

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

## Success Spotlight

### Moving Targets® Clients Get Results!

“Thank you, Moving Targets! Without any effort on my part, the new resident mailings continue to attract new, loyal customers and



generate profits. From November 1, 2006 through October 31, 2007, 41% of those new customers who redeemed the free oil change coupon have brought more work into the shop, resulting in over \$11,000 in additional sales. This figure is a net amount after subtracting the cost of advertising and free oil changes. It speaks volumes about the bottom-line results. I'm very happy with Moving Targets and hope to continue doing business with you for many years to come!”

Keven Zerby, Owner, Zerby Automotive, Canon City, CO

### 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! Your Offer is King

Experts agree that the success of any direct mail campaign is determined by 3 things: the List, Offer, and the Package. After 32 million mailings, we've learned the best way to produce a new-resident list and the most effective mailing format... but *you* control the *offer*. Sometimes it's tough to come up with an offer that attracts the maximum number of prospects without “giving away the store.” But when you realize the potential Lifetime Value of each customer, this decision is much easier. *Why?* Because you're not just giving something away to the general public... *you're targeting prime prospects who could become profitable regulars for many years!* So don't “cheap out.” Make your offer as irresistible as possible and get people through your door. This will ensure you grab the majority of the new-mover business in your town.

### MARKETING TIP #1

Mr. Ron Albers, owner of Crazy Ron's Total Auto Repair Center in Waukegan, IL, said, **“Our birthday mailings have been working well. Our customers are very excited and really appreciate it. We can up-sell them more and they let us do the safety inspections. We've increased our number of mailings since we first signed up for the program.”** He used **Birthday**

**Connections**, a fast, easy & affordable way to turn hundreds of neighbors into quick cash sales... and each costs less than a store-bought birthday card alone. **No:** contracts, minimum mailings, or monthly fees.

**CALL FOR FREE INFO KIT & SAMPLES:**  
**1-800-875-1522.**

**(New Customer Special: We'll pay you \$100 cash just for trying it! Call today for full details.)**

**[www.BirthdayConnections.com](http://www.BirthdayConnections.com)**

### MARKETING TIP #2

Nancy Satterlee, of Lifestyles gift shop in Valparaiso IN, said, **“I'm thrilled with the Loyalty 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's a 6.7% response!”** She uses **Loyal Rewards**, an easy and 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](http://www.LoyalRewards.com)**



## PROMOTION POWER!

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

**HOT TIP: Print Your Own Money!** No... don't counterfeit, but printing a coupon on the back of oversized, realistic-looking currency really attracts attention. Placed on windshield wipers, or distributed in virtually any manner, they really stir up attention, and are relevant to your discount! Use a one-dollar bill for a \$1 discount, a two-dollar bill for \$2 savings, and so on, for added tie-in. Just make sure they're “of a size less than three-fourths or more than one and one-half, in linear dimension”... you print them only one-sided... and destroy any plates, negatives or similar reproduction paraphernalia. (Or you'll have a long, long time to contemplate your *next* promotion!)



## JAY'S TOP SECRETS

### For Creating Irresistible Advertising

#### SECRET #36: Use “Story Movers!”

A “story mover” is an old sales term that refers to a dramatic story a salesperson would tell his prospect to help influence them to buy. It's a powerful technique that works equally well in print advertising. For example, let's say you're having a sale. Just advertising “**SAVE 25%**” has limited impact because it's so commonplace. However, if you tell people that the *reason* you're having a sale is because, for example, Mondays are typically slow days and you want to stimulate business and keep your (mechanics, cooks, bakers, drycleaners, employees of any kind) working, you've played the credibility card and given them something that makes sense. Try it in your next ad!

## How to Strike CUSTOMER SERVICE GOLD!

### Simple Ways to “WOW” 'Em Every Time

#### “ACKNOWLEDGE ME... PLEASE?”

As simple as it seems, *most* retailers today don't acknowledge the presence of their customers when they walk through their doors. *Do you?* It's as if saying, “*hello*” requires a major expenditure of time and effort. It's especially important if you're busy serving *another* customer. Saying, “*Hello! I'll be right with you!*” lets patrons know: 1) You value their visit, 2) You think they're important enough to acknowledge (they're the ones who help you feed your family... did you forget this?), 3) You're aware they're waiting, and 4) You won't keep them waiting any longer than absolutely necessary. (After all... they want to give you their money!) Train every employee to acknowledge your customers. If they won't do it, then acknowledge their lack of employment.

