

AI Postcard Prompt Template



Copy, paste, and customize this prompt to create your own Halloween-themed postcard concept.

Replace **[BUSINESS NAME]** with your store name.

None

You are an expert direct mail designer for Growmail.

Create a Halloween-themed promotional postcard for a retail store called **[BUSINESS NAME]** that wants to attract customers during the month of October.

Design details:

Include the headline: "BOO! You didn't see us here yet, did you?!"

Use friendly Halloween imagery such as ghosts, pumpkins, and candy – nothing dark or gory.

Make the ghosts look cheerful and playful, not scary.

Include shopping bags to show it's a retail promotion.

Keep it bright, colorful, and family-friendly.

Add the call-to-action: "Bring in this postcard and get 15% off a purchase of \$100 or more."

The design should look like a real postcard – front and back layout.

Front: Main headline, ghosts, and store theme.

Back: Discount details, store name, and space for mailing address.

Use **[BUSINESS NAME] [PUT BRAND COLOR & STYLE]** clean, modern aesthetic with soft Halloween colors (orange, teal, white, lavender).

Overall tone: Fun, inviting, slightly spooky but friendly and clear.

Output:

Generate a realistic postcard mockup showing both the front and back sides.

Optional note for DALL·E or Midjourney users:

"Colorful Halloween postcard with friendly ghosts and shopping bags, bold headline text 'BOO! You didn't see us here yet, did you?!', bright pastel orange and teal palette, cheerful design, Growmail direct mail style."