

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

How Carriage Car Wash turned \$135.00 a month into a gross profit of \$43,200.00 a year.

—by Jay Siff, CEO, MOVING TARGETS

Trust me, Carriage'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:

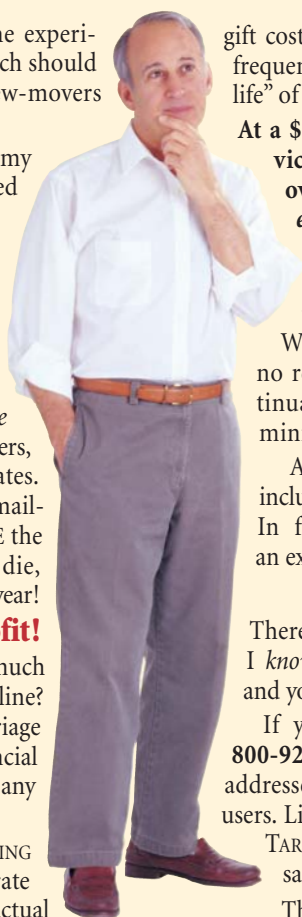
1. It costs *much less* than other advertising.
2. It yields *much higher* redemption rates.
3. It focuses on newcomers who *need* you.
4. It attracts customers who *stay* with you.
5. It's largely *invisible* to your competitors.

Thousands of car wash 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 a tiny fraction 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 Carriage Car Wash (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: \$135 for MOVING TARGETS mailings and, based on a redemption rate of slightly less than 20%, about \$210 to cover actual



gift cost—a total of \$345. Redemptions yield about 5–6 frequent customers every month with an average “active life” of 55–60 months.

At a \$10-a-month average gross profit (on a full service car wash) per active customer, the total profit over five years is at least \$3,600.00 derived from every month's mailings. That's an astounding \$43,200.00 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. 242)**, 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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