



## **Holiday Postcard How To:**

All of the postcard templates were created in Microsoft Word with Avery Template 3256. You can either purchase the Avery Postcards to use for printing, or purchase cardstock from your local office supply store.

### **Step 1: Decide on a Front Design**

There are three options to choose from. Each will require customization on your part. We include the name of our clinic on the front of our cards, as well as a holiday message. Open the file in Microsoft Word and select the text you wish to change.

### **Step 2: Customize Your Back Offer**

Open the file for the back of the postcard in Microsoft Word. We have three options already created for you. You are free to change this offer to whatever you'd like – 5% off, 10% off, free Solutions4 Shake, free Body Wrap, etc. You will also want to add your clinic return address. We suggest adding your clinic logo somewhere on the back as well. We have included a few "Fine Print" details – expiration date and no cash value.

### **Step 3: Printing**

You'll need to purchase heavier paper for printing these postcards – Avery has a pre-perforated package, or you can use cardstock. After you have printed the fronts of your postcards, you'll print the back page on the same sheets.

**Your Holiday Postcards are now ready to be addressed, stamped, and mailed!**

