

# Getting Your Greeting Cards Out Fast And Easily - Plus Building A Real Sustainable Business With Send Out Cards



-- An interview between Jack Bastide and Willie Crawford  
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Willie Crawford: Hi everyone. This is Willie Crawford and I'd like to welcome you to another episode of *Willie Crawford Teaches Real Internet Marketing*, which is the typical name of the show.

Today we're going to be straying a little from Internet marketing, but not too much really. We'll be looking at a system that allows you to send real physical greeting cards right over the Internet. It's how I send out all of my holiday greeting cards as well as how I maintain a lot of business relationships and I mentioned that the theme of the show is internet marketing and so some people did ask me earlier in the week, "So what does this got to do with marketing?" And my answer is everything because people deal with people that they know, like and trust and one way to let people like you is to show them that you like them and you do that by showing them that you care about and you acknowledge special events in their lives.

Some of the sharpest marketers that I know have a habit of sending greeting cards, of acknowledging special events in others lives, of acknowledging things that their partners do for them. For example, my friend Yanik Silver, I'm one of his affiliates. Yanik not only sends greeting cards, but Yanik actually sends lobster tail to his top affiliates, so he goes overboard there.

My friend Rich Schefren does something similar.

My friend Stephen Pierce has a habit of giving money in the names of other people for like Christmas presents to acknowledge people who make significant contributions to other's lives that he has noticed.

So this has a lot to do with marketing, but it's not just for marketers because I have a lot of different niches I'm involved in and some of those are just people who want to send greeting cards and so this show is for both the marketer and the non marketer, but for the marketers your customers and your subscribers will remember if you send them that greeting card for Christmas or whenever.

For the regular non marketers, your family, your friends, everybody around you, coworkers, they notice when you stop and take the time to acknowledge something special happening in their lives and so this is a very important show I think.

What I'm going to be showing you again is a system for sending out greeting cards right over the internet, and with this system you basically just log into a webpage. You choose a card from over 15,000 choices. You customize that card. You add your message, digital images. And on the inside you can also put your images on the outside depending on how you've set your account up. Then you enter the address, physical mailing address and you click send and at that point the company prints out this full color greeting card, puts it in an envelope and mails it with first class postage to anywhere in the world and you can even include gifts in the card or in with the card.

So this is huge and it's dirt cheap. I was first introduced to this system by a fellow Floridian, Jack Bastide and I have him as my special guest on the show today. So today's show will actually be an interview of me with Jack and I do that partly because I learned a long time ago that when I try to do a show by myself, or do any recording by myself, that it's difficult to carry an hour long show by yourself. You just become boring. So Jack is my guest and he actually introduced me to the system, so he has been doing it longer than I have. He'll explain a lot of things probably better than I can and with that, Jack welcome to the show.

Jack Bastide: Thanks a lot Willie man. I'll try and not be too boring tonight.

Willie Crawford: Good, good, now I know that you've been using the SendOutCards system ( <http://williecrawford.com/greetingcards/> ) for a few years. Why don't you tell everybody a little bit about the system and what it actually does?

Jack Bastide: Sure. Well you went a little bit into that, but I'll go into a little more details. Basically what it is it's a high tech... It combines high tech with high touch, so basically it's a system that actually allows you to go online and send a real physical greeting card that arrives in the mail and people actually get a first... you know with a first class stamp on it and you know it's not like those ecards. Everybody is familiar with the ecard thing. This is an actual physical greeting card and so you can send greeting cards from the Internet and this is actually how I met you several years ago. Basically I was on your list and I had been trying to contact you and I figured well hey let me see if I send him a greeting

card. So I had sent you like probably four or five emails and you just ignored me or maybe they just got...

Willie Crawford: No, they probably got lost in the shuffle. I get a lot of email.

Jack Bastide: Exactly, that's the problem with email, so I figured hey well you know he's got his address on the bottom of his emails. Let me send him a card and so I sent you that and you called me up a couple days later and that is how we first met. So this is a great tool for building relationships. It's a great tool for finding JV partners. So in the bottom line to get to the point, what it is, it allows you to go online and send real physical greeting cards in the mail. They get a card with a first class stamp on it. On top of that you can send postcards, three panel cards. We have a whole line of gifts. Cards are under a dollar each, so it's basically the best way to describe it; it's a customer appreciation system. That's the way I like to... or a relationship building system, that's the way I like to describe it.

Willie Crawford: I like to describe it the same way because it is huge actually. I looked at... Again I mentioned some of the biggest name marketers I know use it for building relationships. We both know David Fry, Russell Simmon.

Jack Bastide: Brunson.

Willie Crawford: Russell Brunson. Russell Simmons may use it too.

Jack Bastide: Russell Simmons is that guy on the TV show. No, that's Homer Simpson. I'm sorry.

Willie Crawford: Russell was actually at a... Russell was at a seminar that I was invited to about a year ago by Steven Pierce and so I know Russell too. Jermaine Griggs uses it quite a bit. Stu McLaren, there is a whole bunch of fairly big name marketers that use this system to do product launches where they'll set up a series of greeting cards to send out to potential affiliates, and they'll just go out on schedule and so it's huge. It works beautifully because it... What it does and we touched on that too is for Internet marketers it gets around the email filters. Like you mentioned, you sent me a greeting card... You sent me emails that I didn't see. I don't ignore people.

Jack Bastide: I know.

Willie Crawford: For the most part.

Jack Bastide: Just busting your chops a little bit there Willie.

Willie Crawford: Yeah. But a greeting card is going to come in the mail and people are going to go, is this Mom sending me a greeting card or whatever, so they're going to look at it. They're going to open it. So it's a lot more powerful than email.

Jack Bastide: It's funny because what I did about... and we're going to be talking about holiday cards and stuff like that, but about three or four days ago I did my holiday cards. I sent out like five hundred and something holiday cards and people have started getting them today and my Twitter has been ringing off the hook. People have been sending me messages, "Thank you so much for the card." I got a few messages from Facebook and stuff like that and basically I sent 500 greeting cards - took me maybe ten minutes. I mean I just basically created a card, picked who I wanted to send it to and clicked send and everybody got the card and it was all taken care of for me, so it's pretty convenient you know.

Willie Crawford: It is. I sent several hundred myself and anybody listening to the show who hasn't gotten a card it's because I don't have your physical mailing address and if you'll send it to me.... In fact, I'll give you my email address. [Willie.Crawford@gmail.com](mailto:Willie.Crawford@gmail.com). Send me your physical mailing address. I'll add you to my list.

