Grow That Local

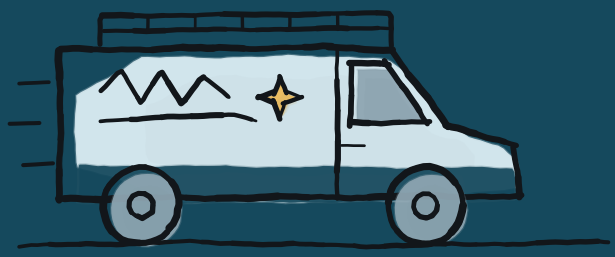
a free guide

25 neighborhood postcards for painters

Twenty-five ready card ideas for painters: the street after a job, inside and outside seasons, sun and weather wear, new owners, past customers, proof and offers.

For painting business owners planning a mailing.

- 9 short sections in 4 parts
- 28 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this pack works 3

Part 1 **Before you mail** 3

1 Every Door Direct Mail, in plain words 3
2 What makes a card get read 4

Part 2 **Cards for the street** 6

3 You just finished a job nearby (cards 1 to 4) 6
4 Season reminders (cards 5 to 8) 8
5 After weather wear (cards 9 to 11) 10

Part 3 **Cards for people you pick** 12

6 New homeowners (cards 12 to 14) 12
7 Win back past customers (cards 15 to 18) 14

Part 4 **Cards that make the call easy** 17

8 Reviews and proof (cards 19 to 21) 17
9 Offers (cards 22 to 25) 18

Your first 24 hours, in one list 22

Where to go next 23

If you'd rather hand it off 24

Sources 25

GTL estimates 25

Before you start

When the crew leaves, the neighbors are still looking at the result. Homes in the same subdivision were often painted by the builder at the same time, so many of them are fading together. A postcard to the homes around a finished job turns that look into calls.

This pack gives you 25 card ideas, grouped by what you want the card to do. Each card has four lines:

- **Headline:** the biggest words on the front.
- **Body:** two or three short lines under it.
- **Call:** what to do, with your number.
- **Photo:** what picture to use.

These are ideas to copy and change, not cards with results behind them. Fill in the brackets: [business], [your name], [phone], [street], [neighborhood], [town], [color name], [day], [month], [date], [year] and [number]. Print only what's true for you. If a card says lead-safe certified, a one-year look or a free color visit, print it only if it's so.

Two rules we kept while writing it:

- Every number and rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every card and example is made up to show the idea. None of the names, numbers or results are real businesses.

Some cards ask people to text a photo. When someone texts you from a card, answer their question. Before you add them to any marketing texts later, read our free guide Texting Customers Without Breaking the Rules.



Part 1

Before you mail

1 Every Door Direct Mail, in plain words

The idea. Every Door Direct Mail (EDDM) is the post office's way to mail a card to every address on the mail routes you pick, without buying a list. You don't need names or addresses. Each card is addressed to "Postal Customer." Here's what the USPS page says today (USPS, Every Door Direct Mail, usps.com):

- **Who it's for.** EDDM Retail is the version for small businesses. You need a free USPS.com account and no special mailing permit.
- **How many.** At least 200 and up to 5,000 cards per day per ZIP Code.

- **What it costs.** Postage is currently $0.26 a card for EDDM Retail (USPS, usps.com). Printing is extra.
- **How you pick.** In the EDDM Online Tool, search an address or ZIP Code, then open the route table. You can filter routes by residential count, age, household size and income, from Census data.
- **Size.** Not every card size qualifies. Check yours with the Mailpiece Size Checker in the tool before you print.
- **Drop-off.** Bundle the cards in stacks of 50 to 100, put a facing slip on each bundle, and bring them to the post office with PS Form 3587.
- **People who opt out.** The facing slip has a "Do Not Deliver Address" column. If a homeowner asks you to stop mailing them, list their address there.

EDDM mails whole routes, not a circle on a map. That fits job-nearby, season, weather, proof and offer cards. New homeowner cards and past-customer cards go to people you choose, so they need addresses and a stamp, or a printer's addressed mailing service.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Mailing the same streets more than once, right after jobs nearby, does better.

