

With great figures like these, can you afford not to test my new-mover mailings?

How Ace Tire & Auto turned \$103 a month into a gross profit of \$43,204.20 a year.

—by Jay Siff, CEO, MOVING TARGETS

Trust me, Ace's success story *typifies* the experience of most MOVING TARGETS advertisers—which should make your decision to TRY our famous new-movers mailing program a real no-brainer!

Consider the five underlying reasons why my finely targeted direct mail approach has earned an unheard-of 87% success rate:

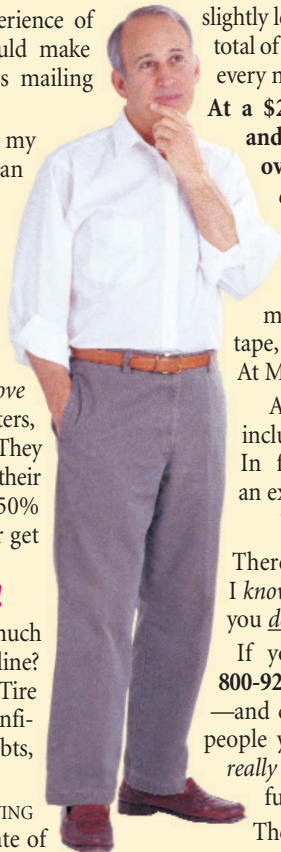
1. It costs ***much less*** than other advertising.
2. It yields ***much higher*** redemption rates.
3. It focuses on newcomers who ***need*** you.
4. It attracts customers who ***stay*** with you.
5. It's largely ***invisible*** to your competitors.

Thousands of auto service pros across America *love* our rare combination of (A) Warmly personal letters, and (B) Highly-perceived-value Gift Certificates. They see MOVING TARGETS' double-barreled mailings as their most cost-effective way to REPLACE the 30%–50% of their customers who move, die, disappear, or get seduced by competitors—every year!

Net cost is only 3% of gross profit!

I ask to be judged by only one standard: How much money are we adding to our advertiser's bottom line? By that definition, the success enjoyed by Ace Tire & Auto (an alias used to assure their financial confidentiality) is huge. But in case you have any doubts, I'll let the figures speak for themselves.

Their average monthly cost: \$103 for MOVING TARGETS mailings and, based on a redemption rate of



slightly less than 15%, about \$150 to cover actual gift cost—a total of \$253. Redemptions yield about 3–4 actual customers every month with an average “active life” of 55–60 months.

At a \$20-a-month average gross profit (on services and products) per active customer, the total profit over five years is at least \$3,600.35 derived from every month's mailings. That's an astounding \$43,204.20 a year!

I hope these hard numbers will persuade *you* to let us set up a short-term test for your firm. We make getting started real easy. Because there's no red tape, no *hidden* charges, no setup or discontinuation fees. At MOVING TARGETS, there's not even a minimum order!

And I long ago decided that nobody—and that includes YOU—will ever be asked to sign a contract. In fact...I insist that if I ever *stop* making you an excellent profit...

You've got to FIRE US immediately!

There's only one small problem keeping us apart: I *know* how well we can produce for your company—and you *don't*. Which is precisely why...

If you'll be good enough to **call us toll-free at 800-926-2451 (ext.236)**, we'll give you the names, addresses—and current phone numbers—of 101 *actual* users. Live people you can call and ask how good MOVING TARGETS *really* is. We'll also send a portfolio of free samples, with full details and ordering information.

The rest, my friend, will be entirely up to you!



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