

The PRINTgenie Follow-Up Playbook

A real game plan for turning a single touch into an 81% response rate.

We've sent over **half a billion pieces of mail** over the last 27+ years – enough to learn, in very real terms, what makes someone stop, read, and respond. This is that playbook, mapped out.

Here's what consistent follow-up does to your response rate:



Real samples. Real strategy. Real results. Request this Play Pop and a real campaign flyers off automatically - a postcard, a letter, a text, and an email, headed straight for your mailbox..

You do life. We'll do the follow-up.

The PRINTgenie Follow-Up Playbook

What 20+ years of sending millions of postcards and letters taught us about getting people to actually respond.

We're sharing our best secrets about **Authentic Relationship Building** done through automation. The goal was never to blast people with marketing — it's to stay present, useful, and human, over time.

The moment you request this playbook, a real campaign fires off automatically — no manual steps on our end. Over the next couple of weeks you'll receive texts, emails, a postcard, *and* a letter, right in your own mailbox.

This sample walks you through it three ways:

1

See It

Experience a short sample campaign as if you were the prospect.

2

Touch It

Receive a real postcard, a real letter, a text, and an email — sent on autopilot.

3

Use It

Learn how to adapt every idea in here to your own follow-up.

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Real samples. Real strategy. Real results. This sample is not a full 14-touch campaign — it's a shorter test drive: 1 postcard, 1 letter, and a few text and email messages, spaced about 2 weeks apart. It shows you how to turn simple touches into stronger relationships and more opportunities, on autopilot.

Before You Read This

Your mailbox is part of the exercise.

If you requested a PRINTgenie sample campaign, real marketing pieces are on their way to you — your name, your address, a real campaign triggered through the same system a business would use on a prospect or customer.

DO THIS FIRST

When the first piece arrives, don't look at it like a PRINTgenie brochure. Look at it like **you** were the prospect.

The Mailbox Test

- ☐ What did I notice first?
- ☐ Did it feel personal?
- ☐ Did I understand the message quickly?
- ☐ Did it feel helpful, or overly promotional?
- ☐ Would I read it? Keep it? Respond to it?
- ☐ What would happen if another relevant message showed up later?

IMPORTANT NOTE

This sample is a teaser so you can touch and feel the product in action. You may receive one postcard, one letter, and a few text/email touches — that's not the full recommended sequence. In real campaigns, more touches over time usually perform better, which is exactly what the next few pages are about.



This isn't really a book about paper and postage. It's about what makes a human being pay attention, remember you, and eventually respond.

There Is No One-Hit Wonder

One message should not carry the entire relationship.

One postcard is not a marketing strategy. Neither is one email, one text, one phone call, or one clever letter.

People respond when *they're* ready — and unfortunately, we don't get to decide when that is. A message that's irrelevant today may become extremely relevant the moment circumstances change.

Think About Coca-Cola

You've known who they are your entire life. So why do they still market to you, every single day, in every way? Because they know you're only likely to respond on the day *you* feel like it — and that may not be the day they happen to send something. It's a numbers game, and their job is to be in front of you at the exact moment you're ready to listen.

They're not limited by budget so much as they are smart about mix: they combine mediums, vary the message, and send consistently. You don't need Coca-Cola's budget to borrow their logic.

THE PRINCIPLE

Time and circumstances change all things. Your job is not to pressure someone into responding today. Your job is to remain relevant, familiar, and easy to reach when their day finally arrives.

ACTION STEP

Look at your current marketing and ask one question: "**What happens after the first touch?**" If the answer is "nothing, unless I remember to follow up," you've just found the first problem to solve.



Be there when they need you — not just because you happened to send mail that day.

The Math Behind Following Up

You don't have to take our word for it.

Sales that require
7+ follow-up touches

80%

Sales reps who
quit after touch #1

44%

Source: printgenie.io

Most sales take real persistence to close — and most people give up long before that. If you're the one still showing up on touch five, six, or seven, you're already ahead of most of the competition by default.

Which ad type do consumers find most influential?

Direct Mail

38%

Paid Search /
Banner Ads

22%

Sponsored
Influencer Content

15%

Text
Message Ads

14%

Source: Sequel Direct Mail Industry Report, 2023 — cited via printgenie.io/direct-mail-stats

And according to the Data & Marketing Association, direct mail earns an average response rate of 2.7%–4.4% on its own — with existing customers (retention) responding at a noticeably higher rate than new prospects (acquisition). That's not a reason to mail once and hope. It's the reason to build a sequence.

Stop Thinking Mailing. Start Thinking Campaign.

A mailing is an event. A campaign is a system.

Instead of asking "What postcard should I send?" ask "What conversation should I have over the next several months?"

1

Introduce

A simple, low-pressure first hello.