Example (sample numbers). A made-up painter finishes an exterior in a subdivision built in 2009. The subdivision fills one mail route with 710 homes. Postage at $0.26 a card comes to $185, plus printing. They mail the same route again in early spring with a season card.

Do it in 24 hours

- [ ] Make a free USPS.com account and open the EDDM Online Tool.
- [ ] Search the address of your last finished exterior and open the route table.
- [ ] Write down the residential count for that route and the one next to it.
- [ ] Ask a local printer for an EDDM-size card quote, and check the size in the Mailpiece Size Checker.

2 What makes a card get read

The idea. A postcard gets a few seconds between the mailbox and the trash can. GTL estimate: in that time, a homeowner reads the headline, glances at the photo and maybe sees the number. For a painter, the photo does more of the work than for any other trade. So build the card around a before-and-after.

- **The headline is about them.** Their street, their house, their fading trim. "We just painted a home on [street]" beats "[business]: Quality Painting Since 2005."
- **One offer.** A free estimate this week, or a color visit, or a money-off deal. Not all three.
- **The phone number, big.** As big as your business name, on both sides of the card.
- **A matched before-and-after.** Same spot, same angle, same light, house number out of frame. Not a stock photo of a paint roller.
- **A reason to call now.** Exterior dates filling, winter interior dates open, a date to book by.

- **Who you are.** Your name and "Painting," plus "Interior and exterior" or "Cabinets" if that's what you want more of.

Leave off the list of every surface you paint, slogans, social icons and small print.

Example. A made-up painter's old card said "[business] Painting: Interior, Exterior, Cabinets, Decks, Drywall, Power Washing" over a clip-art paintbrush. The new card says "We just painted a home on [street]. Here's the before and after," shows the matched photos, and has the number as big as the headline.

Do it in 24 hours

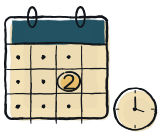
- [ ] Pick one card from this pack and write your version in under 30 words on the front.
- [ ] Make the phone number at least as big as your business name.
- [ ] On your next job, take the before photo from a marked spot, so the after can match it.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 2

Cards for the street

3 You just finished a job nearby (cards 1 to 4)

When to use it. In the week after you finish an exterior, to the routes around it. Mail every door.

The idea. Neighbors watched the job for days. Many of their homes were painted at the same time and are fading the same way. Exterior paint lasts about 7 to 10 years (InterNACHI life expectancy chart, nachi.org), so in a subdivision of the same age, one fresh house makes the rest look tired.

If the route is full of homes built before 1978, read section 6 before you mail.

Example cards (made up).

Card 1. Headline:
"We just painted a home on [street]. Here's the before and after."

Body:
"Thinking about yours? Free estimate, usually this week."

Call:
"Call or text [phone]."

Photo:
A matched before-and-after from the same spot, house number hidden.

Card 2. Headline:
"The neighbors asked about the color. It's [color name]."

Body:
"We painted a home on [street] in [color name] with white trim. Want to see it on your house? We'll bring samples to paint on your wall."

Call:
"[phone]"

Photo:
A close-up of the siding color with its name label beside it.

Card 3. Headline:
"Homes in [neighborhood] were painted by the builder around [year]."

Body:
"Exterior paint lasts about 7 to 10 years (InterNACHI). If yours is fading or peeling, we just finished one down the street."

Call:
"Free estimate: [phone]."

Photo:
Peeling trim next to fresh trim on the house you just painted.

Card 4. Headline:
"We replaced the soft trim on [street] before we painted."

Body:
"Prep is where a paint job lasts or fails: scraping, caulking and replacing rotted wood. Ask us what yours needs."

Call:
"Call or text [phone]."

Photo:
A new trim board being primed next to the rotted piece it replaced.

Do it in 24 hours

- [ ] Pick your last three finished exteriors.
- [ ] Find their routes in the EDDM tool.
- [ ] Ask each homeowner if you can use the before-and-after on a card, house number hidden.

4 Season reminders (cards 5 to 8)

When to use it. Late winter for spring exteriors, early fall for interiors and holiday rooms, and January for cabinets. Mail every door on the routes around last year's jobs.