One of the beautiful parts of the system is that it has built into it a contact manager, a secure database, and so we can load up contacts and add them to different lists. I have a Christmas card list and so if you're on my list you got my Christmas cards, but if not, I don't have your physical mailing address or it hasn't gotten to you yet.

But why don't you share with our listeners what you think are some of the other major benefits of the system? Why should people be using this?

Jack Bastide: Well basically first of all it's very convenient. Okay you know like I said I did... Could you imagine? I sent out 550 greeting cards. It took me maybe 15 minutes. When I used to send out greeting cards in the past... I mean I've been involved with this company for about five years, but before that when I would send my greeting cards it would literally take me two or three weekends. I'd have to start early in November and start sending out greeting cards and it just

took a lot of time, so that's one major benefit of the system is the time saving convenience.

Another benefit is it's very economical. You know you go to the card store. You buy a card. It's going to cost you three, four, five bucks. This system basically... the most you're going to pay for a card is still under a buck. At the retail price you're talking 98 cents a greeting card, but we also have the capability of getting it done at wholesale as well where the price of the greeting card goes down to 62 cents a greeting card and these are the same quality card. I mean you've seen the cards. You've been using it for awhile.

These are the same quality of greeting cards that you would find in the store for three to four bucks, but we charge under a buck and there is a couple of reasons why we do that or why we're able to do that. Number one, we use print on demand technology, so you know you go to a card store and they have boxes and boxes and boxes of cards sitting there in inventory. We don't do that. We print as we go, so it's a very lean running company. We don't have a lot of money tied up in inventory.

And the second reason is there is a big secret in the greeting card industry. They have us trained now to expect to go and spend three, four, five bucks for a card. I mean it's only paper and ink. You know it's not... It doesn't cost much to make a greeting card, but they just have us... The greeting card companies have the consumers trained that they're going to go to the store and spend four bucks on a card and we're able to charge under a buck. I mean as low as 62 cents and the company is still very profitable. So that's some of the major benefits right there is the big time savings and the money savings and of course if you're using it to build a business I mean it's just such a powerful tool to be able to build those relationships with your clients.

I sent out a... A couple of weeks ago I went to an event and that's you know for people that are in Internet marketing and are going to events one thing I do, I go to a lot of events. What I do is I take a digital camera with me and I take a picture of everybody that I meet and I'll send them a greeting card. You know I'll put my picture on the front. "Hey it was nice to meet you." And then I'll put some pictures from the event. So like the last event I think I got like 20, 25 business cards from people and I sent out 25 cards to people that I met there and got a lot of really nice messages back on Twitter. What I usually do is I say, "Hey it was nice meeting you at the such and such event." "Give me a call sometime or add me on Twitter." So I put my Twitter in there and I got a lot of messages back from

people saying, “Thank you so much for the card.” “That’s really cool.” So that’s some of the benefits. It’s economical. It’s fast. It’s easy and it’s a great way of building relationships and getting more clients and customers.

Willie Crawford: And you touched on a big one, which for me is convenience. I actually have a number of websites going and some of those are like in the cooking niche where I know a lot of my customers are older customers who maybe live in big cities where maybe the card shop is not that far away, but they’ve got to climb up an icy hill to get there and then there is only like 30 cards in the shop or whatever they put out to choose from and we’ve got 15,000 cards for them to choose from and they don’t have to leave their home, so the convenience factor is huge for both the business customers and for the consumers. It’s just huge in my opinion.

Jack Bastide: Absolutely.

Willie Crawford: Yeah. Who uses SendOutCards? Who is the typical customer in your...?

Jack Bastide: Well basically anybody can use it, but I mean some people I would say like a realtor, mortgage brokers, attorneys, sales people, auto dealers and as you mention a lot of Internet marketers use it. So a lot of business people, sales people, professionals use it to keep in touch with their clients, but also a lot of just regular people that are not even in business just use it for personal use, so you know like I am in business, but I also use it for personal use. I use it for my birthday cards and my holiday cards and stuff like that, so to answer your question who uses SendOutCards ( <http://williecrawford.com/greetingcards/> ), who is the typical customer, really anybody. I mean I don’t know anybody that really wouldn’t have a use for this system.

Willie Crawford: Yeah, I’ve heard it said that most of us probably send one-tenth of the cards that we could and should send. That is, as we go through the year we come across the nephew who has something special happening, maybe they won a karate tournament or something. There are graduations. There are friends who had promotions or who moved into a new home or whatever. There are all these special things happening in people’s lives and if it was convenient we’d reach out and say hey, congratulations, but for some reason we think about it and you know we smile and yet we don’t acknowledge special things happening in people’s lives.

So there is just so much opportunity out there for us to say to people I see special things happening in your life, I care about you, here is a card, and people love that. They remember that.

Jack Bastide: Absolutely and one of the things that I really love about this company is the company philosophy. We have a saying in SendOutCards ( <http://williecrawford.com/greetingcards/> ), sending out to give rather than to get, so sending out to get would be like sending somebody a postcard saying hey, buy my product or do this or you know go to my website or whatever. That's sending out to get. This company has more of a philosophy of sending out to give. We send out cards. We're not trying to get anything from somebody. We're just trying to build that relationship.

So like we also have something we call the unexpected card where basically what I try to do every day is just when I first get up in the morning the first person I think about that I haven't spoken to in awhile I'll just send them a card and I'm not sending them a card saying, "Hey, how are you doing?" "Go to my website." I say, "Hey, how are you doing?" "We haven't spoken in awhile." "Why don't you give me a call and catch up?" So that's one thing I... that I really love about this company, that whole philosophy of sending out to give you know the whole law of attraction thing. It's a very spiritual company if that's the right word for it. Does that make sense?

Willie Crawford: Yeah. I mean there is a difference between spirituality and religiousness. Spirituality is you know just connecting, being open, so yeah, it's a very spiritual company. I would agree with that.

Now as people come onto the lines, both the phone lines and the chat room for the ones who may not stick around for the full show I do want to mention that in my emails and my posts at Twitter and places like that I mentioned that we would show you how to send out a card fairly quickly. What I've done is I've actually set up a webpage at WillieCrawford.com. That's me,

<http://williecrawford.com/greetingcards/> and it should be lowercase because servers do care. So <http://williecrawford.com/greetingcards/> and if for some reason you can't stick around for the full show you can go over there and you just put your name, and I think the email is asked for, and I'll actually pay for you to send out several cards at my expense. You just fill out the form, go into the system, pick from those 15,000 cards and send them. I encourage you to send at least one of those cards to someone in your household so that when the card arrives

you can see the quality, and you can actually see the expression on the person's face when they get that card, and at that point if you have questions about the system itself you can feel free to email me or call me.