2

Help

Share an idea, an answer, or a resource.

3

Invite

Give them an easy next step, when they're ready.

Build the Rest of the Conversation

- ☐ Touch 4 — demonstrate expertise, without bragging.
- ☐ Touch 5 — remind them you're still available.
- ☐ Touch 6 — answer a common question.
- ☐ Touch 7 — invite a conversation, without manufactured urgency.

YOUR TURN

Take one audience you want to reach. Write down six things you could say that would be genuinely useful. Not six sales pitches — six conversations.

One of the biggest mistakes we see is people sending a few mailings and quitting. It's not Direct Mail — it's **Direct Mail Marketing**. The pieces we send are called "campaigns" for a reason.



Ask what conversation you should have over the next several months — not what postcard to send today.

Think Like a BBQ, Not an Advertiser

Good marketing should feel like a real conversation.

Imagine meeting somebody for the first time at a neighborhood BBQ. You wouldn't walk up and immediately explain why they should hire you.

You'd say, "Hi, I'm nice to meet you — how are you doing?" Maybe you'd chat about the weather, or the burgers, and mosey away for a bit. Later, you'd run into that person again, and the conversation would open up a little more — you'd notice something about them, ask a real question, and slowly, naturally, they'd open up to you.

That's when you'd ease into the typical "so, what do you do" territory. *Not before.*

This mild warm-up to engaging with a new person is exactly how good marketing should feel. We ease into it. We don't jump in and advertise.

AUTHENTIC RELATIONSHIP MARKETING

Don't rush the relationship just because the communication happens to be marketing. Stop selling to people — share with them instead. People get enough sales pitches already. You have to build trust before you offer them your "gift."

Before You Send

- ☐ Would I actually say this to someone?
- ☐ Does this sound like me?
- ☐ Am I helping, or merely pitching?
- ☐ Is there another human being on the other side of this message?
- ☐ Would I be comfortable receiving this myself?

If it doesn't feel right to you, rewrite it.



You have to build trust before you offer them your "gift."

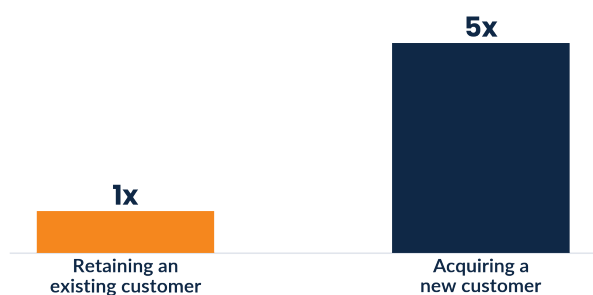
Retention vs. Acquisition

The relationship you already have is worth protecting.

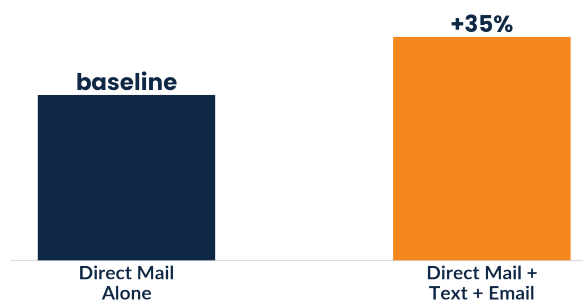
Your goal should be to connect with your clients at least once a month. A good rule of thumb: for every month you don't connect, you lose roughly 10% of the value of that relationship. Go quiet for ten months, and you've probably lost them.

We spend so much energy trying to *gain* new customers, and then forget to nurture the relationship once we have them.

Relative cost to grow your business



Response rate lift from mixing channels



Widely-cited retention economics (industry research) · channel-lift source: PFL, via printgenie.io/direct-mail-stats

IT'S ALL ABOUT CONSISTENT FOLLOW-UP

A mere 5% increase in retention effort is commonly cited to earn a **25–95% increase in revenue**. Every lost customer creates a void in your base that has to be refilled — and it's better to have a system that retains them than no system at all.



If you're not reaching out to your customers or prospects, someone else is.

Write Like You Talk

Simple, believable language beats marketing-speak.

You don't need "marketing language." In fact, it can work against you.

INSTEAD OF

"We are the premier provider of innovative real estate solutions."

TRY

"If you have questions about the property, I'm happy to help."

THE ONE-PERSON TEST

Imagine one real person sitting across the table from you. Read your message out loud. If you'd feel ridiculous saying it to that person, change it.

Try not to lead with "I." It doesn't interest the recipient — they want to know what's in it for *them*, not how great you are. Use "you" and "your" to bring the reader in, and personalize with a first name whenever you can. Write it like a friend writing a letter — not fancy, just warm and sincere.

