

ATTENTION PIZZERIA OWNERS:

Here's What to Do When BUSINESS STINKS

Tear out this page. It explains a simple, aggressive 90-day plan that helps you bring your business back to life when nothing else seems to be working.

by Jay Siff, CEO, Moving Targets



Like many pizzeria owners today, you've probably noticed a drop in business.

You're seeing shorter lines... smaller sales... and less frequent repeat visits. With today's headlines, is it any wonder? "THE ECONOMY IS TANKING!" "GAS PRICES SKYROCKET!" And *The New York Times* recently reported, "NATION'S LARGEST PIZZA CHAINS ARE BEING HAMMERED BY SLUGGISH SALES AND RUNAWAY INGREDIENT COSTS." Fact is, your customers are being *bombarded* with this gloom and doom... and it's hitting you square in the pocket.

The *good news* is that many pizzerias today are enjoying remarkable success... long lines... high-dollar sales... and healthy profits, despite the crummy economy. These owners are *not* smarter than you. But they *are* more AGGRESSIVE marketers. Instead of just *hoping* for more business... or robotically placing weak ads in their local papers... they're AGGRESSIVELY PROMOTING their pizza shops. CONSISTENTLY and REPEATEDLY giving people REASONS to visit and spend money.

These smart pizzeria owners are sending warm, *personal* messages. Not cold, generic form letters. Not cheap postcards. They call them by name—just like in the good old days. They send INVITATIONS and valuable GIFT CERTIFICATES that are virtually impossible for budget-conscious consumers to ignore. Your *competition* isn't doing this. So this influences them to visit *you* and spend money. **It's a smart tactic that works like crazy.** Unfortunately, most pizzeria owners are too damned busy to even *think* about this stuff. Now—thanks to my 90-day Marketing Blitz—you don't have to, because...

For as Little as \$97 a Month, I'll Promote the Hell Out of Your Pizzeria Rapidly Boosts Your Guest Traffic

If you have limited time and a tight budget (Who doesn't?), I'll help you turn things around. Using my 3 simple, proven-effective marketing services, I'm going to aggressively promote your business to your local neighbors and current customers for 90 days. I will use the power of direct-response marketing—our specialty—to drive customers to your pizzeria. **HERE'S MY 3-POINT PROMISE TO YOU:** 1) I will *drive* new customers through your door, 2) I will *encourage* your present customers to return more often, and 3) I will *persuade* them to spend more money. **Bottom-line:** You'll quickly see more traffic... more sales... more profits... and enjoy the feeling of being back on track.

This Aggressive 90-Day Marketing Blitz Delivers the Triple Punch You Need to Jump-Start Your Business FAST

1 YOU GET 90 DAYS of Moving Targets® Promotions—I'll persuade new movers to



visit your pizzeria long before your competition knows they've arrived. Used by over 20,000 merchants for over 15 years. Customized Letters & Gift Certificates feature your irresistible Personalized Offer and attract prospects

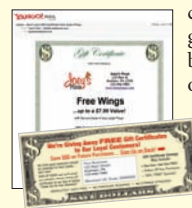
2 YOU GET 90 DAYS of Birthday Connections® Promotions—I'll send your



neighbors a warm, personalized birthday Greeting and your Gift Certificate to celebrate their special day. Sends

streams of happy new customers through your door. Amazingly high response rates. (15–20% is not uncommon.) Everything's included. 100% turnkey.

3 YOU GET 90 DAYS of Loyal Rewards® Promotions—I'll help turn your current



customers into a goldmine of untapped business with the power of personalized email, just like the big chains do. Documented response rates as high as 34.2%. No computer needed—we do everything, from helping you collect the email addresses to sending your irresistible offers. Simply call our 800 number and your promotion goes out within minutes. 100% turnkey.

No Contracts. No Hidden Charges. No Set-Up Fees. No Minimum Mailings. No Strings Attached.

Listen: you've read my ads for over 15 years. You've seen *hundreds* of testimonials from pizzeria owners like you who are blown away by the results I get them. (If you haven't, I'll send them to you.) **So don't give up hope.** With over 34 million mailings under our belt, and experience working with thousands of retailers nationwide, we *know* how to turn your business around. **Because for as little as \$97 a month—just \$3.12 a day—you get to test drive the power of my 3 proven-successful pizzeria-promotion services that individually have the ability to jump-start your sales.** Together, they're a triple knock-out punch that produces results that will make you a believer. (If you don't want all 3 services, we can boost your business using only the ones you choose.) **Find out now what an AGGRESSIVE, PROFESSIONAL MARKETING BLITZ can do for YOUR pizzeria.** Just \$97 a month. Just 90 days. For a limited time. **Call us at 800-926-2451, ext. 292 to get started.** Just say, "Send me a free info kit."



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"Get Aggressive" Marketing Kit:
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