

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

Success Spotlight

Moving Targets® Clients Get Results!



“It’s been about 10 years since I signed up for Moving Targets. Many, who are now regulars, have come in for the first time with our coupon welcoming them to the neighborhood.

There is no way me or my staff could have done direct mailings that worked so consistently and at a price to match Moving Targets. The customers like it because it’s personal and inviting. The return on investment is always stronger with your program than just about anything else we’ve tried.”

James E. Peters Jr., Owner
Pour Jim’s, Mayfield, NY

Publicize Your Business Success!

We’d like to feature *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 we might promote your business in our next issue! Or call Jenna at: 800-926-2451, ext. 132.

Marketing

MAXIMIZER!

Track Your Way to Success

The price of fuel (and most everything else) is skyrocketing! Business owners are asking, “How much should I spend on advertising?” Most companies say, “Our ad budget is calculated as a certain percentage of our revenue.” But there’s another way. Some of the most successful companies—particularly small businesses—use the *direct response marketing* school of thought to decide how much to spend. It’s simple: **only advertise in ways that are trackable.** Measure the results (ROI) of every ad you run. Repeat those that are profitable. Stop those that aren’t. Let your ad budget set itself... and watch your business grow.



Moving Targets Announces...

Birthday Connections™:

The Fast, Easy Way to Turn Hundreds of Neighbors Into Your Newest Customers

Jay Siff, CEO of Moving Targets announces **Birthday Connections™**, a powerful new way to turn local neighbors into immediate cash sales for as little as \$1.51 per customer.

Birthday Connections sends your local neighbors a colorful greeting, plus an eye-popping gift certificate for your product or service. But this is no *ordinary* birthday message. Working with a staff of professional copywriters and designers, Jay’s team created 2 *irresistible* mailings that were tested and proven to influence recipients to redeem the certificate **within just days of receiving it.**

“People can’t resist opening cards on their special day,” said Jay. “We know everyone’s birthday in your neighborhood and they’re thrilled to get offers from you. While your competition does *nothing* different to get your neighbors’ attention, your offer gets noticed *instantly* and acted upon *fast.*”

There are **no contracts, no minimums, and no set-up charges**, so getting started is a breeze.

While **Moving Targets** helps you turn new movers into customers, **Birthday Connections** helps you get **everyone else’s** business!

Call for Free Samples & Info Kit:



800-875-1522

www.BirthdayConnections.com



PROMOTION POWER!

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

Festivals for Fun and Profit! Does your community, or one nearby, sponsor a local festival where you could set up a booth to represent your business? Especially appropriate for restaurants, you could either sell your products or hand out coupons to convert “strangers” into loyal customers. Many businesses attract dozens of new customers participating in these community events. They’re fun, inexpensive, and if they attract a good crowd (and you offer an excellent product or valuable coupon), can be a great source of new buyers.



JAY’S TOP SECRETS

For Creating Irresistible Advertising

SECRET #31: Tell them to Act! It’s often not enough to simply present your product and price and hope people flock to you. Advertising is salesmanship in print. A good salesperson always *asks* for the sale... and so should your ads. Say, “*Stop by*”... “*Call us*”... “*Phone in your order*”... “*Hurry... Limited-time special*”... “*Buy now*”... “*Call to schedule your appointment today*”... and other similar phrases. Remember, advertising is not just information... it’s also psychology... persuasion... motivation... and influence. Don’t assume that people know what to do... **tell them!**

4 The Advertising FATAL FOUR

Never Do These 4 Things in Your Advertising:

- 1. Don’t Give Reasons to Buy**—Simply telling people to buy without telling them **WHY** is a tested recipe for failure. You need to do more than state what you’re selling and give a price. You need to **sell, sell, sell!**
- 2. Assume People Know You**—Never assume you’re so famous that all readers know where you’re located. Don’t just give your address. Include simple directions to help new buyers visit you and spend money.
- 3. Ignore Phone Book Advertising**—*Don’t!* People looking to buy NOW are thumbing through the *Yellow Pages* and other similar directories deciding where to spend their money. Simple line listings often get overlooked among display ads that give the whole story.
- 4. Don’t Make Claims**—*Wrong!* If you want to be a powerful persuader, you *must!* Readers are looking for reasons to choose you over your competition. And it’s the strength of your claims that help you attract them. If you’re a spa, you might claim, “*The Only 24-Hour Day Spa in [your state].*” If you’re a bagel shop: “*We Bake Every 3 Hours for the Freshest Bagels in Philadelphia!*” Auto shop? “*The Most Honest Repair Shop in Phoenix—Our Mechanics are Not Paid Commissions!*” Then back-up the claim in your copy for a 1-2 punch your competition won’t ever see coming.

