shaking their hands and going to meetings and things like that, but to do that, to build a relationship on auto pilot you need a system to do that for you, to help you with it, to send out cards. It's the only system I've ever found that can do that.

The [sendourcards.com](http://sendourcards.com) system is an online, point and click, card customizing and sending system that allows you to send a beautiful custom birthday card within just a few seconds and a few clicks of your mouse without



[www.SendOutCards.com](http://www.SendOutCards.com)

having to go to a card store and pick out a card, without having to sit down and hand write each one of your cards, without having to stuff your cards into envelopes, without having to go to the post office to buy stamps and place them on your cards and without having to go down to the post office to send your cards. It completely automates the entire process.

1. It provides you with a **contact management system** to fully manage your birthday database. The contact management system stores people's birth dates and sends out seven day advance reminders when people's birth dates come due.
2. It has a built in **birthday card reminder system** that will tell you seven days before the next birthday is due. All you need to do is click on the person's name and it will automatically take you to the birthday card database to help you select a birthday card. Once you've selected the card you want it will automatically fill in the persons address for you so all you have to do is write a quick message and click the "send" button.



The SendOutCards.com Main Menu

3. It provides a **campaign management system** that allows you to set up an automated sequential multiple birthday card campaign to go out over several years in advance. Now, I know that's a mouth full, but I'll explain that in just a moment.
4. It provides a **birthday card catalogue** with one of the large selections of unique and different birthday cards assembled in one place, in one collection, which you can easily choose from by simply

pointing and clicking your mouse.

5. It also provides a **photo enhancing system** called Picture Plus that allows you to upload your own photos from your desk top and then customize and personalize your photos with things like captions, quote bubbles, and borders to create unforgettable birthday cards that will surprise, stun and delight your prospects and customers.

Now, let's take a moment and let me go into each one of those areas that I just introduced to you.

## How to Use the Send Out Cards Contact Management System to Organize Your Birthday Database

Okay, let me explain how we use [sendoutcards.com](http://sendoutcards.com) contact management system to organize your birthday database. Okay, first of all the [sendoutcards.com](http://sendoutcards.com) contact management system you simply add a contact. Okay, you do that by going in there, you're clicking on 'Add Contact,' you enter the contact's name and contact information and then step three you enter their birth date or their anniversary date if you know it, or both. And then step four you assign them to a group if you would like.

The contact management system has a functionality where you can create a group of people and assign people to a group. So, if you wanted to send a whole birthday card campaign to a specific group of people you could do that.

Now, the contact management system allows you to search for a single person or even a group of people and you can also mass upload your database of contacts from any contact management system or database. So, if you have a big excel spreadsheet or you're using Microsoft Outlook or one of these contact management systems, maybe Act or Goldmine, you can export that into a spreadsheet.

You can fill in all the birth dates if you like, and then you can upload that into [sendoutcards.com](http://sendoutcards.com) and there's an automatic file matching system where it uploads that entire database into [sendoutcards.com](http://sendoutcards.com) flawlessly within just a few minutes.

Now, you can also add a spouse's name into that contact management



The screenshot shows the 'Add New Contact' form on the SendOutCards website. The form is titled 'Send Campaign' and includes a 'Choose Campaign' dropdown and a 'Send Campaign' button. Below this, there are fields for 'First Name', 'Last Name', 'Company Name', 'Email Address', 'Address 1', 'Address 2', 'City', 'State/Province', 'Zip/Postal', and 'Country'. There are also fields for 'Work Phone' and 'Home Phone'. The form is marked with an asterisk to indicate required fields. The website header includes the SendOutCards logo and the tagline 'Changing Lives One Card at a Time'.

system and important dates for that spouse like their birth date, and you can even add children's names into that one record, and the birth dates of each of the children.

So, you can basically associate an entire family with one contact record. You can also assign them to a group and include any notes about that person that you want to remember in the contact management system.

Now, seven days before the person's Birthday or their Anniversary the system will display a birthday card link on the main menu that you can simply click on and it will automatically take you to the birthday card section and allow you to choose a card.

Once you've selected a card, the system automatically enters in all their address information and your address information and then gives you a wysiwyg screen where you can write your birthday card message.

