



Marketing Pro Jay Siff Says...

"Looking for a proven-effective, low-cost way to boost your business?"

# FREE SAMPLE MAILED TO YOUR RESTAURANT

..Shows You How My Nationally Famous **Moving Targets®** Direct Mail Program **HELPS GET YOU SCORES OF NEW CUSTOMERS EASILY!"**

▶ **FREE SAMPLE HOTLINE: 800-926-2451, ext. 279** ◀

Or Complete Form Below and Fax This Entire Page to: 215-257-1570

- 1. It's Like Having Your Own Ad Agency...** *Because We Do All the Work!* Our experts write the letter, create the Gift Certificate, print, stuff, and mail your irresistible restaurant offer to new residents in your area... **long before your competition even knows their first names!**
- 2. Our Low-Cost Solo Mailings Deliver Results!** No piggybacking! Your offer travels alone and features **your business only**, with your restaurant's name, address, and phone number boldly displayed for maximum results. **You pay only a few bucks a month!**



- 3. Friendly and Personal**, our letters get noticed... get read... **get response!** Choose from a variety of stock Gift Certificates, or we'll create something special for **your** restaurant!
- 4. We Mail to Prospects Who Need You Most!** New residents **actively** look for new places to eat when they arrive. Our marketing experts find hundreds of new movers in your area (homeowners *and* renters) and we get them into **your** restaurant **long before your competitors even know they've arrived!** We can even select prospects by income and eliminate *local* movers.

## It Really Works! Over **20,000** Businesses Have Welcomed More than **32 Million** New Families Using the Powerful **Moving Targets** Program

"Being a single-unit operation with a limited advertising budget, we have found Moving Targets a very effective way to reach those that otherwise would have stayed with the old chain standbys. Thank you for helping us reach so many new customers."  
Ken Bots, **Ocean Deck Restaurant & Beach Club**, Daytona Beach, FL

"In the beginning I was a little skeptical and my wife, the money person in our venture,

was even more so... Moving Targets has been an excellent tool for us... Thanks for all the new business."  
Bruce F. Hiott, **Lonesome Oak Cafe**, Adkins, TX

"The 200 mailings we are sending out each month result in a solid 40 new customer visits per month with the vast majority revisiting on a weekly or monthly basis. The average ticket sale is a steady \$25.00 with many reporting sales

of over \$50.00 each. The vast majority of coupons are redeemed by 2 or more customers. These new customers are better-than-average tipppers."  
James Watson, **JJ Boomers Restaurant & Lounge**, Lowell, MA

"I am able to save thousands of advertising dollars a year, and at the same time increase my bottom line by tens of thousands of dollars. With Moving Targets I no longer need

to run \$500 per month 'Yellow Page' ads. Moving Targets' professionally worded letter and coupon bring new customers in my store weekly—each and every week!"  
Louis Pannone, **Sound Beach Pizza Grill & Deli**, Old Greenwich, CT

"We do not coupon as a rule, but we really do like this program. Each week we get anywhere from 75 to 150 new faces walking into our restaurants with a Moving

Targets gift certificate."  
John R. Berwald, **Armadillo Willy's BBQ**, Los Altos, CA

"It brings in about 30+ certificates a month with an average of about \$35 per guest check. There is nothing better than being able to give a new customer that personal touch on their first visit."

Mark Dougherty, **Mark's East Side**, Appleton, WI

**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!**

**No minimums, no contracts, no setup fees, no hidden strings**—and no getting lost in the clutter of competitors' ads. **You decide** where to mail... how many to send... how little to spend! You concentrate your efforts (and your money) on just-moved-in newcomers... consumers nearly 5 times more likely to become profitable restaurant "regulars" than any other prospects.



**Send for Your FREE RESTAURANT SAMPLE Today!**

Call 800-926-2451, ext. 279—Or—Complete the Form Below and Fax This Entire Page to: 215-257-1570. Or Mail This Coupon to: Moving Targets, 812 Chestnut Street, Perkasio, PA 18944

**YES, JAY!** Show me how to boost my restaurant business easily and inexpensively. Please send me a **FREE** sample of the proven-effective **Moving Targets New Resident Direct Marketing Kit** without cost or obligation of any kind.

Name \_\_\_\_\_ Title \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

**Visit Us Online at [www.MovingTargets.com](http://www.MovingTargets.com)**