Find Your Voice

Everyone has a different tool belt. If you're empathetic and like to help people, lead with that. If you're analytical and direct, use that instead. Both work — because both are real. The version that fails is the one borrowed from somebody else's voice, because it never quite fits, and people can tell.



Human wins. Simple wins. Believable wins.

Your Message Has About a Second to Earn Another

Make the first thing easy to understand.

1

Headline

Give them a reason to continue.

2

Relevance

Explain why this matters to them.

3

Next Step

Make the response easy and obvious.

The Two-Second Test

Put your mailer on a table. Walk away. Come back and look at it for two seconds. Turn it over.

- ☐ What do you remember?
- ☐ What was the first message you understood?
- ☐ Was the next step obvious?
- ☐ Did the design support the message, or compete with it?

Going through the mail is a lot like driving down the highway — people grab a piece and instantly decide whether to keep it or toss it. People will read your headline and the P.S. at the bottom; they'll skim the middle. Spend your best effort on the headline — it makes or breaks the message.

RULE OF THUMB

Your recipient does not owe your marketing their attention. Make every extra second feel earned.



Your message has about a second to earn another second.

Personal Is Powerful. Creepy Is Not.

Relevance matters more than showing how much you know.

Personalization now goes far beyond "Dear John." Names, property details, neighborhood context, ownership information, and event-based data can all make communication more relevant — when they're used with care.

THE CREEPY TEST

Would the recipient naturally understand why I might know this? If not, soften the message.

TOO DIRECT

"We know you are going through probate..."

MORE HUMAN

"If you're dealing with life challenges such as probate, divorce, the loss of a loved one, or other difficult transitions, there can be a lot to sort through."

Names, addresses, and details pulled from public data can save someone real time and feel like a relief — *"finally, someone who gets it"* — or it can feel invasive, depending entirely on how it's framed. The data is the same either way. The difference is always the writing.

When in doubt, soften it. Talk about the *situation* in general terms rather than stating what you know about *them* specifically. It reads as understanding, not surveillance.



Relevant. Compassionate. Human.

Right Person. Right Message. Right Time.

A beautiful campaign sent at the wrong moment is still wrong.

Think about who you're trying to reach — and why now.

Just Met You

Follow up after a first conversation, appointment, event, or introduction.

Thought This Might Help

Share a useful tip, resource, or idea — without immediately asking for business.

Thanks for Reaching Out

Someone requested information, downloaded something, or asked a question.

Just Checking In

A simple human touch that keeps the relationship alive.

Your Neighbors Trusted Us

Build familiarity by sharing that you already work with people nearby.

It May Be Time Again

Reconnect when a service, review, renewal, or next step may naturally be due.

It's Been a While

Reconnect with past customers or people you haven't spoken with recently.

Someone Thought We Should Meet

Create a warm introduction following a referral.

FINISH THIS SENTENCE

"I'm reaching out to _____ because _____ may be useful to them right now."



If you can't clearly explain why this message matters to this person right now, don't send it yet.

Let the Event Start the Conversation

Useful automation begins with a meaningful trigger.

Modern follow-up doesn't have to start because you remembered to start it. Data and activity can trigger the right campaign automatically.

1

Event

A lead, property, or customer action occurs.

2

Trigger

The right campaign is selected.

3

Follow-Up

Touches begin without another manual step.

Possible Triggers

- ☐ A lead enters your CRM
- ☐ A homeowner matches a property or life-event profile
- ☐ A customer reaches a milestone
- ☐ A form is submitted
- ☐ A neighborhood or property is selected
- ☐ A transaction or service event occurs

WHY THIS MATTERS

Automation is not the strategy. The relationship is the strategy. Automation simply keeps the relationship from falling through the cracks.



A lead that goes cold today might be ready the moment life changes. Automation just makes sure you're still there.

Mix the Channels

Direct Mail and digital do different jobs. Let them work together.

DAY 1**Personalized Letter**

Introduce yourself with a human, low-pressure message.

DAY 8**Helpful Email**

Add context or answer a common question.

DAY 21**Postcard**

Create a memorable physical reminder.

DAY 35**SMS**

A short, respectful check-in.

DAY 55**Educational Mailer**

Offer one useful idea or explanation.

DAY 85**Personal Letter**

Re-establish familiarity and availability.

DAY 120**Simple Reminder**

"Still here if you need anything."

This is an example, not a magic formula. The point is to think in conversations over time — instead of isolated blasts. When direct mail is combined with digital, response rates climb even further; the best-case scenario is a piece someone can touch and hold, followed by a text and email that remind them it's on the way.



**Seven touches, four months, one consistent voice —
that's the whole system.**

The 10-Minute Campaign Builder

Seven questions turn an idea into a usable follow-up system.

