

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

Success Spotlight

Moving Targets® Clients Get Results!



“Moving Targets’ service has been outstanding... it’s a real pleasure to work with a company such as yours that understands the needs of small businesses.”

Scott Schaland, Owner/Technician
Scott's Garage, Inc., Alsip, IL

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!

“Local-Cause Marketing” Scores Big Points with Neighbors!

When you tie your advertising to specific local causes, people take notice! It's a great way for small business owners/franchisees to compete with the big chains. While they run their generic national campaigns, *you* can focus your advertising dollars on things that help your fellow community members. Things like supporting your local Little League team, donating to a church raffle, or letting the scout troop hold a car wash in your parking lot are all great examples. They help bond your neighbors to your business and enhance your local advertising efforts. It's a powerful tool that gives you an edge over *any* national entity. Make sure you take advantage of it!

MARKETING TIP #1

Lori Ann Sorce, Owner of Pomodoro's Restaurant in Mount Arlington, NJ, said, “Sales are up 24%! 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 amazing!” She used *“Birthday Connections”*, a fast, easy & affordable way to turn hundreds of neighbors into quick cash sales... each for less than a card alone. **No:** contracts, minimum mailings, monthly fees. **CALL FOR FREE INFO KIT & SAMPLES: 1-800-875-1522.** (New Customer Special: Mention *TargetTIPS* for \$100 in FREE mailings.)
www.BirthdayConnections.com

MARKETING TIP #2

Mr. Ibrahim Khayat, Owner of Gus's New York Pizza, Yorktown, VA of made an offer for an 18" large pizza for \$7.99 valid Tuesday and Wednesday (7/17 & 7/18) to 345 people. 41 were redeemed—an outstanding 11.88% response rate for 2 days when he'd otherwise be slow. His total cost to promote? Just \$25! He used *“Loyal Rewards”*, an easy, cheap way to stimulate current customers to visit more often... even the same day. They send irresistible emails to customers who sign-up for your promotions. Tested & proven. No computer needed. Just 4 1/2¢ each. **No:** contracts, minimum mailings, monthly fees. **CALL FOR FREE INFO KIT & SAMPLES: 1-800-309-7228.** (New Customer Special: Mention *TargetTIPS* for \$100 in FREE emails coupon.)
www.LoyalRewards.com



PROMOTION POWER!

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

HOT TIP: Gratis Giveaways! People love practical promotional products. But forget boring pens and key rings—everyone does that! Instead, restaurants can hand out palm-sized cookbooks. Drycleaners can give lint rollers. Auto shops can pass out bottles of a “high-end” car polish. **Tip:** Don't just give them the goodies... attach a coupon (with a deadline, of course) with a discount for their *next* visit! And don't just “throw” it at customers like a worthless trinket. Look them in the eye and sincerely thank them for their business while placing it in their hand. *What a difference!*



JAY'S TOP SECRETS

For Creating Irresistible Advertising SECRET #34: Always Be Credible!

Psychologists tell us that human beings look for what is called “social proof” before they buy. They want to know that others have bought and have “survived.” No one wants to be the guinea pig. That's why testimonials are so powerful. And quoting statistics. And saying how long you've been in business. And stating you're a member of the Better Business Bureau, or local merchant association. And that you offer a satisfaction guarantee. Always thinking, “How can I boost my credibility so people will believe my claims?” will serve you well in advertising.

How to Strike CUSTOMER SERVICE GOLD!

Simple Ways to “WOW” 'Em Every Time

FORGET ME NOT—It's @&# crazy! You spend a fortune placing ads, and after you finally attract customers and sell them, how often do you **follow up?** Auto shops, for example, all have their customers' phone numbers, yet hardly *any* of them do. That's why doing so makes a tremendous impression. **Cost?** 1 minute of your time. **Worth it?** You bet your life! Start this week!

WAITING IN STYLE!—If your waiting room/area isn't spotless, bright and cheery, and downright comfortable, you're missing one of the simplest ways to enhance your customers' experience. Trade in back-breaking plastic chairs for those with nice thick cushions. Display *recent-issue* magazines. (Toss the old ones!) Put the TV set on mute with subtitles so people aren't “forced to listen.” Play soothing music—not jarring radio stations with screaming commercials. Offer them bottled water. Humans hate to wait. Show them you care by making the experience more tolerable. The result is a more patient, happier customer. And that's what you want, *right?*

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.

**LEEVERS
FOODS**

215 2nd AVE. SE ♦ RUGBY, ND 58368

FAX (701)-776-2100
TELEPHONE (701)-776-5889

Dear Jay,
I just want to say **thank you** for allowing me to do business with you. **I have had so many compliments from my customers since I started.** I know that this is for customers that are new and I give it to all customers that received a gift certificate as a compliment from our store. This is my way of saying welcome to the new customers and thank you to the customers that have shopped here for many years! This goes a long ways in the small community that we live in, in rural North Dakota.

Sincerely Yours,
Nathan Brinkmeyer
Store Manager

SUCCESS CASE-STUDY #55

Business: Leever's Foods

Offer: Free Breakfast which Includes: Free Dozen Forest River Eggs, Free 1 Lb. of Farm-Fresh Sliced Bacon, Free 1/2 Gallon of Leever's Orange Juice, and Free Loaf of Leever's White Bread

Moving Targets Mailer Since: February 1999

...is creating new business for your business!

IT REALLY WORKS! Moving Targets has added over \$610 million in profits to over 20,000 businesses like yours by successfully introducing them to more than 32 million families nationwide... *truly a win-win for everyone!*

At Moving Targets, our only business...

AUTOPIA®

A new level of car service you've only dreamed about.™

November 22, 2004

Moving Targets
812 Chestnut St.
Perkasie, Pa. 18944

Attn: Jay Siff

Dear Jay,

Thank you, Moving Targets.

We've been mailing new movers for years and getting a steady flow of new customers for our auto repair business. The quality of these first time customers is great. They are not afraid to spend money to maintain their cars properly.

These customers are our neighbors.

We appreciate them and based on the results, they must appreciate us.

Thanks, Jay.

Very truly yours,

Tim Faber

2311 Hennepin Avenue South • Minneapolis, MN 55405 • (612) 377-2886
9480 Lyndale Avenue South • Bloomington, MN 55420 • (952) 888-8885

SUCCESS CASE-STUDY #56

Business: Autopia

Offer: 35% Labor Discount on Any Service or Repairs Plus a Free Hand Car Wash

Moving Targets Mailer Since: December 1996