

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

Success Spotlight

Moving Targets® Clients Get Results!



“Let us tell you how happy we are with our Moving Targets program. The response to our offer has been superb. Working with your staff and following their suggestion to target market to area newcomers has resulted in our acquiring new customers who have become regulars at the restaurant. We always knew our food was good... we just needed to give individuals the opportunity to taste it. Your program allowed us to capture new area residents who love Crawfish Town USA. Working with your staff has been a joy. They really know what it takes to make Moving Targets work for us.”

Johnny Hebert, Owner
Crawfish Town USA, Breaux Bridge, LA

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!

How to “Steal” Business

FACT: Sluggish retail sales... a slumping housing market... ever-rising gas prices... and sagging consumer confidence mean the economy could be speeding toward recession. As a result, consumers now have fewer dollars to spend. So in an effort to “increase profits,” many business owners mistakenly cut back on their marketing... the exact *opposite* of what they *should* be doing! It's like deciding to stop watering your garden to save money on your utility bill, but still expecting things to grow. This flawed strategy actually *accelerates* your business decline at the *worst* possible time... when you need *more* customers, not *fewer!* On the other hand—when your *competition* does it—it gives *you* a chance to steal their business. That's because *your* marketing can be more effective when theirs is absent. Today's economy presents a great opportunity to increase your market share while your competition makes the silly “stop marketing” blunder. Watching expenses is *always* smart, but *now's* the time to *keep* advertising and “steal” some market share.

She Says, “Happy Birthday” and They Spend Money!

Josephine Amato, owner of Roma's Italian Restaurant in Bowling Green, VA, Sent Birthday Cards and Gift Certificates to Her Neighbors and Pulled in a Remarkable 16% Response. She used *Birthday Connections™*, a fast, easy & affordable way to turn hundreds of neighbors into quick cash sales... each for less than a store-bought card itself. No contracts... no minimum mailings... no set-up charges.

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

(New Customer Special: Mention *TargetTIPS* for \$100 in FREE mailings.)

www.BirthdayConnections.com

He Made an Extra \$1,800

John Modestine, owner of Village Tavern, North Wales, PA, Sent His Customers 1 Email and Pulled in \$1,800 in Extra Sales in ONE Night. He used *Loyal Rewards®*, an easy, cheap way to encourage your current customers to visit you more often.

Loyal Rewards sends irresistible emails to customers who sign-up for your promotions. Tested & proven. No computer needed. Just 4 1/2¢ each. **No contracts... no minimum mailings... no monthly fees.**

And yes, it really works.

CALL FOR FREE INFO KIT:
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!

Cater to Kids! Here's a great idea for pizzerias and other restaurants who need a shot of promotional zing. Hold a *Kid's Pizza Bake-Off Night*. Invite neighborhood kids—with their parents, of course—to your shop and teach them how to make a pizza from start to finish. Or simply hold a demonstration showing how the pros do it. Or put on a freestyle dough tossing show or competition. Give each kid a ball of dough to play with. Give parents coupons for their next visit. Distribute inexpensive ad specialties featuring your business name, logo and phone number, such as Frisbees... sports cups... t-shirts... baseball caps... anything that's constantly in public view. Invite the press to cover the event, which they'll gladly do. While your competition does *nothing*, you'll be benefiting from tremendous free publicity.



JAY'S TOP SECRETS

For Creating Irresistible Advertising

SECRET #38: Teach them How to Do It

Although it sounds counter intuitive, teaching your prospects how to do what you do actually makes them appreciate your services more. For instance, teach them how to do their own oil changes, step-by-step. They'll love you for the advice... but hardly any will attempt it on their own. Instead, they'll realize how messy it can be... what specialized tools it requires... how difficult it is to do correctly... and how long it will take them... **which makes them actually value your service more than ever before.** Your instructional ad grabs their attention and gets high readership. And your coupon (don't forget that!) is conveniently there for them to redeem so they don't have to get their hands dirty. Get it? It's a highly effective psychological ploy that works tremendously well.

How to Strike CUSTOMER SERVICE GOLD!

Simple Ways to “WOW” 'Em Every Time

SURVEY YOUR SERVICE—The easiest way to determine what your customers think about your service is to simply ask them! Simple surveys are easy and sure-fire ways to learn—directly from the horse's mouth—how your performance stacks up. There are 2 types of surveys to consider: **Project Surveys** (which tell you how well you served your customer during their last visit), and **Annual Surveys** (which gauge your customers' overall satisfaction with your business). Whether you send them via U.S. Mail, email, or simply hand out surveys with receipts, it's the easiest, cheapest, and most effective way to create competition-crushing customer service.

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.

SHIPPEE
AUTO INC
603-336-8300
753 Brentleboro Rd. Hinsdale, NH 05451
www.shippeeauto.com

Phone: 603-336-5100
Fax: 603-336-5700
Email: shippeeauto@comcast.net

12/03/2007

Dear Moving Targets,
Our automotive repair shop has been using your service for years. The gift certificate brings in good new customers, the customers who come back again & again, not the customers who are just looking for the bargain of the day. Getting good new customers into the door is the most important part. After they are in, all we have to do is impress them with our service. We have tried many marketing programs with many failures. With Moving Targets we have had many up sells on needed services. The cost of one certificate is only over a dollar. With one sale that cost is paid for. Sometimes many certificates could be paid for with just one customer visit to our shop. We have generated so many new & repeat customers with this program that we have signed up for the birthday gift certificate.

Thank you,
Shippee Auto Inc.

SUCCESS CASE-STUDY #63

Business: Shippee Auto Inc.

Offer: Free Lube, Oil & Filter Change... a \$29.95 Value!

Moving Targets Mailer Since: March 2005

...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 33 million families nationwide... *truly a win-win for everyone!*

At Moving Targets, our only business...



Hello Jay,

We started using the Moving Targets program in May 2007. I have been impressed with not only the redemption rate of the mailers you send out for us but the business that returns from this offer.

We have tracked our mailers you send out for us (90-130 depending on the month) and we are getting 35%-45% returns before the expiration dates. Now the real impressive number, we have an 82% repeat business tracked to those who redeem the letter!!! Who would have thought???

This program is one you put together with Jay and then I do not have to do anything else monthly. We focus on customer service and go the extra mile when these gift certificates are redeemed. Now our 82% may not be that high without our outstanding customer service. I knew that if I could get a customer in the door to try a pizza, I knew that our quality pizza and customer service could win these people over and keep them coming back. The hardest thing is getting new people to try something new.

Thanks you Jay and the Moving Targets company for the promotion and welcome any of your potential clients to contact me about your company for reference.

Respectfully,
Michael & Jennifer Gire
Franchisee Mr. Jim's Pizza of Cheyenne WY
307-637-4992

SUCCESS CASE-STUDY #64

Business: Mr. Jim's Pizza

Offer: Free Medium Pizza with 2 toppings... up to a \$10.25 Value!

Moving Targets Mailer Since: May 2007