



Jay Siff, CEO

STOP LETTING YOUR COMPETITION GRAB THE NEW CUSTOMERS!

"This FREE SAMPLE

Shows You How My Nationally Famous

'CAR-COUNT-CRANKER' MAILINGS

Drive New Neighbors into Your Shop Long Before the Competition Finds Them

... PACKING YOUR BAYS FULL OF NEW CASH-PAYING CUSTOMERS EASILY"

✓ 100% Automatic ✓ No Minimums ✓ No Contracts ✓ No Set-Up Fees ✓ No Kidding!

FREE SAMPLE HOTLINE: 800-926-2451, ext. 280

PROVEN to Crank-Up Car Counts for Over 15 Years

Or Complete Form Below and Fax This Entire Page

- 1. CREATED BY AD AGENCY EXPERTS.** our "Car-Count-Cranker" Mailings are so powerful, they actually pull new neighbors into your shop long before your competition knows they moved in. Our experts find *hundreds* of only the most qualified new neighbors in your area and help you turn them into loyal regulars before other shops lure them with their own advertising. *Gives you an almost unfair advantage.*
- 2. SO EASY, IT'S AUTOMATIC!** Our skilled team of advertising pros prepare a fully customized, highly motivating Letter and Gift Certificate just for you. Then we print, stuff, and mail your *irresistible* offer to carefully selected new residents in your area every month 100% automatically. YOU DO NOTHING except enjoy a "cranked-up" stream of new customers!
- 3. TESTED & PROVEN SUCCESSFUL NATIONWIDE:** Our sophisticated *TargetSELECT*™ mailing list compilation system combines multiple-list sourcing with unlimited demographic screening, leaving you with "cream-

of-the-crop" prospects most likely to become profitable regulars. **No other company can offer this.** In fact, Moving Targets is so effective, many of our clients use it as their *only* form of advertising and actually spend *less*.

- 4. BEATING THE "CHEAP GUYS" FOR OVER 15 YEARS:** When tested against our "bargain basement" competition, Moving Targets consistently delivers **greater response and higher-quality customers.** **BEWARE:** Many "Johnny-come-lately" companies using inferior, single-source mailing lists... junky postcards... weak, generic letters... and limited advertising expertise have given many shops a negative "trash mailer" reputation that's hard to shake. By contrast, Moving Targets receives **positive** feedback from recipients nationwide. Customers say they **welcome** our mailings... **appreciate** their value... and actually **enjoy** receiving them. *No wonder it works better!*



Ready to Crank-Up YOUR Car Count? Over 12,000 Auto Shops Have Welcomed More than 14 Million New Families Using this Powerful Moving Targets® Service



"During the last 20 years, we have not found anything that works like Moving Targets. We see a steady stream of new customers coming through our door and the best part is, I don't have to lift a finger."
Don Bodemann
The Auto Shop
Blairstown, NJ

"After three years of using Moving Targets I'm still amazed how well it works. Being a member of NAPA AutoCare I am always telling new members about using Moving Targets. Over 90% of the customers return for other service."
G. Alan Slape
Sierra Hart Auto Center
West Sacramento, CA

"Many people have commented how much they appreciated it. I have seen a 20%+ return rate on the letters. Of those returned, over 1/3 have become regular customers!"
Troy Minske
Rum River Automotiv
Princeton, MN

"We tried many different forms of advertising to bring new customers into our shop; only 1 has succeeded! Since using Moving Targets we've seen a noticeable increase in business, the return on investment is fantastic!"
Gary Bailey
Sparks Auto and Towing, Inc.
Garden City, MI

"We were very skeptical as with any new marketing program. We can not believe for the small amount of time and investment to get the program working the customers and dollars it has generated for our growing company."
Steve and Sally Weikel
Weikel's Auto Repair, Inc.
Langhorne, PA

"From July until November, we have had 196 customers join our database. We have seen marked growth and a substantial number of repeat customers."
Michael A. Davidson
Parkway Automotive Services LLC
Little Rock, AR

Thousands of Clients Enjoy Our Documented 87% Success Rate... Now You Can, Too!

Believe it or not, some of our advertisers pay...
Less Than \$5 a Month!

You decide where to mail... how many to send... how little to spend! We send very persuasive personalized Letters to just-moved-in newcomers... consumers nearly 5 times more likely to become profitable "regulars" than any other prospects. And once it's set... it runs on autopilot every month!



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It's Easy to Get Your FREE SAMPLE! Simply...

Call 800-926-2451 (ext. 280)—OR—Complete the Form Below and FAX This Entire Page to: 215-257-1570. Or mail this coupon to: Moving Targets, 812 Chestnut Street, Perkasie, PA 18944

YES, JAY! Show me how to "CRANK-UP" my auto repair business easily and inexpensively. Please send me the proven-effective Moving Targets "Car-Count-Cranker" Kit absolutely **FREE**... **plus 101 names, addresses, and phone numbers of actual users I can check with myself.** I understand there's absolutely no cost or obligation of any kind.

Name _____ Title _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

Visit Us Online at www.MovingTargets.com