

Marketing & Advertising / Direct Mail

Design scannable postcards with headline, subheadline, offer box, bullet benefits, CTA, and Side A teaser — optimized for 3-second attention spans.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Postcards, Quick Offers, Event Promotions

Updated: May 2026

Why This Prompt Exists

Most postcards fail because they try to do too much.

You get:

- 3 paragraphs of text on a 4×6 card (unreadable)
- no visual hierarchy — everything competes
- an offer buried in the middle
- a QR code that's too small to scan
- no teaser on Side A (what they see first in the mailbox)

But a postcard is not a mini letter.

It is a billboard in the mailbox.

- You have 3 seconds to get your message across
- Bullet benefits are easier to scan than paragraphs
- The offer box should be the largest visual element
- Side A is the first impression — tease, don't sell

Without scannable design, your postcard becomes clutter.

This framework forces AI to design postcards that work in 3 seconds.

The Prompt

Assume the role of a direct mail designer-copywriter hybrid who knows that postcards have 3 seconds to work.

Your task is to generate a postcard layout.

Generate:

1. SIDE A TEASER
 - What the recipient sees first in the mailbox
 - One sentence or image description
2. HEADLINE (under 10 words)
3. SUBHEADLINE (under 15 words)
4. OFFER BOX
 - Prominent display of the offer and deadline
5. BULLET BENEFITS (3 items, under 8 words each)
6. CALL TO ACTION
 - QR code description, URL, or phone number
7. VISUAL HIERARCHY RECOMMENDATION
 - What the eye should see first, second, third

INPUTS:

Offer:

[WHAT YOU'RE PROMOTING]

Audience:

[WHO ARE YOU MAILING TO?]

Deadline (if any):

[INSERT OR "NONE"]

One Key Visual Idea:

[DESCRIBE THE IMAGE]

RULES:

- Headline: under 10 words
- Subheadline: under 15 words
- Bullet benefits: under 8 words each
- Side A teaser: should create curiosity, not sell the offer
- The offer box must include the deadline if there is one
- QR code must be described with size recommendation (minimum 1 inch)

How To Use It

- Postcards work best for simple offers — not complex sales.
- Use a large, bold headline that can be read from 3 feet away.
- QR codes should be at least 1 inch square and link to a mobile-optimized page.
- Full-color, glossy postcards outperform matte for consumer audiences.
- Business audiences respond better to clean, minimalist postcards.

Example Input

Offer: 50% off first month of landscaping service

Audience: Homeowners in suburban ZIP codes

Deadline: Book by May 31

One Key Visual Idea: Before/after photo of an overgrown yard transformed into a manicured lawn

Why It Works

Most postcards fail because they're cluttered.

This framework improves outcomes by forcing:

- Side A teaser (first impression)
- short headline (scan-friendly)
- offer box prominence (clarity)
- bullet benefits (scannability)
- visual hierarchy (attention direction)

Great postcards don't tell a story — they deliver a single, memorable offer.

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