The idea. Market inside when it's cold and outside before it warms up. A season card books the work a few weeks before people start calling around, so your calendar fills in order instead of all at once.

Example cards (made up).

Card 5. Headline:
"Book your spring exterior now."

Body:
"Exterior dates fill once the weather warms. Get a free estimate in [month] and a start date that's yours."

Call:
"Call or text [phone]."

Photo:
Your crew on ladders on a clear day.

Card 6. Headline:
"Cold outside? Good time to paint inside."

Body:
"Winter is our time for rooms, halls and trim. Book by [date] for a [month] start."

Call:
"[phone]"

Photo:
A freshly painted room with drop cloths folded in the corner.

Card 7. Headline:
"Guest-ready rooms before the holidays."

Body:
"Book interiors by [date] and we'll be done and cleaned up before your guests arrive."

Call:
"Call or text [phone]."

Photo:
A fresh dining room wall behind a set table.

Card 8. Headline:
"A new-looking kitchen, without a remodel."

Body:
"Cabinet painting takes [number] days, and you keep using the kitchen most of that time. Winter dates open now."

Call:
"Free estimate: [phone]."

Photo:
Matched before-and-after of the same kitchen cabinets.

Do it in 24 hours

- [ ] Write your three season dates: spring exteriors, fall interiors, winter cabinets.
- [ ] Count back four to six weeks from each and put "mail season card" in your calendar.
- [ ] Draft the next season's card today.

5 After weather wear (cards 9 to 11)

When to use it. After a long wet spring, a hard summer of sun, or a winter of freeze and thaw. Mail every door on routes with older paint.

The idea. Weather leaves marks homeowners notice once you point to them: a gray fence, a faded front door, cracked caulk at a window. The card names the mark and says what you'll do.

Example cards (made up).

Card 9. Headline:
"Fences and decks after a wet spring. Stain dates open now."

Body:
"Once the wood dries out, it's ready for stain. Book by [date] and we'll do it on the first dry week."

Call:
"Call or text [phone]."

Photo:
A gray fence half stained, half bare.

Card 10. Headline:
"Sun-faded front door after this summer?"

Body:
"The sides that face the afternoon sun fade first. A front door and shutters is often a one-day job."

Call:
"Text a photo to [phone] for a price."

Photo:
A faded front door next to the same door freshly painted.

Card 11. Headline:
"Cracked caulk after the winter?"

Body:
"Freeze and thaw open gaps around windows and trim. We'll check yours and fix it before water gets behind the paint."

Call:
"[phone]"

Photo:
Cracked caulk at a window corner, close up.

Do it in 24 hours (after the season)

- [ ] Walk one route near a past job and note what the weather did: fences, doors, caulk.
- [ ] Pick the card that matches what you saw.
- [ ] Take your own photo of that wear on a past customer's home, with their OK.



Part 3

Cards for people you pick

6 New homeowners (cards 12 to 14)

When to use it. In the first weeks after a home sells. These go to named addresses, not every door.

The idea. New owners want their own colors, and empty rooms are the fastest to paint. GTL estimate: the first three months are the best time to reach them. Find recent sales in your county's property records, or buy a new-mover list from a mailing list company, and mail with a stamp.

One rule for older homes. EPA says firms cannot advertise or do renovation work covered by its lead rule in pre-1978 homes without firm certification (EPA, Renovation, Repair and Painting Program, epa.gov). Mail card 14, or any card to routes full of pre-1978 homes, only if your firm is certified.

Example cards (made up).

Card 12. Headline:
"New home? Make it your color before the furniture goes in."

Body:
"Empty rooms paint fastest. Book by [date] and we'll be done before move-in day."

Call:
"Call or text [phone]."

Photo:
An empty room with one wall freshly painted.

Card 13. Headline:
"Welcome to [neighborhood]. Need the HOA's color list?"

Body:
"We've painted here before and know the approved colors and the request form. We'll help you pick one that passes."

Call:
"[phone]"

Photo:
A color fan deck open next to an HOA letter.

Card 14. Headline:
"Built before 1978? Ask about lead-safe painting."

Body:
"Older homes may have lead paint under the newer coats. Our firm is EPA lead-safe certified, and we contain the dust from start to finish."

