

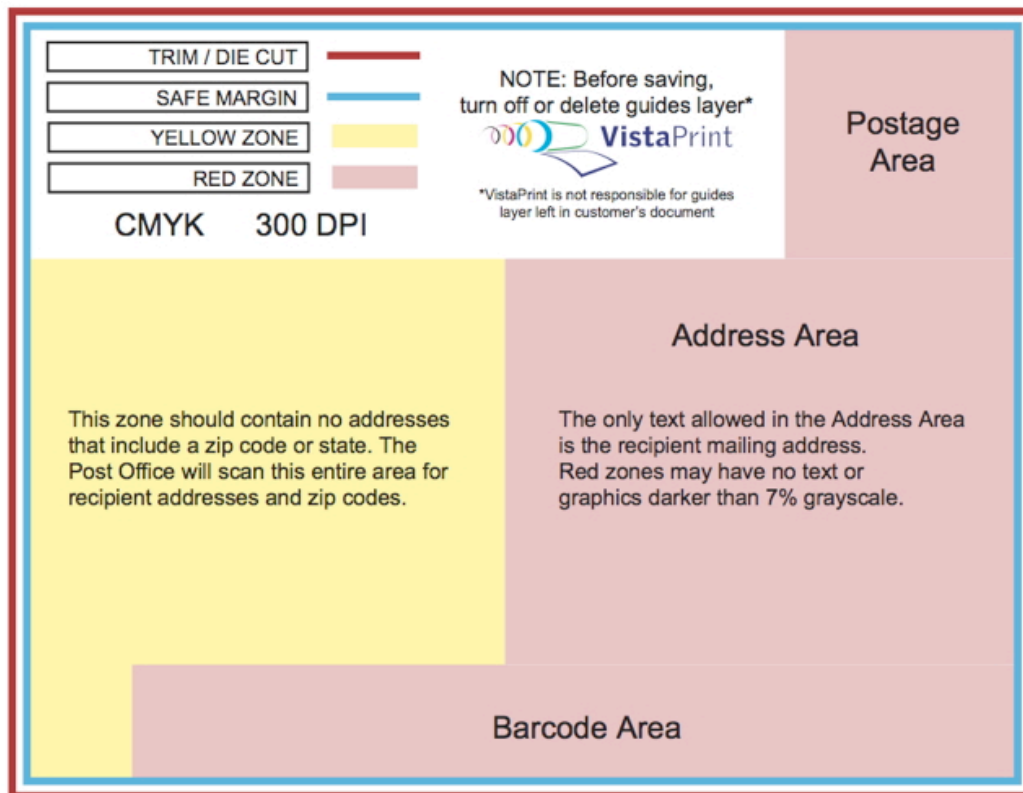
SMFA Postcard Resources

Please see page 264 (the chapter on **Self-Promotion**) in the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for the *how* on using these postcard resources to get the word out about whatever you've got brewing.

<http://theactorsenterprise.org/design> — sample postcard designs from The Actors' Enterprise
<http://bizparentz.org/postcardmarketing.html> — postcard tips from BizParentz
<https://www.usps.com/ship/custom-mail-stamps.htm> — postcard services from the US Postal Service

Wanna design your own postcard for free? Canva has lovely templates that can be customized for your actor logo (your headshot) to be included: <https://www.canva.com/templates/postcards>

Finally, check out VistaPrint's guide to "postal safe zones" for printing things on your postcard, as you design one. Be sure you're not putting things like your contact info, agency name, or key promo goodies in places that will get stickered up or run over by postal markings.



Happy promoting!

For updates to this doc, quarterly phone calls, convos at our ninja message boards, and other support, visit smfa4.com.

Bonnie Gillespie