My contact information is right there on the site, but that is just for those people who may not stick around for the full show. We do want you to stick around and listen to Jack and I describe the whole system and we want your questions. Those of you in the chat room I've got a couple of notes here I'm sort of going over, but if you have specific questions about the system I want those too and also if you want to phone in those questions, I should have mentioned that earlier, that's the same number that you dialed into earlier, which I don't have in front of me anymore.

Jack Bastide: Is it the 34... the one, same one I dialed into?

Willie Crawford: Yes, same one, yes.

Jack Bastide: It's 347-215-8784.

Willie Crawford: Right. 347-215-8784. You can call in at that number and we'll take your questions if you have any about the system and about anything that Jack and I are going to cover over the next 45 minutes.

Jack Bastide: And we should make it perfectly clear that that's immediate. They can... You know if they want to go and send a card they could actually do that. As soon as they go to that site and they fill out that little form they will immediately be taken to a site where they can actually go ahead and send a couple of cards to people, so that's something they can do. They can do it tonight if they want.

Willie Crawford: Absolutely. The very next page that you hit when you fill in that form within seconds you can be designing and sending out a card courtesy of me...several cards courtesy of me. I don't mind you doing that because I want you to see the system. I want you to experience the system. I want you to see how easy it is to use because I'm actually in the business of helping people to sell cards. I actually earn a commission off each card I sell and so the best way to get people to start using the system where I earn a few... about 40 cents per card I think it is, is to get you to try the system.

Jack Bastide: It's because you're a really nice too.

Willie Crawford: I'm a nice person, but it's also a business for me. Now since we're getting close to Christmas and we sort of touched on that before, people they procrastinate and they wait and they wait and they wait. Then a lot of them, you know the day before Christmas they still haven't sent out those cards, so we're getting close to Christmas now. Let's talk about how people can use this system for their holiday cards. How do you personally use it for your holiday cards?

Jack Bastide: Well I like now... I think we mentioned earlier. We have over 15,000 greeting cards in the system and we do have a lot of Christmas cards and you can use all those cards. However, I like to do personalized cards and one of the things that we have with this, it's a web based software. It's called Picture Plus and what Picture Plus allows you to do is actually create custom greeting cards, so like I was saying earlier. I actually sent my cards out a couple of days ago and people have already started getting them and what I did this year was I took a picture... I have a little Bichon Frise, a little lap dog, really cute, a little white fluffy dog. So what we did was we made her into a little model. We put a Santa hat on her and took a bunch of pictures of her in front of the Christmas tree and we took a whole bunch of pictures of her and basically made a greeting card out of it. So the front of the card it shows my Christmas tree and then my little dog (Bijou is her name) sitting on the couch with a little Santa hat. Then when you open up the card, and then I create a little border around that that said you know happy holidays from the Bastide family and then when you open up the card and again it has Bijou there with a little hat on and I put a little... Another thing you can do with the system is put these little cartoon bubbles and captions and stuff, so I made a little bubble where it looked like Bijou was saying I hope everybody thinks I'm cute. It was just... You'll get one Willie. I don't know if you...? Did you get your card today?

Willie Crawford: I did get it. Yes, I did.

Jack Bastide: Isn't that cute?

Willie Crawford: Yes.

Jack Bastide: So she is basically saying I hope everybody thinks I'm cute. And so the other thing you can do basically is you can scan in your own handwriting and signature in the thing. So you can actually personalize cards with your handwriting, so what I like to do is put a nice custom card with a custom front and then maybe put a couple of pictures inside.

We can also do three-panel cards, so you can actually put a lot of pictures inside if you like. I was speaking earlier about my... when I go to events I do that, so I went to this event and I created a three-panel card and put like six different pictures in there, which is really cool, but what I like to do at Christmas is always do the personalized cards. In fact I started getting some cards from people that I know today from SendOutCards as well and they do the same thing. You know it's just really nice when you could put pictures on the cards you know.

Willie Crawford: Right. Now one of the questions I did get on the chat room was, "Is this U.S. mail or internet?" These are not ecards. You are going online designing the card and when you click send the card is physically printed and mailed first class to anywhere in the world and your cost... my cost is less than... It's less than 60 cents each plus postage, the actual postage to anywhere in the world. Your card will be less than a dollar if you do the retail customer. If you do the wholesale customer it's how much Jack?

Jack Bastide: Yeah, basically the way it works is the retail price on a greeting card is 98 cents plus postage. The wholesale price goes down to 62 cents plus postage. So basically what somebody would have to decide is how many cards they're going to be sending. You know if they're going to be sending... because we also have a full line of gifts and we'll talk about that as well, but if you're just doing it for personal use, just sending a few little cards here and there you might want to do a retail account and basically get the cards under a buck and again, it's about one-third the price that you would get a similar for card in the store. If you have a business or something and you're going to be sending a decent amount of cards and if you're going to send gifts at all you definitely want to do wholesale because then you get the gifts at wholesale as well. So to answer your question about 98 cents at retail, 62 cents at wholesale plus postage and again, they're the same quality of greeting cards that you would find in a store for probably 3... you know 3, 3.50, \$4.00, whatever.

Willie Crawford: And I should know prices better, but I honestly I had like a thousand cards available in my system before I sent out my greeting card. That's how much money I spend on cards and I don't pay a lot of attention to it just because I know they work. They are so very effective that I know they work. The same person was asking who houses the contact database and do they get a copy in a text format? We can get into that....

Jack Bastide: I can answer that right now if you want.

Willie Crawford: Yeah, I was going to explain... Can you also explain how if they already have a database offline they can just upload it too?

Jack Bastide: Yeah, so basically the way it works is first of all it's a secure server, so and what you can do is there is a few ways of getting somebody in your database. So one way is when you send somebody a greeting card that automatically adds them to your database and then you'll never have to type in their information again. You'll always have them in your database. So that's one way. Second way is you could go in one at a time, go into the system and put people in, add them. And then the third way is you can upload all your contacts, so if you have them in some kind of spreadsheet or a database, you know Excel, Outlook, Access, whatever, as long as you can get it to I believe it's a tab delimited file, which many...

