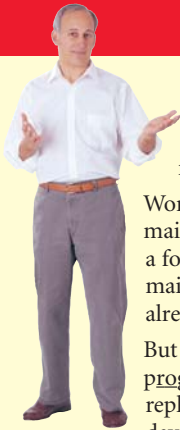


STOP wasting money on do-nothing coupons, over-priced ads, and expensive mass mailings...

“Now there’s an easy, proven way to get free-spending new diners into your restaurant—for \$1.51!”

Ask for your **FREE** Moving Targets Sample Kit and I’ll show you exactly how it works!

Call our **FREE** Sample Hotline • Get samples of our letters and gift certificates!
800-926-2451 • Get names and phone numbers of over 100 real users! Call them yourself to ask about results!
(ext. 211) • Get complete details on this profitable program.



My name is Jay Siff. And I’ve run small businesses for over 30 years. So I know that if you’re like most restaurant owners, you’re *losing up to 35% of your customers every year* because they move, get sick, have money problems, or go to competitors.

Worse, you can’t get them back with ordinary coupons, ads, or mass mailings. Coupons just bring in the fickle bargain hunters. Ads cost a fortune and don’t get seen by the customers you want. And mass mailings waste money by reaching hundreds of people who have already decided to eat elsewhere.

But over the last 15 years, I’ve perfected a proven, low-cost mailing program called **Moving Targets**. This revolutionary system not only replaces your lost business, it brings in additional, free-spending diners day-after-day. So it’s possible to double or even triple your profits! How?

By mailing a *warm, personal letter and an irresistible gift certificate to a very select group of new residents actively looking for a place to eat.*

- **Targets new movers looking for your restaurant!** Our proprietary Moving Targets system will identify ALL the people who have recently moved into your area. And our special demographic screening options will help you zero in on your ideal customers—the cream of the crop. They receive your personal invitation letter then come to your restaurant to redeem their gift certificate.
- **Costs much less than other advertising!** Just \$1.51. That’s only \$1.27 plus a 24¢ postal charge for each letter and gift certificate mailed. No set-up charge. No minimum. No contract. No cancellation fee. Mail as many or as few as you want as often as you want. If we don’t make you a profit, fire us!
- **Yields much higher return on investment!** Gift certificate redemption rates are often 20% to 30%. Sometimes it’s 50% or higher! You can easily get a new customer for \$7 or less each! And research shows these new diners will spend more and be twice as loyal as other customers.



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Moving Targets has created PROVEN profits for over 20,000 restaurants and small businesses like yours...

“Each week we get anywhere from 75 to 150 new faces walking into our restaurants.”

—John R. Berwald, Armadillo Willy’s BBQ, CA

“I no longer need to run \$500 a month ads. With Moving Targets, I spend about \$70 a month. I save thousands and increase my bottom line by tens of thousands.”

—Louis Pannone, Sound Beach Pizza Grill & Deli, CT

“Your service has been the best money I have ever spent for advertising. It is the only form of advertising I use.”

—Chuck Wynn, Pagliai’s Restaurant, KY

“Your letters bring in a minimum of 20-25 new customers each month and the majority become regulars.”

—James Watson, J.J. Boomer’s, MA

Send for your **FREE** Moving Targets Sample Kit Today!

CALL FREE: 800-926-2451 (ext. 211). OR complete this form and fax the entire page to 215-257-1570. Or mail the completed coupon to: Moving Targets, 812 Chestnut Street, Perkasie, PA 18944.

YES! Show me how I can instantly add customers and boost my restaurant profits. Send me a FREE sample of your personalized, low-cost letters, complete details on the Moving Targets program, plus names and phone numbers of over 100 real users. I am only asking for information. There is no cost or obligation.

Name _____ Title _____
Business Name _____
Address _____
City _____ State _____ ZIP _____
Phone (_____) _____

Find out more online: www.MovingTargets.com