

## Postcards for Incredible Health

Postcard campaign for Incredible Health, a hiring platform that connects nurses with hospitals. These direct mail pieces were sent to Bay Area nurses to promote the platform's core value: nurses don't apply for jobs—hospitals apply to them. The postcards encouraged nurses to create a free profile, emphasized the \$1,000 hiring bonus, and included a \$10 Starbucks gift card offer to boost sign-ups. These were just different versions for the client to consider and ultimately choose a favorite or two from.

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**#1**

FRONT

**We're 33.3% sure this postcard's for you.**

BACK

**1 in 3 nurses (33.3%) are looking for a new place to work.**

Stop looking. Get discovered.

Visit [job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4) to create a free profile (we won't tell your boss) and start accepting interviews from Bay Area hospitals in search of experienced nurses like you.

Plus:

Get \$1000 bonus on us when you get hired  
+ a free \$10 Starbucks gift card just for signing up.

Incredible Health, Inc. • San Francisco, CA

# #2

## FRONT

*“I’m spread too thin.” “I feel ignored.” “I’m exhausted.” “I don’t feel appreciated.” “My hours are too long.” “We’re understaffed.” “I don’t earn enough.”*

**“This isn’t what I signed up for.”**

## BACK

With Incredible Health, you get what you sign up for.

Better jobs. Better pay. **Better life.**

Get discovered by top Bay Area hospitals that need you.  
Learn more at [job.incrediblehq.com/bay4](https://job.incrediblehq.com/bay4).

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# #3

FRONT

**Job hunting's the worst.**  
Unless you're a nurse.

BACK

At Incredible Health, nurses don't job hunt.

**Jobs hunt nurses.**

Step 1. Create a profile. (We won't tell your boss.)

Step 2. Get offers from top Bay Area hospitals who need you.

Plus, enjoy a \$1000 signing bonus when you get hired through us.

Get started today at [job.incrediblehq.com/bay4](https://job.incrediblehq.com/bay4).

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**#4**

FRONT

## **Hospitals need you.**

BACK

At Incredible Health, top Bay Area hospitals are looking for nurses—not the other way around.

No job hunting. Just job offers.  
(And a \$1000 hiring bonus on us.)

Visit [job.incrediblehq.com/bay4](https://job.incrediblehq.com/bay4) to find out more  
& unlock a \$10 Starbucks gift card.

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**#5**

FRONT

## **Rough shift?**

Get a better job in 4 weeks + a \$1000 hiring bonus + free coffee.\*

\*(Not break room coffee, either. Good coffee.)

BACK

Step 1: Create a free profile. (We won't tell your boss.)

Step 2: Get job offers from top Bay Area hospitals who need you.

Get started at [job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4)  
+ unlock a free \$10 Starbucks gift card!

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# #6

FRONT

A double espresso?  
Or a less draining workplace?

BACK

Definitely both.

Sign up free at Incredible Health to unlock your \$10 Starbucks gift card and get discovered by top Bay Area hospitals looking for nurses like you.

No job hunting. Just job offers.  
(And \$1000 bonus on us when you get hired.)

Get started at [job.incrediblehq.com/bay4](https://job.incrediblehq.com/bay4).

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#7

FRONT

It never hurts to look.

BACK

Find a better place to work.

No job hunting required.

Step 1: Create a free profile. (We won't tell your boss.)

Step 2: Get discovered by top Bay Area hospitals in search of nurses like you.

Unlock a \$10 Starbucks gift card just for signing up—and enjoy a \$1000 bonus on us when you accept a job offer.

Get started at [job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4)

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**#8**

FRONT

This postcard is expendable.

BACK

**Nurses aren't.**

Create a free, confidential profile at [job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4) and get discovered by top Bay Area hospitals competing for nurses like you.

Better jobs. Better pay. Better life.

Plus:

- + Unlock a free \$10 Starbucks gift card just for signing up
- + Enjoy a \$1000 bonus on us when you get hired

# #9

FRONT

<b>70% of nurses</b> ...where they work	<b>The other 30%?</b> ...not so much.
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BACK

At Incredible Health, top Bay Area hospitals are competing for nurses by offering competitive benefits packages, better salaries, and healthier work environments.

(And we pay \$1000 hiring bonus on us when a nurse accepts a job.)

Now for the \$1000 question: keep this card, or share it?

To get started, visit  
[job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4).

**Better jobs. Better pay. Better life.**

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**#10**

FRONT

1 of your colleagues is  
**COUNTING ON YOU**  
to share this card.

BACK

**30% of nurses are unhappy with where they work.**

Thankfully, there's Incredible Health.

At Incredible Health, top Bay Area hospitals are competing for nurses with competitive benefits packages, better salaries, and healthier work environments.

**Don't keep us a secret.** You could change someone's life (and land them a \$1000 hiring bonus on us.)

To get started, visit  
[job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4).

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# #11

FRONT

**You help your patients.  
Now help your friends.**

BACK

**You're friends with 1 of the 30% of nurses who is unhappy at work.  
One of your friends is unhappy with where they work.**

Tell them about Incredible Health.

At Incredible Health, top Bay Area hospitals compete for nurses with competitive benefits packages, better salaries, and healthier work environments.

And your friend?

*They'll get a \$1000 hiring bonus on us with they accept a job.*

**Be a helper.** Tell them to visit [job.incrediblehq.com/bay4](http://job.incrediblehq.com/bay4).

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