Call:
"Call or text [phone]."

Photo:
Your crew laying plastic sheeting under a window before scraping.

Do it in 24 hours

- [ ] Search your county property records or assessor site for recent sales near your past jobs.
- [ ] Note which of those homes were built before 1978.
- [ ] Pick one card and print a first batch of 50 to mail with stamps.

7 Win back past customers (cards 15 to 18)

When to use it. Once or twice a year, to your own customer list, using the year of the job. These go to named addresses.

The idea. Your best calendar is paint age. You know the year you painted and the colors you used. A card with either one on it reminds them you kept track, and that you'll match it.

Example cards (made up).

Card 15. Headline:
"We painted your house in [year]."

Body:
"That's [number] years ago. Exterior paint lasts about 7 to 10 years (InterNACHI). Want a free check of the trim and caulk?"

Call:
"Call [your name] at [phone]."

Photo:
Their own house, from your job file, on the day you finished.

Card 16. Headline:
"Your colors are on file."

Body:
"We kept the exact colors from your [year] job. A touch-up, a new room or a matching fence, we'll match it."

Call:
"Text [phone]."

Photo:
A labeled paint can with their color name on it.

Card 17. Headline:
"Still thinking about the cabinets?"

Body:
"We gave you a price in [month]. It's on file, and winter dates are open."

Call:
"Call or text [phone]."

Photo:
A matched cabinet before-and-after from another kitchen.

Card 18. Headline:
"Your one-year look is due."

Body:
"We stop by a year after every job to check scuffs, nail pops and caulk. Pick a day that suits you."

Call:
"[phone]"

Photo:
A painter checking a window corner with a small brush in hand.

Do it in 24 hours

- [ ] Export every customer with an address, the job, the year and the colors.
- [ ] Pull exteriors 6 or more years old, and open cabinet quotes.
- [ ] Pick one group and one card, and mail the first 25.



Part 4

Cards that make the call easy

8 Reviews and proof (cards 19 to 21)

When to use it. Mixed in with your other mailings to the same routes, so the second or third card they see has proof on it.

The idea. A homeowner letting a crew inside wants to know the floors stay clean and the lines stay straight. Real reviews and real before-and-afters do that. Two rules. Use only real reviews, word for word, with the customer's yes to use their first name; the FTC's rule on consumer reviews bans fake ones in ads (FTC rule, 16 CFR Part 465, govinfo.gov). And never offer anything in return for a review; Google treats that as rating manipulation and removes those reviews (Google Maps content policy, support.google.com).

Example cards (made up).

Card 19. Headline:
"What your neighbors say about [business]."

Body:
One real review, word for word, with the customer's first name and street area. Pick one that mentions a clean job site or help choosing the color.

Call:
"Free estimate: [phone]."

Photo:
The reviewer's finished room or house, with their OK.

Card 20. Headline:
"[number] homes painted in [neighborhood] since [year]."

Body:
"Every dot on the back is a home we've painted near you. Drive past a few before you call."

Call:
"[phone]"

Photo:
A simple map of the neighborhood with a dot for each job. No addresses.

Card 21. Headline:
"Thanks for having us in your home."

Body:
"A Google review helps your neighbors find a painter they can count on. Scan the code to leave one, good or bad. If anything isn't right, call me directly."

Call:
"[your name], [phone]."

Photo:
The touch-up kit you leave behind, labeled with their colors.

Card 21 goes in the box with the touch-up kit, or by mail a week after the job. Give it to every customer, not only the happy ones.

Do it in 24 hours

- [ ] Pick three real reviews that mention clean work, straight lines or color help.
- [ ] Ask each customer if you can print it with their first name.
- [ ] Count your jobs by neighborhood for card 20, using only numbers you can show.

9 Offers (cards 22 to 25)

When to use it. When you want booked work inside a set window: slow winter weeks, a crew gap, or a street you want to win.

The idea. One offer, a real end date, and nothing hidden. For painters, the best offers either help people decide on color, a step where many estimates stall, or add a small job to a big one.

Example cards (made up).

Card 22. Headline:
"A free color visit with every estimate in [month]."