- 1 Who?** Who exactly are you trying to reach?
- 2 Why Them?** What situation makes your message relevant?
- 3 Help With What?** What problem, question, or uncertainty can you help solve?
- 4 Say What?** Write it as if you were talking to one person.
- 5 Next Step?** Call, text, reply, scan, or visit?
- 6 What's Next?** Continue the conversation instead of repeating the ad.
- 7 What Triggers It?** Manual addition, CRM activity, property data, life event, or geography?

YOU JUST BUILT THE LOGIC

Answering these seven questions is enough to create the backbone of a real multi-touch campaign.



You don't need a blank page. You need seven honest answers.

Steal This Six-Touch Sequence

You do not have to begin with a blank page.

- 1 Introduce** "I wanted to introduce myself..."
- 2 Help** Share one useful idea, resource, or answer.
- 3 Prove** Tell a short story about helping someone in a similar situation.
- 4 Educate** Answer one question people regularly ask you.
- 5 Remind** Let them know you're still available — without fake urgency.
- 6 Invite** Give them a clear, comfortable reason to respond.

NOTICE WHAT'S MISSING

Six versions of "CALL ME NOW!" That's intentional. Your goal is to create a sense of momentum without being obnoxious — your persuasion can be wrapped around a genuine desire to help. The call to action belongs at the end, and again in the P.S. — the second-most-read line on the page.



Six touches. Zero pressure. One clear invitation at the end.

There Is No Elixir

No single postcard, letter, text, or email is magic.

Everyone seems to think there's some magic tool, potion, formula, or direct mail piece that's going to generate leads, sales, and prosperity by itself. After decades in this business, we can tell you: there is **no one-hit wonder**. If you find it, please share it with us.

We loved that idea so much that years ago we actually built a product just to test the theory, half-joking, and called it "Elixir."

Stop the madness, we said. What we learned:

- It worked amazingly well — but only because it was a real, consistent sequence, not a single clever piece.
- People wanted a "push button," automated approach, because they were busy and didn't know where to start.
- Everyone wanted their own version — their own design, their own copy, their own voice.

THE MORAL

There is no special postcard, letter, text, or email that will bring in a ton of business on its own. It takes more than that — a lot more than that. It takes a system, sent consistently, in your own voice.

And by the way — Elixir was a cool name, but not as awesome as PRINTgenie.



There's no magic bottle. Just showing up, in your own voice, again and again.

Empathy, Compassion & The Big Idea

Build a good reason to stay in touch.

No matter what your message is, always remember: there's another human being on the other side of it. Your empathy and your willingness to help someone can be more powerful than any offer you write.

Stop trying to create the perfect marketing piece. Instead, create a good reason to stay in touch.

1

Be Useful

Give before you ask.

2

Be Relevant

Respect context and timing.

3

Be Human

Write like one person to another.

And then be consistent. Your marketing journey will have ups and downs — that's normal. It's an endless process that changes just like the tides. Keep adjusting, keep sharing your voice, and never stop learning.

Sometimes the difference between the business they forgot about and the business they call is simply the one that was still there.

That's really the whole playbook. Not a trick, not a template, not an Elixir. Just a person willing to stay present, useful, and human — long enough for someone else's timing to finally catch up with yours. Everything else in this guide, the checklists, the sequences, the automation, exists to make that one thing easier to keep doing.



Be useful. Be relevant. Be human. Then be consistent.

Ready When You Are

Pre-created campaigns. Editable content. Direct Mail, email, and SMS automation. Set it, and forget it.

SIGN UP TODAY

www.PRINTgenie.io/pricing

BOOK A DIRECT MAIL COACH

www.PRINTgenie.io/direct-mail-coach

WHAT OUR CUSTOMERS SAY

“

The flexibility and ease of use has been a game changer as I've built out my foreclosure, probate, and ugly homes campaigns. I'm excited to see where this gets me this year.

— Tim Hales

“

PRINTgenie has transformed the way I approach marketing to pre-foreclosures. This year alone, I've generated 8 additional property sales directly from these campaigns.

— Nicholas Liesenfeld

7,000+

customers, small business to enterprise

100,000+

touches generated by PRINTgenie per day

4.8★

average rating across 1,460+ reviews

"The response rate has been phenomenal — I've never experienced such quick, efficient feedback from any other service." — Jerome C., Phoenix, AZ · "Even if you're not tech-savvy, you'll get the hang of it in no time." — Kevin L., Austin, TX

You're juggling showings, inspections, phone calls, and family dinner. You're doing life. But there's one thing that can't slip through the cracks: staying in touch. While you're living, we're working in the background — so you stay present, we stay consistent, and together we grow your business, one touch at a time.

You do life. We'll do the follow-up.

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