After you do that you simply click a button to preview the card to see what it's going to look like when it prints and if you approve it, you then click a button and the card is sent to the printer to be printed, stuffed in an envelope, stamped with a first class stamp and placed in the U.S. Postal System. All this can take place in less than thirty seconds. It's really that easy.

## **How to Use the Send Out Cards Campaign Management System to Set Up Birthday Card Campaigns**

Okay, let me tell you how the [sendoutcards.com](http://sendoutcards.com) campaign management system is used to set up birthday card campaigns. If you want to create multiple birthday cards in advance and then send them out every year like clockwork automatically without any manual intervention, you can, using the [sendoutcards.com](http://sendoutcards.com) campaign management system.

So, let's say for a moment that you've got a person's birthday card and you want to write five cards over the next five years. You could automatically do that. Set up a campaign for that one person. You attach that person's name to the campaign, push a button and then boom, for the next five years they're going to get customized personal cards.



Okay, to do that you simply go to the campaign manager and click a button to choose a card. So, you go and choose a card that you want and once you've chosen that card and entered in your message, you can designate whether you want it to go out right Now, or whether you want it to go a specific amount of days from now, on their birthday or on their anniversary or at a specific date in the future, that's all your choice.

So, again, you can either tell the card to go out right Now, a specific amount of days from right Now, on their birthday or anniversary or on a specific date in the future. The sending calculator is very, very flexible. And once you've set up when you want the card to go out you then give the campaign a name and the mailing piece a name and save it. You can then set up the next card in the sequence the exact same way. You can add as many cards as you want to that campaign sequence.

Now, I know an auto dealer that sends out twelve cards to customers after they've purchased a car. Each card goes out every other month so the customer gets a referral and follow up greeting cards from the dealer for the following two years. And guess what it costs him? It only costs him twelve dollars because each card that goes out is around one dollar. That is simply amazing. Can you imagine following up with a customer for two years, every other month for only twelve dollars? That really is simply amazing.

So, now, once you have the campaign set up you simply bring up the person you're going to send a birthday card to in your contact manager and then attach that person to the birthday card campaign and push a button. Boom, Now, that person will receive birthday cards from you for however long you've set up the campaign without ever touching the system. It's on 100% complete auto pilot. It just doesn't get much better than that.

## How to Use the Send Out Cards Picture Plus System to Create Unforgettable Birthday Cards

Okay, let me introduce you to the [sendoutcards.com](http://sendoutcards.com) picture plus system. The picture plus system in [sendoutcards.com](http://sendoutcards.com) will allow you to create unforgettable birthday cards, cards that delight, cards that stun, cards that

surprise. It really is a fantastic function. Okay, with the [sendoutcards.com](http://sendoutcards.com) picture plus system you can create stunning birthday cards that will surprise your recipient and never get them to throw away that card. It's simply an amazing function.

Now, let me tell you, this is how it works.

**Step 1** - You can take any photo with your digital camera or scan an existing photo in and then save that to your hard drive.

**Step 2** - You then open up the picture plus system and it allows you to go and select that photo on your hard drive or your digital memory stick and import it into picture plus. You know I always carry around my camera and I take pictures and then when I get back and I want to send cards to people I just take the digital memory stick out, put it in my computer, open up picture plus, go and select the photo that I want and have it imported right into picture plus. And it will import as many pictures as you want. There is no limit. You could import thousands of pictures if you wanted.

**Step 3** - Once your photo gets imported into picture plus you can do any number of things with it. You can resize the picture, add text captions to it, you can even include voice and thought bubbles like they do in cartoons to depict a person's thinking or speaking. Now, this is a really cool feature.

You can turn a boring photo, a static picture into something that's fun, interesting, playful, or something that's very serious. That voice and thought bubble function is very, very powerful if you use it right.

**Step 4** - Lastly, you can add borders to any photo that you upload. Now, my favorite border is one that makes the photo look as though it's pinned up on a bulletin board. It looks really, really cool, trust me. When you use this border with a photo your recipient is going to stare at it for awhile and wonder exactly how you created this card.

Now, the great thing about picture plus is that you can take photos of friends, of business associate, of people you meet at networking meetings or other events and you can use these photos in your birthday cards. Now, let me tell you what I mean by that.

You actually upload a photo and the front of you card becomes that photo. So if you upload it into picture plus and you put captions on it, let me just tell you what I like to do. I came home from church one day, I had a nice suit on, I went down to office max and I bought a big white poster and I held the poster in different positions and I took photos of myself and then I put those all into picture plus.



