

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

## Success Spotlight

### Moving Targets® Clients Get Results!



“The new resident direct marketing program offered through Moving Targets works—it is simple and effective, inexpensive and easy to manage. If your company is looking for advertising that is virtually labor-free, this is the program you need to use. You pay Moving Targets to do ALL the paperwork and you see customers at your shop happy to be receiving a free service! It couldn't be any simpler.”

Mr. Terry Hanson, Owner, Hanson Auto Repair  
Blue Earth, MN

### Enjoy this Newsletter?

Free back issues teach you scores of great ways to promote your business and boost your ad response. Go to [www.MovingTargets.com](http://www.MovingTargets.com) and under the **Articles** menu select **TargetTIPS**. A new issue is added every month.

## Marketing MAXIMIZER!

### NEW! 2 Free Web Tools

Do you know how much a customer is worth to you? Or what our new-resident mailings mean to your bottom line? Our improved website features 2 handy tools that tell you! Go to [MovingTargets.com](http://MovingTargets.com) and click on **TOOLS** in the menu bar. The first tool is, “*How Much is a Customer Worth?*” It helps you calculate the Lifetime Value of your typical patron. The second is our “*ROI Calculator*.” It determines the amount of money you spend on our mailings and your gifts to new residents, and calculates your return on investment. Plug in your Lifetime Value figure, and you'll quickly see your **Return-On-Investment** in both dollars and percentage. You'll be amazed at the high ROI you get from making just a few new customers. **Try these great new tools today!**

### The National Restaurant Association Reports:

**“Birthdays are the #1 dine-out occasion of the entire year.”**

Did you know that nearly 7 out of 10 adults visit a restaurant on their own or someone else's birthday? This makes birthdays the most popular occasion to dine out by nearly 2-to-1.

**Smart restaurant owners profit from this by sending birthday cards to their neighbors and enclosing a special birthday savings or gift.** See the logic? Recipients often bring friends and family, resulting in multiple sales for you. And the easiest way to do this is to use **Birthdays Connections™**.

**They know the birthdays of all your neighbors and they do all the mailings for you.** All you do is choose the offer. Then sit back, and watch the new customers stream in.

**No contracts, no minimum mailings, no monthly fees.** High response rates.

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

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

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



### PROMOTION POWER!

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

**Play the Name Game!** Get your customers' and prospects' creative juices flowing by asking them to name a new product or service... and offering a prize for the winning selected name. If many of today's most successful companies can do it... so can you! Rita's Ices' customers came up with *Blendini™*, a mixture of Italian ice, frozen custard, and cookie bits. Crayola® Crayons' “Name the New Color” contest resulted in 16 new crayons, including *Jazzberry Jam*, *Mango Tango*, and *Wild Blue Yonder*. And many others. And you can do the same! Have customers (and prospects) fill out simple forms with their name and contact information. Send press releases to your local media. You'll get a slew of great ideas and create a surge of new energy for your business!

### Inside the Mind of the Perfect Customer

by Guest Columnist  
Bob Cooper



Not long ago, I interviewed over 40 people for a panel of customers that I moderated in Dallas, Texas.

My intent was to discover what drives their decisions in choosing an auto service facility and how they make their purchasing decisions. I also need to mention all

the candidates met the profile of the perfect target customer for today's auto service facility; they were all average to above average wage earners, they all had at least 2 years of college education, they had good credit-worthiness, their vehicles were less than 9 years old, they drove an average to above average amount of miles and the majority of them were female. Unlike you shop owners and managers, I was able to ask very specific questions about perceived value, motivators and price. **Here are the most revealing conclusions...**

Outside of the absence of loyalty, and regardless as to their income, the majority of your customers are very sensitive to price, even if they have been dealing with you for years. They're looking for value, and they determine value, not by the lowest price, but by what they receive in return. I also discovered today's customer is highly motivated by coupons, and the discounts don't have to be large to be effective. Most of the people I interviewed, who again were average to above average wage earners, felt a \$10.00 savings on a service was enough to motivate them to take action. Now I realize that many shop owners believe they have a business and clientele that are above coupons or discounts. Unfortunately, they're dead wrong, and it's that pompous, over-inflated feeling of self-worth that has put many business people out of business. Now please don't misunderstand me, because I am not suggesting that you give away your services. What I am suggesting is this: establish retail prices for your services in a way that allows for both coupons and some limited discount programs. Just look at Dell computers. Clearly they don't have to provide the promotional prices or discounts they advertise. Without question, Nordstrom, the leading high-end clothing retailer, doesn't have to offer semi-annual sales either. But there are two reasons as to why they do. Not only do promotional prices drive sales, which are the lifeblood of every business, but equally as important, it sends a powerful message to their customers. It's the message that says they care enough about their customers to constantly be looking for ways of assuring they get a really great value for every dollar they spend. Ladies and gentlemen, I may be the messenger with this article, but this message came from the single, most important part of your business: your customers. I can only hope you listen to them.

*This business-building tip provided by Bob Cooper of Elite! To learn more about how they can help you build a more profitable, successful business, call 800-204-3548, or visit their website at [www.TheSuccessToolCompany.com](http://www.TheSuccessToolCompany.com)*

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.



December 15th, 2007

Hey Jay,

Thanks for the great program! **We've only been using it for a short time and we're already seeing a 20-30% return.** People are slow to accept new things in our area, but the great looking ads that you guys helped me create are breaking through the barriers.

On top of that, **the professionalism that you and your company have shown me is refreshing.** Your competitors pale in comparison. I'm glad I made the switch. Now I don't have to wonder if the letters are getting out and going to the right people. (And, I don't have to worry about the same people getting more than one letter like I did with the other company I used.) Keep up the great work and thanks for your energy and creativity.

Sincerely,  
David Thomas

David Thomas  
Owner, Jimmy's Pizza

## SUCCESS CASE-STUDY #67

**Business:** Jimmy's Pizza  
**Offer:** One Free Medium Pizza  
**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 33 million families nationwide... *truly a win-win for everyone!*

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



To Whom It May Concern,

My name is Sherwood Cooke and I co-own a NAPA Autocare center in South Georgia. I have been in business for over 10 years and have depended solely on my reputation with my clientele as my main support of advertisement. I came across Moving Targets several years ago via my Napa Autocare packet and curiosity led me to find out what they were all about. After discussing with my partner thoroughly the pros and possible cons about using their services we decided to do a trial run and see if their coupons would bring in the level of loyal clientele that we do business with.

Much to our surprise and delight, they did! **Every month we ALWAYS make a profit per the coupons brought in by these "new to area" customers.** More importantly, not only do we make a profit, we also are given the opportunity to earn the business from the level of clientele that we strive to attain. We have developed several outstanding new relationships with new members to our community by using the valuable services that Moving Targets provides. **We will continue to use Moving Targets and urge every great and committed repair facility to check them out!** Thank you Moving Targets for all of the wonderful benefits we have received by attaining your service.

Sincerely,

Sherwood Cooke  
Owner

## SUCCESS CASE-STUDY #68

**Business:** NAPA AutoCare Center  
**Offer:** Free Lube, Oil & Filter Change... a \$24.95 Value!  
**Moving Targets Mailer Since:** January 2002