

Proven-Effective Ideas to Attract More Customers and Promote for Greater Profits

## Success Spotlight

### Moving Targets® Clients Get Results!



"I decided to have my office staff go back and study our Moving Targets results. To the amazement of nearly all our staff, in that six-month period we had a 34% return for additional services, and the new-client revenue from that 34% was \$25,041.46. Thank you for helping us build our car count!"

Thomas Zech, Owner  
Zech's Service Center, York, PA

### Share Your Success Story Here!

We'd like to feature you and your business in an upcoming issue of *TargetTIPS!* Simply send us your story of 200 words or fewer along with your photo (via U.S. mail or email)... and YOU could become the "star" of our next issue! Or call Jenna at: 800-926-2451 ext. 132.

## Marketing

# MAXIMIZER!

### Ask for Referrals!

Over 20,000 merchants nationwide have proven that Moving Targets is unsurpassed at attracting new prospects. New movers are psychologically unique and are likely to bond with you and form long-term relationships... if you give them a great experience. *You've done that?* Great! The *next* step is to ask them to refer their friends and neighbors. Hand them a special-offer card to give to others. Handwrite their name on it for a personal touch. Once the card's redeemed, offer them something like a free appetizer or desert. *It's a win-win-win!* The referral card they give out provides something of value... your referrer gets a thank you gift... and you get even *more* new customers!



### YES! Loyal Rewards® Email Marketing Really Works

...for just 4 1/2¢ Per Customer!

"We sent an offer on Wednesday afternoon for \$10 off a dinner entrée, valid Wednesday and Thursday night. We sent 375 emails and 29 certificates were redeemed. Thanks to Loyal Rewards, we filled our restaurant on an otherwise slow night!"

Mr. Greg Petsas, Partner  
The Rushes Restaurant  
Woodstown, NJ

Want Results Like This?  
Call Now for Your FREE Info Kit:  
**800-309-7228**  
[www.LoyalRewards.com](http://www.LoyalRewards.com)



## PROMOTION POWER!

### Easy Ways to Create New Streams of Customers and Income Today!

**PROMO TIP #1: Be a Showoff!** Frame local newspaper reviews and stories about your business and hang them for customers to see. Do the same for testimonial letters. If people like you, let *others* know! This is advertising at its best.

**PROMO TIP #2: Promote Like the Big Guys—Cheap!** Why are more and more giant chains and franchises asking their customers for their email addresses? It's because they *know* email marketing works. *Are you missing the boat?* Studies show that continually sending appealing offers to your own list of current customers encourages more frequent visits and sales. Okay, so you can't afford millions for TV ads, but you *can* spend 4 1/2¢ each to email your own customers, right? Heck, that's just \$4.50 per 100 mailings! **CALL FOR FREE INFO KIT: 800-309-7228.** Or visit: [www.LoyalRewards.com](http://www.LoyalRewards.com)



## JAY'S TOP SECRETS

### For Creating Irresistible Advertising

**SECRET #28: Use "Multi-Ads" for Max Impact** A powerful way to make a strong impression in your local paper is to place similar ads on successive pages. For example, instead of running 1 full-page ad, place 4 quarter-page ads, each on the right-hand page of 4 consecutive pages. It's best to use the exact same ad because you're looking for maximum impact of 1 message. Include your logo for repetition of branding and quicker recognition. This is #1 of the top 10 most effective multi-ad placement formations. *Try it!*

## 4 The Advertising FATAL FOUR

### Never Do These 4 Things in Your Advertising:

- 1. Be Afraid to Compare**—Do it *anyway!* Factual comparisons between *your* products and service and the other guys' is fair play and helps consumers make smarter choices. It's not necessary to name names. Simple statements of comparison get your point across. Consider the headline, "**FACT! Some Pizzerias Use Frozen, Weeks-Old Dough!**" *Ouch!* Along with an explanation of how yours is made in-house, fresh daily, this tactic hits like a sledge hammer. It instantly makes readers question the practices of all other pizzerias and puts *you* in a more favorable light.
- 2. Do What Your Ad Rep Says**—*Don't always!* Sure, ad reps want you to succeed, but few have studied what makes ads effective. Challenge and question their suggestions. Follow the tips in this newsletter!
- 3. Don't Ask Questions**—*Do!* Is it their first visit? *You won't know unless you ask!* Do they like their food? If not, how can you make things right so they return? Simple questions give you "advertising ammo" that you can turn into profit... *but "you gotta ask!"*
- 4. Ignore Signage**—*Error!* Crummy-looking hand-written or amateurish computer-designed signs shout, "*poor quality here!*" Replace them with attractive, more business-like versions that reflect your commitment to professionalism. Yes... it really *does* matter!

Hundreds of Client Feedback Letters Prove that...

# Moving Targets® Delivers *Powerful* Long-Term Results!



Jay Siff, CEO

**IT'S A FACT:** The longer you mail with us, the more effective your mailings become. That's because Moving Targets is a long-term program with a proven track record with thousands of businesses nationwide. It's why we tell our clients, *"Try us for 6 months and you'll stay with us for life!"* But don't take *my* word for it! Below are some of the *hundreds* of letters from Moving Targets clients that are cashing-in on the profitable "snowball" effect our mailings create.

## Pagliai's

I am a repeat customer; yes I tried another service that targeted local newcomers. The other service was of poor quality with 15% of the letters being returned as undeliverable. **Your service has been the best money I have ever spent for advertising.**

It is giving me an opportunity to track my customer's locale and the usage. **At present it is the only form of advertising I use every month. Other types of advertising are used only on occasion because of cost, difficulty to track and poor performance.** When your coupons appear we welcome a new friend to our family. We immediately know that the person is possibly a first timer to our community and our restaurant. This gives us a great opportunity to meet and greet a future, long-term customer.

Thank you for this method of attracting people to our place of business.

Sincerely,

Chuck Wynn  
Owner

### SUCCESS CASE-STUDY #43

**Business:** Pagliai's Pizza & Italian Restaurant  
**Offer:** Good for One Free Entrée—OR—One Free Buffet... up to a \$7.50 Value!  
**Moving Targets Mailer Since:** March 2003

Fax 50

## At Moving Targets, our only business...



**MORRISON'S AUTO-RITE, INC.**

COMPUTERIZED TUNE-UPS  
BRAKE, STRUT AND EXHAUST SERVICE



To whom it may concern,

For years I've been a customer of Moving Target, in the beginning I watched every month what I spent and what my return on investment was. Every month we came out ahead. **More money came in than it cost me to use Moving Targets.** Along with this I watched how many people we retained and there were always plenty to stay onboard, many turned out to be long-term customers. After many months we started to spot check and still always a winner. **After 10 years with Moving Targets our numbers are still great and I've never looked back.** I now have a second neighborhood and get the same great response.

Lots of people call to ask how we got their names and to say thank you for the offer. So to sum it up **Moving Targets is a great way to get new customers.** Your part is to keep them.

Sincerely  
Robert Morrison  
Morrison's Auto-Rite

### SUCCESS CASE-STUDY #44

**Business:** Morrison's Auto-Rite, Inc.  
**Offer:** Free Lube, Oil & Filter Change... a \$29.95 Value!  
**Moving Targets Mailer Since:** June 1993

# ...is creating new business for your business!

**IT REALLY WORKS!** Moving Targets has successfully introduced more than 26 million families to over 20,000 merchants nationwide, offering more than \$517,000,000 (over 1/2 billion) in free products and services... truly a win-win for everyone!