And now when I want to send a message to somebody I select one of those photos, I upload it into picture plus and then I put a caption right on the poster board that I am holding as though I actually created a poster with that information on it.

For instance, today I wrote a Birthday Card this morning to a young lady whose name is Mary and I said, 'Hi Mary, Happy Birthday!' and I used the caption feature to put that right on the white poster board that I was holding and it looks at though that I made a nice poster and I was holding it in my front room and I took a picture.

But that photo goes right onto the top of the card, so when you open up that card and pull it out of the envelope, boom, right there you see a picture of me holding a poster saying 'Happy Birthday Mary,' and it just looks absolutely cool. These types of cards get passed around to all the family members, they get talked about and that's why they generate referrals.

Now, here's another function that picture plus allows you to do. You can upload your photo, create a contact in your birthday database and attach that photo to the contact so that when you're anywhere in the world you can simply bring the person up in your contact manager and then select that photo that's attached to that person and create a card in just a matter of seconds.

It's really cool. So, you can take multiple different photos of a person and attach them all to that person in your contact manager and then from anywhere in the world you can bring that person up, select any photo you like, put it into [sendoutcards.com](http://sendoutcards.com), write your letter, push a button and the card is sent. So, that's a really cool function.

# Four Ideas on How to Use the Send Out Cards Picture Plus Function to Create Eye Popping Birthday Cards that People Will Remember Forever!

Now, here are some ideas for using pictures plus to create birthday cards that will force your recipients to stop and study your card.

## Birthday Card Idea # 1

Number one, here's the first idea, I know one insurance agent who used a graphics program to take a photo of his head and face and then put it on the body of a superman.

Okay, it was really funny looking, but every one of his clients got a real chuckle from it. You know if you can get your clients or prospects to laugh, you're well on your way to creating a lasting relationship with that person. And by the way, do you think that the card got passed around and talked about? You bet! That card got passed around to all kinds of places. So, that's the first idea, you can do funny things like that.

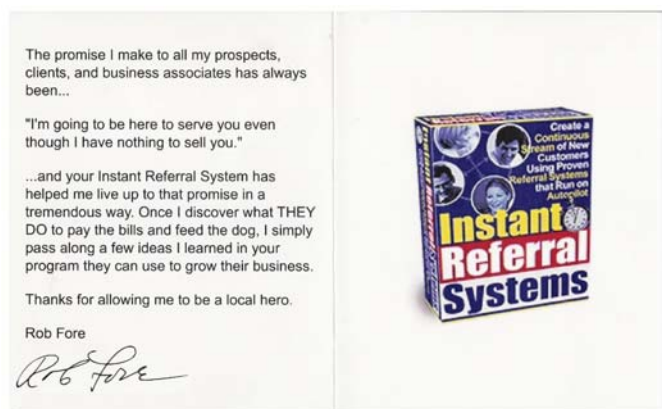
## Birthday Card Idea # 2

I know of another woman who attends networking events and she brings her digital camera with her and when she meets someone she asks if she can take a picture with that person so that she can send them a card with a photo on it, and they always say yes. So, she has photos of hundreds of her referral partners that she uses with picture plus all the time. And by the way, I've found that if you simply give people a reason why you're taking a photo of them, they will almost always say yes.

## Birthday Card Idea # 3

Now, here's the third idea. There's another guy I know that goes to famous or influential people's websites and copies photos of their book or their information product and they place them inside the cards and he sends them to these people.

It gets their attention



right away. In fact, that's exactly how I was introduced to [sendoutcards.com](http://sendoutcards.com).

There's a person who took the photo of my instant referral systems product and put it into a card and send it to me, and, of course, I called him up immediately and asked him how he had done that and so that's how I got introduced to [sendoutcards.com](http://sendoutcards.com).

#### **Birthday Card Idea # 4**

Okay, idea number four, my brother is a hot tub salesperson and every time someone buys a hot tub from him or even comes into the store he snaps a photos of the person and then he asks them for their birthday and he sets up an automated five year mailing program.

He has each text already written so all he does is he starts the campaign for that person, selects five different cards, he copies and pastes each one of the five messages into each card. He then saves them and clicks the send button and for the next five years he follows up with these people on their birthdays with the same photo he took with them when they were in the store.