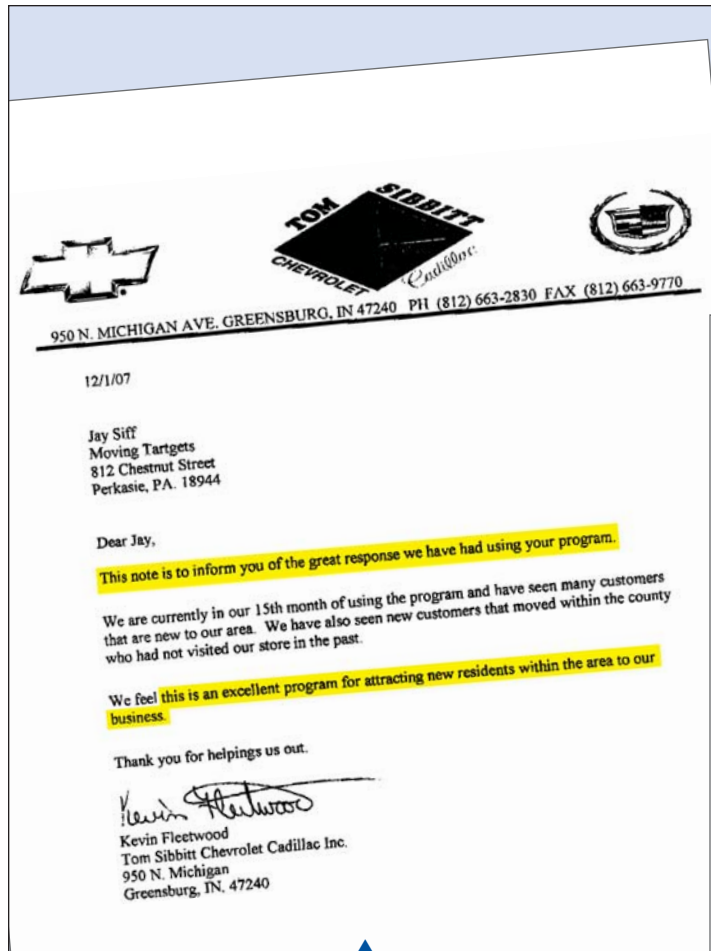
Hundreds of Client Feedback Letters Prove that...

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

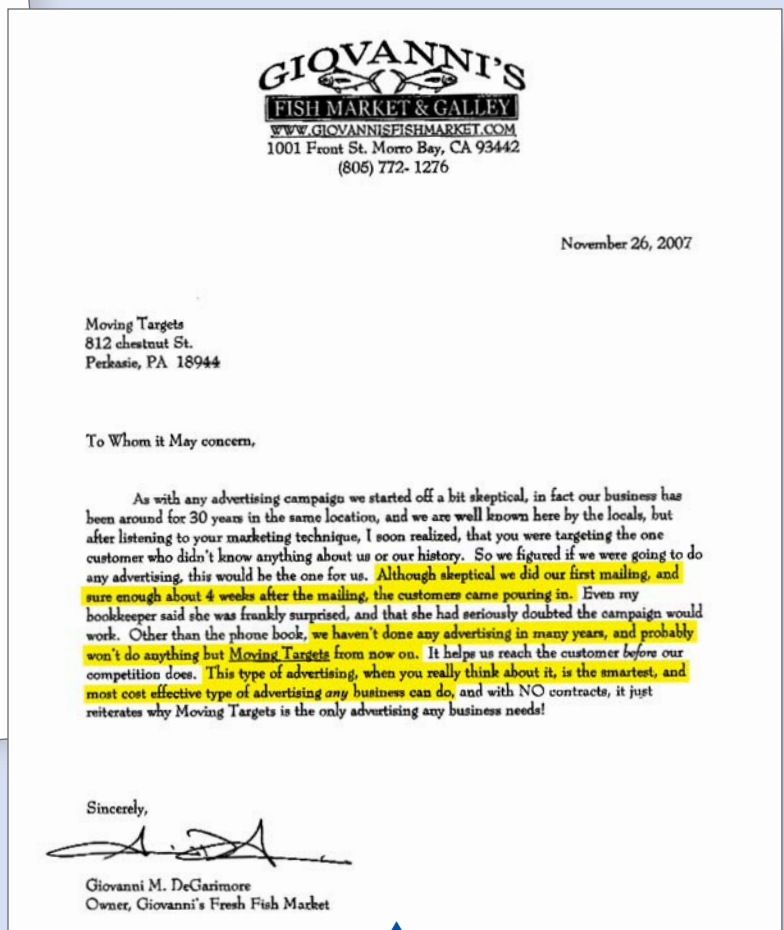


Jay Siff, CEO

**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.



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



**SUCCESS CASE-STUDY #59**  
**Business:** Tom Sibbitt Chevrolet Cadillac  
**Offer:** Free Lube, Oil and Filter Change... a \$34.95 Value!  
**Includes a Hand Car Wash and Vacuum!**  
**Moving Targets Mailer Since:** March 2006

**SUCCESS CASE-STUDY #60**  
**Business:** Giovanni's Fish Market & Galley  
**Offer:** One Free Entrée... Up to a \$10.00 Value!  
**OR: \$10.00 Towards Your First Fresh Seafood Purchase.**  
**Moving Targets Mailer Since:** October 2007

# ...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!*