Body:
"We bring samples, paint them on your wall, and help you choose in the light your room really gets."

Call:
"Book your visit: [phone]."

Photo:
Three sample swatches painted side by side on a wall.

Card 23. Headline:
"Two rooms booked by [date]? The third is $100 off."

Body:
"Bedrooms, halls or a living room. One offer per home."

Call:
"Call or text [phone]."

Photo:
A freshly painted bedroom with clean, straight lines at the ceiling.

Card 24. Headline:
"Book an exterior by [date] and we'll paint the front door free."

Body:
"Any color you like, done on the last day of the job."

Call:
"Free estimate: [phone]."

Photo:
A bold front door on a freshly painted house.

Card 25. Headline:
"Two houses on one street: $200 off each."

Body:
"Book with a neighbor in the same month. We save set-up time and pass it on to both of you."

Call:
"Call [phone] with both addresses."

Photo:
Two neighboring houses, both freshly painted.

Do it in 24 hours

- [ ] Choose one offer you can afford on every job it brings in.
- [ ] Set an end date two to three weeks after the cards land.
- [ ] Put the end date on the front and the back of the card.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Find the routes around your last finished exterior in the EDDM tool (section 1).
- [ ] Write one card around a matched before-and-after (section 2).
- [ ] Mail card 1 to the routes around that job (section 3).
- [ ] Check whether your firm is lead-safe certified before you mail older streets (section 6).
- [ ] Pull exteriors 6 or more years old for card 15 (section 7).



Where to go next

This pack comes from The Painter Marketing Playbook, our free guide to the whole job of getting more painting work: your website, your Google profile, reviews, posts, follow-up, the neighbors and the seasons.

Before you mail, our free postcard return calculator shows how many jobs a mailing would need to bring in to pay for itself.



If you'd rather hand it off

Grow That Local designs ads for local businesses and puts them in mailboxes on the streets you want. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Each was checked on 2026-11-12:

1. USPS, "Using Every Door Direct Mail": EDDM Retail needs a USPS.com account and no special permit; at least 200 and up to 5,000 pieces per day per ZIP Code; currently $0.26 a piece for Marketing Mail flats up to 3.3 ounces; addressed to "Postal Customer"; routes filtered by residential count, age, size and income; Mailpiece Size Checker; bundles of 50 to 100 with a facing slip and PS Form 3587; the "Do Not Deliver Address" column. usps.com (section 1)
2. InterNACHI Standard Estimated Life Expectancy Chart: exterior paint 7 to 10 years. nachi.org (sections 3, 7)

Rules cited (not statistics):

- EPA, Renovation, Repair and Painting Program for contractors: firms cannot advertise or perform renovation work covered by the rule in pre-1978 homes and child-occupied facilities without firm certification. epa.gov (section 6)
- FTC rule on the use of consumer reviews, 16 CFR Part 465 (effective October 21, 2024): bans fake or false consumer reviews. govinfo.gov (section 8)
- Google Maps user-contributed content policy: no incentives for reviews, no selectively asking for positive ones. support.google.com (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. A single mailing brings only a few calls per thousand cards, and repeat mailings after nearby jobs do better (section 1). Reasoning: only the few homes already thinking about painting act that month, and a fresh house down the street keeps reminding the rest.
2. A card gets a few seconds between the mailbox and the trash (section 2). Reasoning: most people sort mail standing up, and a before-and-after is the one thing on a painter's card that stops them.
3. Mail within a week of finishing an exterior (section 3). Reasoning: the neighbors watched the job that week and are still comparing their house to the new one.
4. Season cards go out four to six weeks ahead (section 4). Reasoning: exterior and holiday dates fill early, and a card that lands after the calendar is full is wasted.
5. The first three months are the best time to reach a new homeowner (section 6). Reasoning: most new owners repaint before or soon after they move in, while rooms are still empty.
6. Color is a step where many estimates stall (section 9). Reasoning: it's the first hold-up our Painter Marketing Playbook lists for estimates that go quiet, and it's the one an offer can solve on the spot.
7. An offer should end two to three weeks after the cards land (section 9). Reasoning: long enough to call after a weekend, short enough that it doesn't get put off.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local