And this is the truth, he gets tons of people phoning him and saying thank you and nearly every single week someone comes into his store to buy a hot tub as a result of a referral from someone who he sends birthday cards to.

Now, these are just a few of the ideas that you can use with your picture plus functionality and the [sendoutcards.com](http://sendoutcards.com) system. Now, there are other functions that [sendoutcards.com](http://sendoutcards.com) has. It can make your birthday cards even more powerful. So, let me cover a few of them with you.

## **How to Use Other Send Out Cards Functions to Create Unforgettable Birthday Cards**

Okay, here's some other functions that [sendoutcards.com](http://sendoutcards.com) has that can create unforgettable birthday cards. First you can use your own hand writing font. When you purchase sendoutcards.com you can fill out a hand writing font form that asks you to fill out all the letters of the alphabet and to write four different signatures.

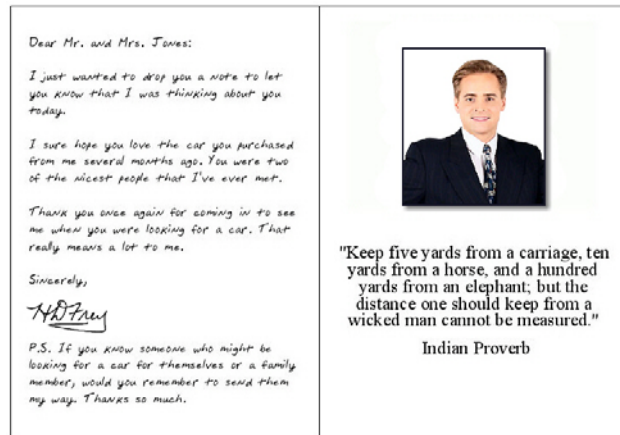
And you send this form into [sendoutcards.com](http://sendoutcards.com) and they will set up your fonts and your signature in the system. And by the way, if you choose to get a wholesale account or distributor account your hand writing fonts and your signature come absolutely free.

It's a fifty dollar value, but it comes free. So, when you write a card you have the option of using the standard system fonts or you can use your own

hand writing fonts. And let me tell you, when you use your hand writing fonts it's very difficult for someone to detect that your words were printed with a printer. Your hand writing fonts look very realistic. In fact, the signature which you can use in different colors is nearly undetectable.

When I received, this is the truth, when I received my first card through the [sendoutcards.com](http://sendoutcards.com) system I could not tell that it was printed. I look at that signature super close and I still couldn't tell.

Now, number two, the second cool thing about sending a birthday card through the [sendoutcards.com](http://sendoutcards.com) system is that the card is put into a plain white envelope, the size of a greeting card and a first class stamp is placed on it and the addresses are printed with blue ink using a hand writing font.



This is an actual card with my handwriting font created with SendOutCards.com.

Every card that's sent through the [sendoutcards.com](http://sendoutcards.com) system gets delivered. Your birthday card will make it past any recipient or gate keeper. It always reaches the person that you send it to and it gets opened 100% of the time because it looks exactly like a personal card from a family member or a close friend. People open it with anticipation. They're eager to see what the card looks like and what you wrote to them. A [sendoutcards.com](http://sendoutcards.com) birthday card gets attention, that's for sure.

Now, I don't know of any other automated system that has the ability to create such dramatically beautiful and stunning birthday cards and personalized customized cards than [sendoutcards.com](http://sendoutcards.com). You will create an impression using this system that your friends, business associates, referral partners or family members will never forget.

Now, number three, there's another function. The other function of the [sendoutcards.com](http://sendoutcards.com) system that I haven't mentioned is that you can also use the picture plus custom functionality on the right hand side of the inside card as well.

So, when you open up the card you have the left-hand side for the personal hand writing and on the right-hand side you can put something in there, too.



Inside of card

That means that if you want to do a quote or another custom photo and upload it right to the right side of that card, you can do that, too. Now, I use this function to put quotes, photos or even extra messages on the right hand side of my cards.

I actually create a small graphic of myself, a photo of myself with my website name underneath the graphic for this side of the card. I leave the left-hand side for my non-promotional message, but the right-hand side has a photo of me holding a happy birthday sign with my website address under the photo of me. It works really well. People just love it. So, the right-hand inside part of the card can be customized as well.

