

ATTENTION READERS:

The following spotlight advertiser is offering



FREE SAMPLES



Of 3 Low-Cost Ways to Bring More Cash-Paying Customers to Your Salon

FACT: Powerful Direct Marketing is the #1 Choice of Today's Retail Experts for Pulling in New Buyers & Cash Sales

1

FREE SAMPLE: Moving Targets® New-Mover Mailing Service

Persuades New Residents to Visit YOU First... Instead of Your Competitors

Moving Targets®—the original, highly acclaimed retail marketing program used by over 20,000 merchants for over 15 years—sends powerful Customized Letters & Gift Certificates with your irresistible Personalized Offer to new residents in your neighborhood... *long before your competitors know they've arrived.* Their mailing list experts find hundreds of new movers in your area, primed to become loyal customers. You say what neighborhoods to mail... how many to send... how little to spend. **They do all the work.** Proven nationwide. **NO Contracts... NO Set-Up Fees... NO Minimums... NO Hidden Charges.**



CALL FREE SAMPLE HOTLINE ► 800-926-2451, ext. # 291
www.MovingTargets.com



2

FREE SAMPLE: Loyal Rewards® Customer Emailing Service

Uses the Power of Email to Turn Your Own Customers Into a Profitable Goldmine of Untapped Business... for Just 4 1/2¢ Each!

THINK FAST! It's 10 AM and you need more business TODAY. *What do you do?* Simply call, email, or fax **Loyal Rewards** and they'll help drive your own existing customers back through your door literally **within minutes.** This turn-key service registers your customers to receive money-saving Personalized Gift Certificates from you via email. And unlike other emailing systems, you don't need a computer or any technical knowledge. Plus they help you collect and input names... and they create and send your promotions for you. Impressive 10-20% response rates. **NO Contracts... NO Minimum Mailings... NO Hidden Charges.**



CALL FREE SAMPLE HOTLINE ► 800-309-7228, ext. # 514
www.LoyalRewards.com



3

FREE SAMPLE: Birthday Connections™

Turns Hundreds of Neighbors into Crowds of Buyers by Sending them a Greeting and Gift for their Special Day!

Birthday Connections introduces neighbors to your business—and turns them into immediate cash sales—by sending them a Personalized Birthday Greeting and your Gift Certificate to celebrate their special day. Their greetings generate high response rates and send streams of new customers through your door. **They do everything for you... for LESS** than the cost of a store-bought card itself. That includes: a fully customized local mailing list... complete Birthday Card and Gift Certificate design, personalization, postage, and mailing. Tell them how many greetings to send... the types of customers you want... and your offer. Takes just minutes. **NO Contracts... NO Set-Up Fees... NO Minimum Mailings... NO Hidden Charges.**



CALL FREE SAMPLE HOTLINE ► 800-875-1522, ext. # 716
www.BirthdayConnections.com



All 3 services shown above are offered by Moving Targets® of Perkasie, PA, one of the largest and most successful direct-to-the-consumer, retail marketing companies in the United States.