Willie Crawford: Tab delimited or maybe CSV, maybe comma separated too.

Jack Bastide: I think it's... I'm pretty sure... I think it may be tab or whatever it is it's a format that any software can get it into. You know so whatever you have it in you know like Excel or Outlook or whatever they can get it into this format and then you just upload that format into the system. You can also separate people into groups, so for example, you know you can create a group for clients, a group for friends and family and prospects and so you can separate out your contacts as well.

Willie Crawford: Yeah, it can be any group that you want and I use that quite a bit too, but it's all stored on a secured server that's it's your online contact manager and you can use it as you want.

Jack Bastide: And you can download your contacts as well to back them up and stuff like that, so if you're putting them in on the website and you want to create a backup you can just download your contacts as well.

Willie Crawford: And same person is asking, "What about bounce backs? "Is there reporting?" What would happen there is the post office would send the card back to you. You're mailing a first class letter basically and so if it's not deliverable it's going to come back to you as undeliverable and so you'd get reporting there.

Jack Bastide: Yeah, it is first class mail. It's not bulk mail. It's not metered mail. It's first class, which is why it works so well. You know people... I know

with me when I get the mail I usually stand over the garbage and if it's a postcard I'll glance at it quick and toss it. If it's a bill I'll keep it unfortunately although I should throw those stupid things out anyway. Then anything with first class mail I look at that more closely because I know it's probably personalized, so and because it is first class you will get the... if it's a wrong address you will get a notice back.

Now they do have something in the process that actually validates addresses. That's not live yet. They did put it up there for a little while and what it would actually do is it would actually validate it against the U.S. mail database and if it was a wrong address it would tell you right then and there before it went out. I've noticed that they have taken that down. I guess they're still working on that, so bottom line is... If it is a wrong address you will get that back, so you'll know that it's the wrong address.

Willie Crawford: Okay and we've already touched on pricing, but how does this compare to like Walmart? It's less than Walmart isn't it really?

Jack Bastide: Well yeah. Well I mean you know if you go to a store and there is all kinds of greeting cards in the store... I mean Walmart does have some cheap cards for 98 cents and stuff, but they're really chintzy okay.

If you compare the quality of these cards okay with the paper stock, the cardstock that it's on, the fact that you can make it glossy and all that kind of stuff I would say a card like this generally goes for between three to four bucks and again, they're 98 cents at retail and 62 cents at wholesale and again, that whole three to four buck thing that's just because we're trained to pay that you know.

So these are definitely quality cards and right now we really don't have any competition that's doing exactly what we're doing. There are a few companies out there that will actually allow you to go online and send a greeting card. However, number one, they don't have anywhere near the features that we have. I mean we'll talk about all the features in a minute, but there is a ton of things that you can do in this system that the other two or three competitors that are out there do not do it and the other thing is they're charging 3 to 3.50 a card. So right now we're the only game in town that's doing something, anything remotely like this for the price that we're doing. So I mean it's a great deal all around even if you do it at retail it's a great deal. Your cards are under buck, 98 cents. If you do it at wholesale

now you're talking 62 cents, so it's just really an incredible deal. I believe it's a really good deal.

Willie Crawford: Yeah and we've already mentioned that you can send more than cards. Why don't you tell everybody some of the... I'm sorry. Why don't we first tell everybody some of the features of the system?

Jack Bastide: Okay well basically you can send greeting cards, but you can also send postcards and the postcards are actually half the price of the greeting cards, so now instead of 62 cents for a greeting card you're talking 31 cents for a postcard and you can create custom cards.

So we have over 15,000 greeting cards in the system and you can use all those cards, but one of my favorite features of the system and we touched on it a little bit earlier, is something called Picture Plus, and with Picture Plus you can create your own custom greeting cards on the fly. I mean one at a time. You know I mean there are places where you can get custom cards printed up, but usually you got to order 500 of them or something.

With this you can do single cards, so for example let's talk about some applications here. Let's say a realtor, right. Let's say a realtor sells a house. They can take a picture of the people standing in front of the house. They can then send them a card. You know congratulations on your new house.

We also have a full line of gifts. We got gift cards from Home Depot, Bed Bath and Beyond, Starbucks, all that kind of stuff, so they can send them that card with a gift card from Home Depot let's say or they can send them brownies or cookies or gift baskets or whatever they want to send them, so you can create the custom card, send out a card, send a gift with it.

We also have what we call campaigns and a campaign is semi... I'm sure everybody on the line is familiar with an auto responder. Well you can think of this as an auto responder that sends greeting cards. So let's say you send that first card out. You can then have another card go out, maybe I don't know, 30 days later, so let's use the realtor again. Let's say they say they send that first card out, congratulations on your new house. They can send another card out automatically

30 days later. “Hey, it’s Joe the realtor again.” “Hope everything is well.” “Hope you’re enjoying your new house.” And then maybe you know three months later, six months later again, “Hey how is everything with the new house?” “Hope everything is well and you know if you know anybody that is buying or selling a house please let me know, blah, blah, blah, blah.” And then they could automatically program in if they get the person’s birthday they can program that in, so it will automatically send out birthday cards and then they can send all the Christmas cards like I did you know all at once, click a mouse. And the gifts... I mean the gifts are... You’ve tried the brownies, right?

Willie Crawford: I’ve tried the brownies and I’ve looked at a lot of the other gifts too and the gift line just keeps growing and growing and growing.

Jack Bastide: Absolutely. The brownies let me tell you. They are phenomenal. I’m going to tell you and they’re powerful okay, for what you can do with these things. I love sending brownies and I’m going to give you... I’m going to give you a perfect example of what these things can do.

So I’m in the business. I not only use this system for different things I do. I’m also building a business with this company because it also has... And we’ll talk about that later. It has a very lucrative affiliate program where you can actually make money with this. We’ll talk about that later, but...

Willie Crawford: In fact, that’s what I’m... If I wanted to I guess sort of polite word is pushing right now and it’s because I’m so tired of the Internet marketing launch of the week. I want to sell products that customers will use year-round and I don’t need to constantly keep looking for new stuff to sell them and so I’m focusing on SendOutCards right now.