## How Many Birthday Cards Should You Send and How Much Will It Cost?

Now, I often get asked, 'How many birthday cards should you send and how much is it going to cost?' Let me tell you a story about Mr. 'x', I'll call him Mr. 'X' because he didn't want me to use his name, but this guy is a real person. He lives out in California; he is a millionaire Insurance Agent.

He became a millionaire insurance agent simply by implementing a Birthday Card Referral Marketing Program. This guy's been doing it for forty years and so he's the best at it and he makes millions in the insurance industry with this Birthday Card Referral Marketing Program. And that's all he does.

He doesn't do any advertising, no networking, no face-to-face asking for referrals, none of that, no publicity. All he does is his Birthday Card Referral Marketing Program. And he has a goal of getting eighteen new referrals every single month.

So, he found that he gets about one to two referrals for about every twenty cards that he sends. So, his goal is to get three birth dates every single day so that he can send out these cards.

So, let's do the math now -- He needs three birth dates a day, times that by three hundred and sixty-five days, which is one year and that comes out to one thousand and ninety-five birthday cards. Now, let's multiply that my 20%, that comes out to two



**Mr. X**  
Millionaire Insurance Agent

hundred and nineteen referrals a year. Divide that by twelve and that's eighteen referrals.

So, that's how he got his goal of three birth dates a day. So, he knows that he needs to get at least thirteen birth dates a day and send those out. This 20% average may or may not hold true in your business, but sending three birthday cards a day will probably result in more referrals than you can ever imagine.

The cost of the program turns out to be only three dollars a day or one thousand and ninety-five dollars a year because it costs around one dollar to send a greeting card out of the [sendoutcards.com](http://sendoutcards.com) system.

If you want to get more referrals just turn up the faucet and capture more birth dates. So for instance, let's say you wanted to get thirty referrals, if you wanted to get thirty referrals then you would need to send out three hundred cards a month and that would cost you three hundred dollars a month.

If you wanted to get fifty referrals a month you'd need to send out five hundred cards a month because let's say that you get 10% of, let's just use conservatively, out of every ten cards you send you get one referral. So, if you wanted to get fifty referrals you'd have to send out five hundred cards and it would cost you five hundred dollars a month.

Well, if you wanted to get ninety referrals theoretically you'd have to send out nine hundred cards and that would cost you nine hundred dollars a month. So, you determine how many referrals you want to get, increase the amount of cards sent by that amount and that's how you develop your daily goal for gathering birth dates and sending cards.

Okay, I hope that that makes sense and the math works out for you, but generally speaking, you know one referral out of every ten cards you send out somewhat holds true. And, again you can spend as little or as much as you want. It just depends on how many referrals you want to generate.

## **Top 12 Tips for Starting and Running Your Own Birthday Card Referral Marketing Program**

Okay, in the last section of this program I want to share with you the top eleven tips for starting and running your own Birthday Card Referral Marketing Program.

1. **Commit to the program and be consistent.** You've got to stay with it. You've got to send the cards everyday. You've got to have goals everyday. And make sure that you stay with those goals. Commit to the

program and be consistent. This program does work. As I've mentioned, that millionaire insurance agent has been using it for many, many years and that's all he does. This program works.

2. **Consider hiring an assistant to help you run the system.** That person can help you obtain birth dates; they can help you write cards, they can help you set up your birthday campaigns in the system. I would highly suggest that you hire an assistant because the return on your investment for hiring one assistant to outsource that entire Birthday Card Referral Marketing Program pays for itself very, very quickly. In fact, the millionaire insurance agent that I mentioned has one assistant full time and this is what she does. That's all she does. So, consider hiring an assistant to help you run the system.
3. **Invest In the Send Out Cards system.** The Send Out Cards system makes running your Birthday Card Referral Marketing System easy, fast, and fun to do. It will keep track of everything for you and even send out your birthday cards for you. No more going to the store to buy birthday cards, hand write each card, stuff them in envelopes, buy postage and apply it, and then go down to the post office. It's all automatic. And it creates dynamite cards that people will remember. This system pays for itself in days and I wouldn't even think of starting a Birthday Card Referral Marketing System without it!
4. **Try to use photos of yourself or the person you're sending cards to.** Customize your photos using that picture plus functionality with captions, voice and though bubbles and borders. When you do that you will convert a card that's boring and predictable to a card that's very unpredictable, that's surprising, that's shocking, that's something that they will never forget. And so, use the picture plus functionality and photos of yourself or the person that you are sending a birthday card to, or at least try to.
5. **Try to set up a multiple year campaign all at once.** The reason you want to do is because, let's say you just met this person and you have some information about this person. It's better if you sit down and write those four cards all at once so you have a consistent message across all those four cards. Even if you do use some text that is common with all your other cards, but I would suggest that when you do set up a Birthday Card Referral Marketing Program, set up a multi-year campaign for that person so that you don't have to mess with it for the next four or five years.
6. **Set a goal for how many birth dates you want to acquire each day and work hard to meet that goal.** I would suggest you have a goal sheet that you can visually look at and check off every single day. And by the way, if you have an assistant this is a real good tool to have in order to

