



Jay Siff, CEO

FACT: According to the study, **“Customer Focus: Retail Direct Marketing”**, 24% of adult respondents who read direct mail visited a store in the past 90 days prompted by receiving a retailer’s direct mail piece.

Forget TV, radio, and other “image” advertising that wastes your money, because...

“Powerful Direct Marketing Is the #1 Choice of Today’s Retail Experts for Pulling in New Buyers & Cash Sales NOW!”

IT’S A FACT: Unlike “image advertising,” direct marketing **grabs your prospects’ attention... makes an irresistible offer... and influences them to act NOW!** In fact, it’s the **only kind of advertising that delivers immediate, trackable results you can actually measure.** And for retailers, like you, that’s important. There’s no expensive “waste circulation” like with TV, radio, and newspaper advertising. **Meaning? Your promotion goes only to prospects most likely to respond.** Best of all, direct marketing is highly influential in persuading prospects to **spend money.** And since only about 10% of retailers currently use it—**because they simply don’t know how (or think it’s too difficult)**—leaving your competition in the dust couldn’t be easier!

Choose from **3** Proven-Successful Services from Moving Targets® ... the Nation’s Leader in New-Customer Retail Direct Marketing

Designed to Deliver Steady Streams of Business... Fast, Easy, and Cheap!

1

Moving Targets®

Persuades New Residents Who Move into Your Neighborhood to Visit YOU First... Instead of Your Competitors!

Looking for an easy and inexpensive way to boost your business and out-smart your competition? **Moving Targets®**—our 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.** Our psychologically potent mailings—masterfully written and designed by ad-agency creative experts—attract prospects with stunning 10-20% response rates—**sometimes much higher!** (That’s impressive, considering a 1% to 2% return is considered good by direct marketing experts.) We persuade them to become loyal to **YOU** first. And that’s important. Because research shows that new movers are 5x more likely to become loyal regulars.

- ✓ **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** offer to new residents in your area.
- ✓ **Our Low-Cost Solo Mailings Deliver Results!** No piggybacking! Your offer travels alone and features **your business only**, with your business name, address, and phone number boldly displayed for maximum results. **You pay only a few bucks a month.**
- ✓ **Our Friendly and Personalized Letters Get Noticed... Get Read... Get Response!** ...unlike cheap-looking, junk-mail **postcards** that often get trashed—**even before being read!** Choose from a variety of high-impact stock designs, or we’ll create something special for **your** business.
- ✓ **We Mail to Prospects Who Need You Most!** Our 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! It’s just that simple.**
- ✓ **NO Contracts! NO Set-Up Fees! NO Minimums! NO Hidden Charges!**

“I’m hooked for life. **We’ve experienced up to an 80% redemption & no less than 50%.** Of that, about 20% become regular customers. Our customers are just so appreciative that someone reached out to them and offered a totally free item that we got customer loyalty right off the bat.”

*Scott L. Anthony, Owner
Fox’s Pizza Den
Punxsutawney, PA*

“Moving Targets gives us the competitive edge. The fact that you give us first chance at a new customer is priceless. **The return rate is 10x greater than any newspaper coupons** or any direct mail program I have tried.”

*Daniel Roberts, District Manager
Sirloin Stockade and Coyote Canyon
Topeka, KS*

“During the last 20 years of being in business, we have not found anything that works like Moving Targets. **We see a steady stream of new customers coming through our door** and the best part is, I don’t have to lift a finger.”

*Don Bodemann, Owner
The Auto Shop
Blairstown, NJ*



Call for **FREE Samples & Information Kit:**

800-926-2451

www.MovingTargets.com

Turn Over!

“HELP! I Need More Business RIGHT NOW!”

We Got You Covered! These Services are Designed to Reach Out and Push Cash Buyers Through Your Front Door as Soon as the *Very Same-Day!*

2

Loyal Rewards®

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?* No problem! Simply call, email, or fax us and we'll help drive your own existing customers back through your door literally within minutes. Thanks to Loyal Rewards, you can now do exactly that for *just 4 1/2¢ per email* with **NO** monthly fees and **NO** minimum mailings. **And unlike other customer emailing systems, you don't need a computer or any computer knowledge because *we do everything for you!*** Here's how it works...

- 1 Your customers provide their names and email addresses** on our eye-popping sign-up tickets. (We give you a big supply free.)
- 2 We add them to your private database free.** (Already have a customer email list? We'll include it!) Other companies charge you for this service... *or make you do it yourself!*
- 3 Then, whenever you want more business**—today, tomorrow, or any time at all—call Jenna at our toll-free 800 number and we'll email them an expertly designed, irresistible Gift Certificate (*“10% Off... Buy 2, Get 1 Free... \$2 Savings”*... or whatever offer you choose) to send a stream of customers through your doors... typically **that very same day**—often within just minutes. (*No kidding!*)



Call for **FREE Samples & Information Kit:**

800-309-7228

www.LoyalRewards.com

“On my last offer

I gave \$5 off any purchase of \$20 or more. I sent 1,201 emails (at a cost of \$54). 32 certificates were redeemed bringing in 81 people. After giving the discount, **I made \$1,190 in sales.** On the previous broadcast with the same offer, 30 certificates were redeemed bringing in 71 people. After giving the discount, **I made \$758.95 in sales.”**

Bill Sheehan, Owner
BridgeWorks Irish Pub & Grille
Bethlehem, PA

“I am thrilled with the Loyal Rewards program. Our customers are more than happy to sign up. The cost is 1/10 of what it would cost me to mail the same people. Last month we sent 2,294 emails and **got 154 redeemed.** That is a 6.7% response!”

Nancy Satterlee, Owner
Lifestyles
Valparaiso, IN

“We've had a 16% return and I'm happy to report that no one has dined alone.”

Josephine Amato, Owner
Roma's Italian Restaurant
Bowling Green, VA

“The results have been in the 15–16% range consistently, **it's all done automatically** and is on auto-pilot.”

Tony Lariccia, Owner
Silvestro's Depot Cafe
Mentor, OH

“Customers keep coming back. Nobody eats dinner by themselves. **They're often coming in with 4 or 5 other people.**

You can't argue with those results... they're absolutely amazing!”

Lori Ann Sorce, Owner
Pomodoro's Restaurant
Mount Arlington, NJ

3

Birthday Connections™

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

Everybody loves birthdays... *especially the gifts they bring!* 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! Best of all, *we do everything for you...* for **LESS** than the cost of a store-bought card alone. Everything's included: from custom local mailing list... to complete personalization... to postage! *Now that's cause for celebration!*

- 1 So Easy!** Simply tell us how many greetings to mail... the types of customers you want... and your offer. Takes just minutes.
- 2 We Compile the Mailing List...** design, prepare, print, and personalize your greeting with your special offer... and mail them for you.
- 3 You Sit Back and Watch** scores of cash-spending customers stream through your door... *each with YOUR gift certificate in hand!*
- 4 NO Contracts! NO Set-Up Fees! NO Minimums! NO Hidden Charges!**



Call for **FREE Samples & Information Kit:**

800-875-1522

www.BirthdayConnections.com