Jack Bastide: And that’s the beauty of the residual income and it’s been really good to me. I’m going to tell a little story later on maybe about what it’s done for me. So anyway what happened with this... Okay, so this is a person. She is actually an owner of a company and very, very skeptical okay. Nice lady, but very skeptical, so I was telling her about SendOutCards and she is like, “Oh no, I couldn’t use that.” “I hand-write all my cards.” You know and I’m like okay.

So anyway she was very skeptical about that even though we do have the ability to actually scan in your handwriting and your signature and it looks pretty good. I'll tell you. It looks pretty good, but she was very kind of you know putting the wall up. So rather than trying to talk her into it, convince her, which I don't do I said let me have a little fun with her. So what I did was I said okay fine, it's probably not for you and then what I did was I went to her website and I used Snag-It and I snagged her picture off her website and made a card out of it and basically put it on the front of the card to kind of show her what she can do. So I put her picture on the front and I said something like... I forgot what her name was, Mary something or other, so I put her on the front and said something like hey, thank you for your business from Mary Smith or whatever her name was. So I put that on the front just to kind of show her what she can do with it right. And I sent her brownies with the card right and then inside the card because she was talking all about this handwriting the card thing I said basically I said when she opens up the card it says brownies beat handwriting everyday of the week. I said something like that, right and let me tell you she called me up and she said, "Those things are phenomenal." "Now I see how I can use this thing in my business."

So sometimes one thing that I have found with this particular business is you don't want to talk about it. You want to show it, so that's why we're basically telling people that they really need to go in and we can talk about this until we're blue in the face, but until you actually go into the system and send the card that's when the light bulb is going to go off and you're really going to realize how powerful this thing is. So again, what was that website again that we have that free account set up for people? Is it <http://williecrawford.com/greetingcards/> , right?

Willie Crawford: Yes, <http://williecrawford.com/greetingcards/> and it's lowercase.

Jack Bastide: I've been getting the statistics from the company and the thing is getting hit like crazy man, so this is probably this week is you know the busiest week of the whole year you know.

Willie Crawford: Yeah, I have no doubt that it would be, yeah.

Jack Bastide: Because there are a lot of procrastinators out there who haven't sent their cards yet.

Willie Crawford: Now besides sending those holiday cards what are some of the other uses for the system? How can a business owner for example, use this? We touched on that earlier, but.

Jack Bastide: I mean there are so many uses for this system, but first of all I'll tell you some of the things I do with it. So whenever I meet somebody I try and get their birthday okay and it's very easy. I just say hey... What I do to them is say hey, this may sound crazy, but I like to send birthday cards to people. Would you mind if I put you on my birthday card list? And I've never had anybody tell me no, so I built a birthday card list and I send out birthday cards and what is nice about the system is the system will actually pop up and remind you to send birthday cards, so I don't even have to think about it as long as I get their birthday.

And let me tell you a funny story here now. I actually have a guy that I showed SendOutCards four years ago. Okay this is like when I first got involved with this system. I showed him the system. He thought it was cool, but for whatever reason he didn't become a customer. He didn't join. It just whatever, it fell through the cracks. Well for the last four years I've been sending him two cards a year. I send him a birthday card and I send him a Christmas card. I've been doing that for the last four years. I haven't spoken to him on the phone or anything, but just been sending him cards. So he called me like two days ago and says, "I want to sign up with send out cards." "Do you remember me?" And I really had to think because I hadn't spoken to the guy in four years, but when I actually went into my contact manager I remembered who he was because I took some notes.

So anyway, long story short, he says, "You know you've been sending me these cards for four years and I feel like you're part of the family." You know he says I've seen your dogs because every year I send my dogs and stuff on the card. "I've seen your dogs." And what happened was in this particular case he was at a family reunion and they were talking about how they hadn't seen each other in awhile whatever and they wished they could stay in touch more and then when he got

home that night my birthday card he got it, so then he immediately says, “You know I’ve been meaning to call this guy for like two years.” “Let me call him now.” And he picked up the phone and called me and he is actually going to be not only using the system, but he’s also signing up to actually work the business because he sees how powerful it is.

Willie Crawford: That is so very powerful. You know I was just reminded though of... we have this contact database online that lets you plug in so much data and I was reminded there is a guy out there named Harvey MacKay who owns an envelope company. He wrote the book *Swim with the Sharks Without Being Eaten Alive* and *Beware of the Naked Man Who Offers You the Shirt off His Back*. That’s two of the books that he wrote that I read and sent him feedback on, and he sends me free copies of all of his books from the on. But he teaches his envelope salespeople and this is the most boring product in the world... you know you go to a big factory or company and say let me show you some envelopes, and he teaches them to build dossiers on their customers. You know what are their kid’s names? What are their pet’s names? You know what school do they go to? All of that stuff. You can actually put a lot of that stuff into your contact manager within SendOutCards can’t you?

Jack Bastide: Absolutely and I mean and what you just said I know I have a guy... I know a guy actually, a friend of mine who uses SendOutCards. He is a lawyer and basically what he does is he sends birthday cards to the children of his clients okay and what happens is they’ll... The kid will get the thing and say, “Who is this guy Glenn?” And then what happens is the parents will call him thanking him and then when they got him on the phone they say, oh by the way, my brother-in-law slipped and fell or needs an attorney or whatever, so he says he has got so much business and he uses the whole send out to give philosophy as well. So he doesn’t like send a card and say, “Hey, Do you need a lawyer?” He just sends a birthday card to the kid you know and what that accomplishes is it’s the whole top of mind awareness thing. It keeps you in their mind.

You know they did a study. I read about it on the Internet. They did a study where they actually interviewed a hundred people right after they had done business with a realtor, either buying a house or selling a house and basically what they asked

them was you know, “Were you happy with your realtor?” And, “Would you do business with them again?” Would you refer business to them and stuff like that and all of them... I mean 95% of them said, “Yeah, everything was great.” “I would absolutely do business with them again and refer business to them.” Then what they did was I think... I don’t know if it was a year later or it might have been 18 months later, whatever it was. Let’s say it was a year later. They called the same hundred people a year later and they asked them so what was the name of your realtor you know like...

Willie Crawford: They didn’t remember.

Jack Bastide: None of them remembered you know and it’s just so funny that people just don’t stay in touch and if they did they would really increase their business. I’ll give you another personal example of something like this where about three years ago I bought a couple of cars. We bought two Jeeps. I bought a Grand Cherokee for me and a Jeep Liberty for my wife. Now the guy that gave... The guy that basically sold me my Grand Cherokee he handed me his business card. That’s the last I ever heard from him. I don’t know where his business card is, don’t remember his name, don’t remember the name of the dealership. I don’t remember anything about him. He was a nice guy I think, but I just don’t remember him.

