

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

Success Spotlight

Moving Targets® Clients Get Results!



“We have been mailing to new movers for almost a year now and we receive three to four new customers monthly, which is a big improvement for a small business. The gift certificate is for a free oil change and after getting new customers in the door, they see the quality work we do and continue to bring their vehicle back for monthly maintenance, tires, brakes, or anything else that their vehicle may need. We appreciate our customers and we always do the best we can to keep them happy and coming back. Thank you, Moving Targets... it's great doing business with you.”

Mr. Bill Gallant, Owner, Bill's Super Gas & Auto Repair
Palm Harbor, FL

Publicize Your Business Success!

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!

What's Your Marketing Mindset?

How do *you* look at your marketing budget? Do you see it as an *expense* or an *investment*? Good marketing is just as much an investment in your business as are great employees... high quality products... and a clean, inviting facility. In fact, a recent study revealed that **every dollar spent on direct mail generates an extra \$16 in revenue**. That's **three times** greater than the return for general advertising! So every time you think you're saving \$1 by cutting your direct mail budget, realize you're losing a potential \$16. So look carefully at your present advertising mix. Then adjust it to get the biggest bang for your hard-earned buck.

Give Yourself the Gift of Scores of New Customers!

Dennis Greenia of Frontier Enterprises in San Antonio, TX says “Happy Birthday” to his neighbors and gets big response. **“We are currently seeing a 24% response rate... 72% includes two or more customers on the ticket. The program pays for itself immediately. Very impressive indeed!”** He uses **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

HOLY GUACAMOLE! Now You Can Send Custom Promotions to Your Customers for Just 4½¢ Each

Dave Atwell, Chef/Owner of Desperados Fresh Mexican Grille in Williamstown, MA, said, **“We are a small restaurant with 84 seats. I am always full the first few days after the coupon runs and also the last couple of days before it expires. I actually put on more staff because of the noticeably increased traffic.”** Dave uses **Loyal Rewards®**, an easy and low-cost way to stimulate repeat business. They send irresistible emails to customers who sign-up for your promotions. Tested & proven. **No computer needed!** Just 4½¢ each. No contracts, minimum mailings, or 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!

Ad Specialties or Junk-Drawer Stuffing? Many businesses buy custom-imprinted ad specialties in hopes of spreading their name far and wide. Unfortunately, many items wind up in the bottom of people's desk drawers, like pens and key rings, for example. Instead, it's wise to consider items that are: 1) Used openly and often, and 2) Are large enough that your name can be seen by more than the person using the item. Water bottles, t-shirts, and baseball caps are 3 good examples. You get far more exposure when crowds of people see the item than just the individual user.



JAY'S TOP SECRETS

For Creating Irresistible Advertising

SECRET #44: Give them Good Reasons to Buy from You How many good reasons can you give prospects to do business with you? Start an ad campaign with the headline: **“50 Good Reasons Why the Tuscan Grille Is Philadelphia's #1 Italian Restaurant”** Each ad in the series gives one solid reason in the subhead and expounds on it in the body copy. Of course *all* your ads should make some kind of offer to compel people to respond. Each ad should feature a consistent look and prominently display your business name and logo. Telling people *why* they should buy from you is powerful. And telling them over and over again is even better.

How to Strike CUSTOMER SERVICE GOLD!

Simple Ways to “WOW” 'Em Every Time

SURPRISE THEM WHILE THEY WAIT—We humans hate to wait. Especially for a restaurant table, or in a auto shop for our car to be repaired. So *think*... what can you do to make your customers' wait more pleasant? One shop offers fresh fruit to its patrons. Another serves iced tea from a beautiful glass dispenser filled with bright and cheery lemon slices. An Italian restaurant hands out mini slices of pizza. Another offers mini biscotti. And it's all done with a smile. What nicety can you offer to the people waiting to put money in your pocket? Each represents potentially thousands of dollars in repeat business. This is a powerful way to think about your customers. So express your gratitude while they're waiting. Word will spread... and you'll start making your competition look really downright inconsiderate.

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.



Jay,

We LOVE MOVING TARGETS!!!! We began the program, replacing 1 newspaper ad and 1 other direct mailer that was producing 1-2% return. We immediately began seeing **NEW CUSTOMERS** within days of mailing. Right now we are averaging a 35% **REDEMPTION** rate and about 25% we are seeing again. I am **VERY PLEASED** with the redemption rate. You got them in the door for me and I am keeping about 25% of them as regular customers, seeing them 2-4 times per month. I am starting your Birthday Card in Feb. 08. I can't wait to see how great that will be and how many customers that will bring in and grow my small pizzeria. In the small town I am in, there is 14 pizzeria's. We have 4 independent and the rest are national franchises.

THANK YOU MOVING TARGETS for giving me the edge over my competition.

Thank You
Tina Piser

AJ Barile's Chicago Beef and Pizza Co.
Owner

SUCCESS CASE-STUDY #75

Business: A J Barile's Chicago Beef & Pizza Co.
Offer: One Medium 14" Pizza (with 2 toppings)
... Up to a \$12.49 Value!
Moving Targets Mailer Since: July 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 34 million families nationwide... *truly a win-win for everyone!*

At Moving Targets, our only business...

M & M TIRE & AUTO SERVICE INC.

November 28, 2007

Jay Siff, CEO
Moving Targets
812 Chestnut Street
Perkasie, PA 18944

Dear Jay,

I am writing to tell you how thrilled we are with Moving Targets! I would recommend it to every business owner who wants to bring new customers to their door.

About a year ago, we opened a second location of our business. Our first location has a strong reputation, but no one in our new location even knew we were there. Our biggest challenge was how to get new customers in the door. We have tried just about every advertising route out there. While the other advertising routes have merit, this is definitely the best value for the money. I love that we can control the selection criteria, and the number of mailers sent each month. I also love that it is working! We are getting new customers in every week with the Moving Targets coupons in hand.

Thank you for giving small business owners an affordable option for reaching new customers.

Sincerely,

Traci S. McCoy

Traci S. McCoy
Owner/Vice President
M&M Tire & Auto Service, Inc.

3966 PRICES FORK ROAD • BLACKSBURG, VA • 24060
PHONE: 540-552-5727 • FAX: 540-951-7370

SUCCESS CASE-STUDY #76

Business: M & M Tire & Auto Service Inc.
Offer: Free Lube, Oil & Filter Change
... a \$34.95 Value!
Moving Targets Mailer Since: November 2006