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PostcardMania Educates Customers on Avoiding 3 Critical Mistakes in Economic Crisis

Continuing to combat the fears being created by the media on the country's financial crisis, Joy Gendusa, CEO of PostcardMania forwards another letter to her 78,000-plus database from her financial advisor.

CLEARWATER, FL, October 12, 2008 **/24-7PressRelease/** -- PostcardMania CEO, Joy Gendusa is still fed-up with all the negativity in the media on the US economy's financial crisis. In another effort to continue to calm her 78,000-plus database of small business owners, she forwarded another letter to them from her personal financial advisor. The letter details how to avoid the 3 critical mistakes people make in an economic crisis and gives long-term solutions to the problem.

"Making these 3 critical mistakes will always create a situation where the person has to work that much harder during times of economic expansion to make up the damage done during times of economic duress," the letter said. "It's not what the economy is doing; it's what you are doing in relation to the economy that makes all the difference."

Gendusa says she will continue to instill useful business and marketing information to her database to encourage them to stay positive and expand their business despite the barriers.

To read the entire letter, go to http://www.postcardmania.com/marketing-articles/index.php?mod=article_detail&id_art=145

About PostcardMania, Inc

PostcardMania is a full-service postcard direct mail marketing company which includes graphic design, printing, mailing list acquisition and mailing services with free marketing advice. PostcardMania has seen positive expansion every year since its inception and has won many awards for creativity and marketing farsightedness, best business practices and expansion. Joy Gendusa began PostcardMania in 1998 with zero investment capital. By 2007 revenues reached nearly \$19 million and the company now employs over 160 people, prints 4 million and mails 2 million postcards each week representing more than 31,000 customers nationally in over 350 industries. Visit www.postcardmania.com