Willie Crawford: Dan Kennedy calls that dumb marketing.

Jack Bastide: Yeah. I mean that’s crazy. And then now the other one... On the other hand the one that sold the Jeep Liberty to my wife her name is Martha and she works at Courtesy Jeep in Tampa. I haven’t seen her in three years. Okay, I haven’t spoken on the phone, but she sends me birthday cards. She sends us Christmas cards. She even sent us you know one after we bought the car she sent us a congratulations on the one year anniversary of your car card. Now if somebody would come to me and say, “Hey you know you got these two Jeeps in your driveway.” “I’m looking for a Jeep.” “Who can you recommend to get a Jeep from?” Who am I going to recommend, some guy that I don’t even remember his name or Martha who sends me cards all the time? And what does it cost her? I mean a couple of bucks a year to send some cards out and it could be you know a

few thousand in commission for her because people like I said they buy cars every few years, but they also will refer neighbors and stuff, so everybody should be doing this.

Willie Crawford: You touched on that feature earlier. We call that... We can set up card campaigns, which is like an auto responder and so I could have a card set to go out every week... I'm sorry, every year even on a person's birthday and without even thinking about it I can automatically send them a birthday card. I could also send out, if I were a dentist, send out a reminder once every three to six months, you know time to come in for a cleaning or whatever and the system is so powerful because you can automate so many features of it and not have to remember it. That's the big thing too is the reason that if you're a business owner the reason so many business owners are struggling is because we forget to follow up and if you have to do it manually it's just too hard, but if you can set the system to once every month, once every three months send you a reminder, or automatically contact that customer, and just say hi and you can set it and forget it.

I don't know if your business is yard maintenance or house maintenance, you send a reminder - time to change the filters, time to do this, time to do that, you know time to weatherize the house. All that can be automated just by setting up card campaigns. This is a very powerful system.

Jack Bastide: Absolutely, I mean right now okay especially in this economy that we're in you got to do something to stand out. Okay, let's say there are tons and tons of realtors and they basically all offer the same services. Tons and tons of insurance people, they basically all do the same thing you know and it doesn't matter what the economy is like there is always going to be people that are making money.

Okay in the Great Depression there were millionaires that were made in the Great Depression. You know so the bottom line is what you need to do is adjust to what is going on out there and one thing you need to do in this economy is make yourself stand out and referral marketing is the most powerful marketing there is. It's always easier to deal with somebody that's a referral. You know like let's say I'm... I like to use realtors as an example a lot because a lot of realtors do use this

system. You know like generally if I'm going to buy a house and I may shop around. I may pick up one of these real estate magazines and see all the realtors and I may call one or two of them or whatever, but what if you could be the realtor for them? You know when somebody is going to sell a house you know the first thing they're going to think about, well I'm going to call Joe because Joe sends me cards all the time and he is the guy that sold me the house five years ago you know and the perfect example of that speaking of Joe is Joe Gerard.

Willie Crawford: Yes, yes, absolutely.

Jack Bastide: Yeah, I mean this guy he wrote a book. He was actually in the *Guinness Book of World Records*.

Willie Crawford: For car sales.

Jack Bastide: Yeah, car salesman. Twelve years in a row he was the top auto salesman in the world. Okay, he sold more cars than anybody and what he likes... would say in his book is he didn't sell the cars. He basically took orders. Okay, he was just taking orders and the way he did that was you know normally when you go to a car dealership you walk in and they all jump on you and try to sell you something. He didn't have to do that. He was basically in his office. He had an office in the back and people would actually come to the dealership asking for him by name. "Hey I want to buy a car." "Where is Joe?" And the major... one of the major techniques that he did was greeting cards. He would send out greeting cards, tons and tons of greeting cards. Now they didn't have a system like this years ago, so he actually had to hire a couple assistants that did all this stuff and he was probably spending three, four bucks a card, but it was still very profitable because it brought him tons and tons of business, so that's just a perfect example of if you do something different. If you stand out I don't care if it's the Great Depression you can make money if you think outside the box.

Willie Crawford: We're down to about 15 minutes to go in the show. One of the things I wanted to touch on is the fact that we're talking about SendOutCards and if you go to <http://williecrawford.com/greetingcards/> you can actually send out a few cards at my expense to actually test the system out. I want you do that, but

we'll also... Let's talk about the fact that they could also make money because SendOutCards has an affiliate program. I'm an affiliate.

Jack Bastide: Absolutely, very lucrative affiliate program. It's a lot more than an affiliate program, so basically the way it works you can sign up as what we call an entrepreneur and what an entrepreneur can do is can make money several ways. First of all they can sign up retail accounts and as we spoke about earlier the retail price on a... It's like a 52% markup between wholesale and retail, so they can sign up retail accounts who basically use the system and they'll make that 52% markup and it's basically residual income. I mean I have customers that I signed up five years ago that are still using the system. I don't have to keep selling them stuff. They've been using the system for five years and they'll be using it five years from now, so that's one way to make money with it is to sign up retail accounts and make that wholesale to retail difference.

Willie Crawford: So every time the minister next door who signed up sends out a greeting card I'm going to make the difference between the retail and the wholesale costs.

Jack Bastide: Yeah and it's like... I mean it's like 36 cents a card, which doesn't sound like a lot, but if you get a bunch of customers that are sending lots of cards that can really, really add up you know and it's residual. I mean people will basically use this thing for years and the reason why they'll do that is because it's economical and it makes sense. I mean you're not asking them to...

Willie Crawford: And it's convenient.

Jack Bastide: You know you're giving them a system that makes it a lot easier to send cards and it's a lot cheaper than they can could go to the store for, so they're going to use it for you know once you get them on the system and the cool part about it is you just got to sign them up once as a customer. You don't have to do anything after that. They basically use the system and because you referred them you'll get paid over and over again, so that's one way is to sign up these retail accounts.