Hundreds of Client Feedback Letters Prove that...

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



Jay Siff, CEO

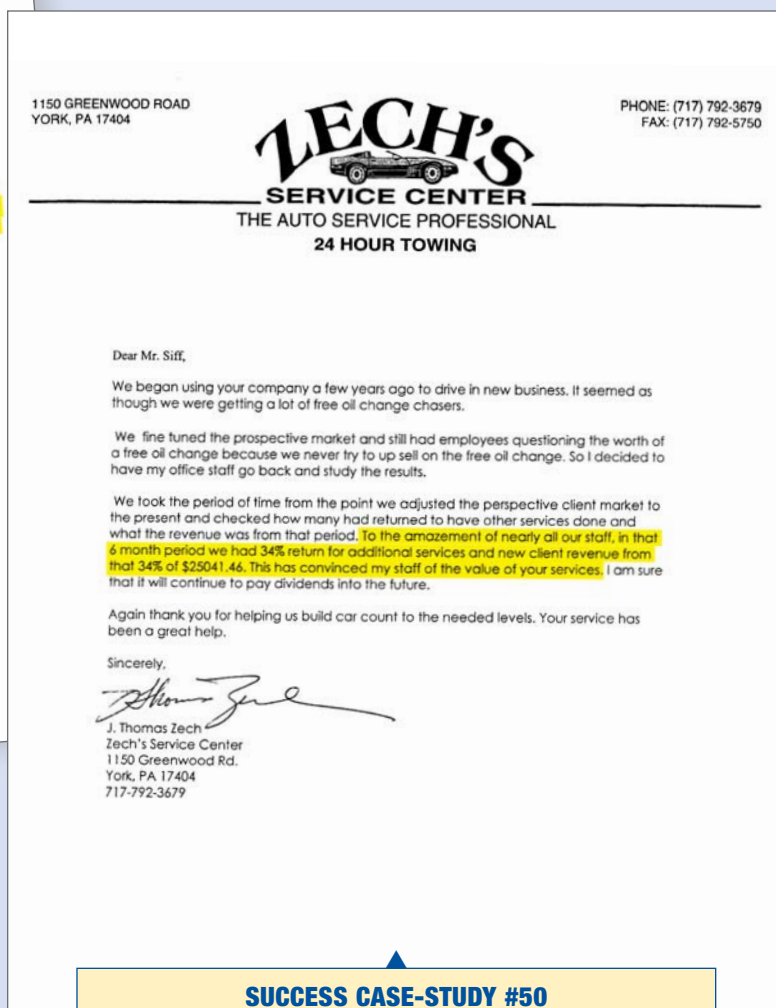
IT'S A FACT: The longer you mail with us, the more effective your mailings become. That's because Moving Targets is a long-term program with a proven track record with thousands of businesses nationwide. It's why we tell our clients, "Try us for 6 months and you'll stay with us for life!" But don't take 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.



SUCCESS CASE-STUDY #49

Business: Scott's Garage, Inc.
Offer: Free Lube, Oil & Filter Change... a \$24.90 value!
Moving Targets Mailer Since: February 2005

At Moving Targets, our only business...



SUCCESS CASE-STUDY #50

Business: Zech's Service Center
Offer: Free Lube, Oil & Filter Change... a \$30.00 value!
Moving Targets Mailer Since: April 2002

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

IT REALLY WORKS! Moving Targets has successfully introduced more than 30 million families to over 20,000 merchants nationwide, offering more than \$596,000,000 (over 1/2 billion) in free products and services... truly a win-win for everyone!