measure what your assistant is doing for you and I like to do that. I always like to keep an eye on what my employees are doing for me and so, if you have a goal sheet you can see how well they're meeting their goals.

- 7. Make every effort to collect people's business cards and contact information when you meet them**, right at that point of contact. And listen, don't pre-judge anyone. Your next door neighbour or the guy you meet at the gas station could bring you your biggest clients. You never know. Remember every person knows on the average two hundred and fifty other people. And that is the absolute truth.

If you sit down and started writing all the people that you knew, all the people you went to church with, all the people you work with, all the people that are in any clubs or associations you belong to, you'll quickly find out that you know on the average about two hundred and fifty other people. So, make every effort to collect those people's business cards and contact information right when you meet them and don't pre-judge them.

- 8. When gather birthdays drill down into people's contact**, by that I mean try to get the names and the birth dates of people's family members, their spouses, their close friends, things like that when you ask for their birthday information. When you do, you know it's kind of like a tree, you know you get the person's birthday information and that's the root of the tree, or the stump of the tree and then you can just branch out into different people and by the way, the assistant of that millionaire insurance agent, that's what she does, she calls up a lot of her customers and asks what the birth dates are of their children so that she can start sending them birthday cards as well.
- 9. Remember that the more cards you send the more referrals you will receive.** So, try to send as many cards a day as your budget will allow.
- 10. Run your Birthday Card Referral Marketing Program for each contact for at least four years.** This is what's going to happen, the first year your contact will be surprised, but they'll also be sceptical. You know I've got a birthday card, he was just sending it for his birthday. The second year your contact will probably be pretty impressed, but still a little bit sceptical, but by the third year your contact receives their birthday card they're thoroughly impressed, they're thoroughly surprised and a bit shocked that you still remembered their birthday and wrote a personal note. Now, by the fourth year they feel like they're your close friends. So you see how this works? It builds over time. This is why you need to be consistent and set up multi-year campaigns for your birthday cards.

11. **Remember to remind your contact how you met them or to make some type of association in your first card.** Now, I mentioned this in the program earlier, but it's that important that I need to mention it again. Mention how you met them or came in contact with them. Remind them who you are. With the follow on years you can write fun and interesting messages and that's why you want to write one campaign all at one time.
  
12. **Again, they need to know what you do.** There's no use in developing a relationship with them if they don't know what you do, but you've got to do it in a subtle way. If they know who you are and they like you, but they don't know what you do your Birthday Card Referral Marketing Program really is in vane, at least from a business stand point, it is. This is usually done in a P.S, like a P.S. at the end of the card or in your signature or, again, on the right-hand side of that card. Just make sure that you also include a way for them to get a hold of you or where they could go to find out more about you.

Now, in conclusion I just want to tell you that Birthday Card Referral Marketing Programs work, and they work extremely well. What I've outlined is a super simple way to manage your Birthday Card Referral Marketing Program. Using the [sendoutcards.com](http://sendoutcards.com) system is the key to automating the entire process. Stay consistent with your program and you'll be amazed at the results. Before you know it you'll start getting referrals and you'll also start receiving compliments and thanks from other people for being so kind and thoughtful to them.

Now, what better way is there to market your business or professional services firm than when sending out positive and kind thoughts to people, making them feel great and at the same time making you feel great about what you're doing? My name is David Frey and I want to thank you for participating in this Birthday Card Referral Marketing Tutorial and I wish you the best of success in all your business and personal endeavors.