Now the second way is you can actually sign up wholesale accounts, so let's say a business owner is going to send a lot of cards and especially if they're going to send gifts as well they'd want to do wholesale because they'd get the wholesale price on the cards and gifts, so they could buy a wholesale license to use the system. Basically what they get with that, they get a hundred greeting cards. Okay, they get Picture Plus. That's normally a \$99 option to get Picture Plus, but they get that with the wholesale account. They get that thrown in. They also get their handwriting fonts and signature scanned into the system, so they can actually send cards in their own handwriting and they get the wholesale price on the cards. The way it basically works is we do everything on what we call points. They're like credits in the system and you buy these credits and points. The retail price on the point is 49 cents and it's two points per card, so that's why we quoted you two cards... two times 49 cents about 98 cents per card, but the wholesale price goes down to 31 cents a point, so two times 31 is 62, so you can sign up wholesale accounts that are using the system.

And basically to be a wholesale account it's about 300 bucks, 298 bucks and they get a hundred greeting cards with that, so if you went to a store and bought a hundred greeting cards you'd spend 300 bucks anyway, plus they're giving you the Picture Plus, which is normally 99. They're giving you the handwriting fonts, which is normally 49 and they're giving you the wholesale price, so what somebody would have to determine is how many cards are they going to be sending. If it's a business and they're going to be sending a decent amount of cards they'd want to do wholesale. If they're only going to send a few cards they'll probably want to do retail.

Now whenever you sign up a wholesale account you make \$120 immediately plus you make residuals on all the cards they send and this is for life. I mean once you get them in the system it pays over and over again. Like I said I have customers that have been... I've been involved with this company for five years and I get paid from people that have been using this thing for five years. Now the other thing you can do as an entrepreneur is actually build a sales organization and that's what I spend a lot of time focusing on. I mean I have a lot of customers, but I really like to leverage my efforts by building a sales organization, so what I do is I look for entrepreneurs, people that want to earn some extra money from home or

whatever. You know stay-at-home moms or business owners or whatever, whoever wants to make some extra money and let me tell you. In this economy it's not hard to find people who want to make extra money you know. They're all over the place you know.

So what I do is I look for people and we train people how to find... You know how to find leads and people that want to make money from home. So what I do is I sign up people that want to make some money from home and we train them how to work the business and when you do that you make overrides on your whole sales team and all their customers and to give you an idea of why I focus on that and how powerful that is I have a guy on my team that went out and got this big account for like \$5,000 worth of greeting cards. He went out and got this you know really big account. Now I never would have got that account myself. It was just not anywhere in my area. I'm here in Florida and this was up Northeast somewhere, but because he is on my sales team I make a nice override on that. Now I didn't even find this guy. I found somebody who found somebody who found him, so it does pay down. It's like a you know it pays down a few levels. It's like a multi-tiered affiliate program, because he is on my sales team I make an override on that, so that's why I focus on building a sales team.

That being said I get customers all day long. So what I basically do is I show the system and then I ask people a very simple question. Do you want to use this for your personal use or do you want to not only use it, but make a little extra money as well? And I let them just tell me what they want to do. I don't try to push anybody either way. I just kind of put it in front of them and ask them what they want to do and that's basically it. It's just a matter of showing the system and we even have an automated way to show the system. We actually...

Willie Crawford: I've used that numerous times this week where I've just basically given people a webpage. Well actually <http://williecrawford.com/greetingcards/> let's people go into the system and test it out, but you're talking of showing the whole system.

Jack Bastide: No, I'm talking about just what you're doing with Willie... with that website there, so basically I mean there is a couple of ways you can show

the system. One way is you could get them on the phone and walk them through the system, but if you really want to automate it you know we also give you this automated system where you could actually just have people go there and send the card on their own and actually that's what Willie has been using this week and getting a lot of people and again, if you want to see the system and actually try it just go to <http://williecrawford.com/greetingcards/> and you'll be able to see the system, but you'll also be able to see what you'll be able to do because this system... If you want... If you decide you want to work this as a business this whole automated walkthrough thing will be available to you as well, so.

Willie Crawford: Excellent, excellent. Now and we're down to seven minutes to go in the show. We've covered a lot of the things that I wanted to cover already, but I did want to encourage people who are in the chat room or on the phone lines if they had questions to chime in. If you're on the phone I think you need to hit like star two to raise your hand. In the chat room you just type in your questions and we got a lot of excellent ones earlier in the show.

Now one of the things that I like though is we talked about the fact that this is a company that also lets you start your own business if you want to. Now if you don't want to start your own business going to <http://williecrawford.com/greetingcards/> let's you test drive the system and later on if you want to decide... want to use the system you're free to do that and then again you can send cards for less than a dollar each. They're inexpensive. It's easy. If you want to know more about the business side of it... Why don't you share with them if you have time your personal story you know? I know you were able to pull yourself out of a pretty big financial mess using SendOutCards.

Jack Bastide: Yeah, yeah, yeah, absolutely. What happened with me I was a computer programmer in New York - you know as you can tell by my accent. I wasn't born here in Florida and I was doing well. I was making a six-figure income, but in 2002 I got laid off and basically all because of outsourcing okay. Couldn't find another job, basically I couldn't even find a job for half of what I was making, so basically we just got out of New York. We sold everything and just moved down to Florida, and kind of came down here on a wing and a prayer. I really didn't know what I was going to do down here, but I knew it was cheaper to

live down here and I knew if I stayed in New York I'd go broke, so we basically sold everything in New York and moved down here.

When I got down here I tried several things. I bought a business card printing franchise for about \$15,000 and it didn't work out because you can basically go online and get business cards for like next to nothing, so that was very competitive. I couldn't make money with that. So now I'm here in Florida with no job, no business, money going out really quick and not knowing what the heck I'm going to do. So then a friend of mine showed me this greeting card business and I got involved and I didn't take it seriously. You know I had owned some other businesses in the past and because this business is such a low investment... I mean you could get... There is a couple ways you can get involved, but I mean the most money you would spend for this business is 300 bucks and change and that investment...

Willie Crawford: It didn't seem like a real business to you.

Jack Bastide: Yeah, it didn't. I didn't take it seriously. I mean I had a grocery store that I spend over a \$125,000 on, and I had a couple of distribution routes. I had an orange juice route, potato chip route. I was used to spending you know tens of thousands if not over a hundred thousand dollars on a business, so a little business for you know 300 bucks and change, 398 I just didn't take it seriously.

So I got involved. This was in Sept 2004 and I worked it for a couple of months and then just basically got distracted and I went in and started getting into rental properties. I bought a bunch of rental properties and trying to do that whole flip that house thing like you see on TV and let me tell you man. I didn't know what I was doing and I basically lost my shirt. I made every mistake you could make, but here was the interesting part. For that year and a half when I was buying all these stupid houses not knowing what I was doing the greeting card company SendOutCards... they kept sending me checks because I had shown it to some people in the beginning and they were using it and telling others about it. They were sending me money. Now it wasn't a lot of money. It was a few hundred bucks a month, but I wasn't doing anything.

You know so finally when I got rid of all the rental properties I'm like okay what am I going to do now? I really didn't know what I was going to do and my wife was the one that said, "Well what about this greeting card thing?" "You know they keep sending you money and you're not doing anything." "Why don't you do that?" So I started focusing on this business.

This was in April of 2006 and by August of that year, less than six months later I was making a full-time income with it, haven't looked back since. It's been great and basically my only regret is I wasted a year and a half with that stupid real estate, but you know sometimes you got to try different stuff you know and see what's out there. But yeah, it's been great and I've been doing it for like five years now of which a year and a half I didn't do it, but still I make a full-time income with it and it all started with an investment of a few hundred bucks, so.

Willie Crawford: And it's selling a product that everybody... I mean even grade school students send greeting cards, so it's not a product that you have to... The thing I watch is I'm a coach for Internet marketers and I watch people go out and find products and try to sell them and struggle and struggle and struggle and the reason that many of them don't make a lot of money is they're selling something that nobody wants, but people are already buying greeting cards.

That's the huge thing to me is I stepped back and I said you know this is something that people have been buying since the invention of the greeting card, which is what? It's over a hundred years old. People have been buying greeting cards and they will continue to buy them and these are cheaper than at Walmart you know, so there's no competition and they don't have to leave their home to get them, and if you went to Walmart you might have I don't know two or three hundred cards to choose from if you go near Mother's Day or whatever, but here you got like 15,000 cards to choose from you know, and you can create your own.

Jack Bastide: Yeah, if you don't like any of those 15,000 cards well, make your own.

Willie Crawford: It's huge. It's huge, but we are down to like two minutes to go in the show and what I want to do is I want to remind people that they can go to

<http://williecrawford.com/greetingcards/> to actually test drive the system if they'd like to. We already covered other ways they can get involved, if they wanted to start their own business for example, right?

Jack Bastide: Yeah, yeah. The main thing I want...

Willie Crawford: Want to add anything there?

Jack Bastide: The main thing I wanted to... The main point I wanted to make is okay, so there are a couple things you could do. If you want to just use this for personal use that's great. You can be a customer and you'll save money and you'll save time.

If you want to use it a little bit more. Let's say you're a business owner and you want to use it well, then you can become a wholesale customer and save more money.

Now if you're interested in actually earning an additional income stream that's a possibility as well and the cool part is we'll work with you. Willie and I will work with you. We're not going to... Because the way it's structured the more money that you make the more money we make, so we're not just going to sign you up and say hey good luck, you're on your own. You're basically going to get coaching and training from us at no charge okay, for the life of your business.

Now where do you get coaching and training for free? Nowhere. I mean you can buy high end coaching programs for thousands of dollars and maybe they'll coach you for a few weeks and then they're gone. This is unlimited support and training, so for about three hundred and change, about four hundred bucks you're getting a business. You're getting unlimited support and training. You're getting a great tool. You're getting a hundred greeting cards and a lot of stuff, so just a good deal.

Willie Crawford: Okay and we are running out of time. What I want to do is to go ahead and wrap up the show though. One question I did get at the very last minute was, "Does this apply overseas?" And my answer is if you're overseas you can still send cards and if you send them... There are different printing locations.

Jack Bastide: Yeah, the way it basically works is you can send a card to anywhere in the world. Okay, it doesn't matter where you are and where you're sending a card to, so you could be in Morocco sending a card to Egypt or in Australia sending a card to France. It doesn't matter. That's as far as a customer.

As far as building a business we're open in several countries and we're adding more as we go. Right now we're open in the United States and Canada. We're open in the UK and Australia. We've actually got a printing, you know a printing location in Australia, so if you're in Australia you can actually send cards and they'll be actually printed in Australia.

Willie Crawford: Which means you're going to pay the Aussie postage right too if you mail them in Australia.

Jack Bastide: Correct and we're also open in Singapore I believe and Ireland, so those are the countries that we're open in as far as being a distributor, but as far as being a customer it doesn't matter where you are or where you're sending cards to. We're everywhere, so.

Willie Crawford: Okay, I do want to go ahead and wrap it up because the live broadcast over the internet has ended. What I want to do is I want to encourage people listening to the recording or people listening on the phone to go ahead and test drive the system. I gave you the site, <http://williecrawford.com/greetingcards/>

Go ahead and test drive the system and for those of you interested in making money, telling other people about the system... Again, we pointed out that what you basically earn is a commission or an override that is the difference between the retail and the wholesale price of the cards, and you can also earn money by building a team. If you have questions about either of those feel free to contact me directly. My phone number is actually on the site, but you can also contact me via email, [willie.crawford@gmail.com](mailto:willie.crawford@gmail.com) I do return phone calls. I do return email and Jack and I are very committed to working with you because the thing I've watched so many people struggle with is they've joined companies where they were

basically on their own. It's like welcome aboard and then nobody works with you. We make money when you make money, so we will work with you to make you successful. We'll teach you what's working for us and we'll continue working with you forever basically.

Jack Bastide: I do want to add another thing that's an additional benefit of this that we have to stress. I know that if somebody wanted to hire Willie Crawford to coach them that would cost a lot of money. You know, and in this case you're getting unlimited support and training from both of us, basically for nothing as long as you're actively working the business and you want to make this thing work. We will train you. We will support you. We will show you exactly how to work the business and like I said earlier that's something that you can't get anywhere. I mean there are coaching programs out there that will charge thousands of dollars a month and you won't get as much personal coaching as you will with this thing for a few hundred bucks including the business, so I mean and you really can't beat it you know.

Willie Crawford: Absolutely and with that I do want to go ahead and wrap up the show. I want to thank everyone for joining us. If you have any questions do feel free to contact me. I would love to work with you. I would love to help you to build a successful business or to become a regular sender of cards, sending out cards and warming people's hearts. You know when you show them you care and you remembered special events in their lives. Thank you Jack.

Jack Bastide: Thank you Willie.

Willie Crawford: Bye.

Test Drive Send Out Cards at: <http://WillieCrawford.com/greetingcards/>

You can also read about the entire business opportunity at:  
<https://www.sendoutcards.com/74275>