

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

Success Spotlight

Moving Targets® Clients Get Results!

“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.”

Terry Hanson, Owner
Hanson Auto, Blue Earth, MN

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!

Changed Your Mind? Good!

British economist John Maynard Keynes was criticized for shifting his position on monetary policy when he said, “When the facts change, I change my mind. What do you do, sir?” The facts in business are changing rapidly these days, especially how you market your products and services. With so many choices, how do you know where to best spend your ad dollars? The best way is to measure the results of every advertising effort and drop those that aren't paying off. If your old TV, radio, and newspaper ads aren't working the way they used to, follow Mr. Keynes' advice: *change your mind* and drop them. That way you can put the money where it will work. We suggest *direct marketing* because it targets your exact audience with no costly waste circulation. **Moving Targets®**, **Loyal Rewards®**, and **Birthday Connections®** are 3 low-cost neighborhood advertising services that can help get your business back on track, even in this weak economy. **Call us for free information kits: 800-926-2451.**

Shawn Was Skeptical... But Not Anymore!

Shawn Whitson Owner of Mount Pleasant Autolube and Carwash in Mount Pleasant, TX said: **“I was a skeptic, but I've changed my tune! We're AVERAGING A 23% RETURN ON THESE CARDS!!! That's better than any other promotion we ever ran in our 15 years, period! And we haven't even talked about the up-sales we get from those same new customers!”** Shawn promotes his business with **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

Gordon Snagged a \$500 Sale... In Just One Hour

Gordon F. Lentz, of Lentz USA Service Centers, Inc., in Kalamazoo, MI said, **“You recently sent out the latest email offers to our customer database. It was not even an hour later when one of the stores said they had their first big return. A nice \$500.00 sale! Now that was fast!”**

Gordon 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!

Promote Your Loyalty Programs—Most businesses who offer a customer loyalty program do little to encourage their customers to get involved. Why not promote it like any *other* promotion? Why not make your loyalty program the topic of its own advertising? Announce it! Create signs for it! Make counter signs... table tents... place an ad... send a postcard... shoot out an email. In other words, promote your loyalty program like you would any *other* special offer. It is special, right? If you don't think so, your customers won't either.



JAY'S TOP SECRETS

For Creating Irresistible Advertising

SECRET #46: Easy Way to Ramp-Up Ad Readership Some of the highest readership is given to ads that contain useful information and don't just try to *sell* the reader something. That's because ordinary ads ask readers to give something to *you*: their time and money. Educational ads, on the other hand, give something to your *readers*, namely valuable information that benefits *them*. Instead of simply asking readers to give you money, what can you *teach* them in your ads? What tips or suggestions can you offer? If you're a restaurant, how about, “**How to Cook Pasta Like the Pros!**” Auto shop? “**5 Tips to Boost Your Gas Mileage Overnight!**” Day spa? “**How to Massage Away Headaches!**” Bakery? “**How to Bake the World's Best Brownies!**” Relax! These ads won't “steal away” your business. They'll grab significantly more eyeballs and give you a dramatically larger audience for your offers. Most businesspeople have no idea how to create effective ads. So stop doing what everyone else is doing.

How to Strike CUSTOMER SERVICE GOLD! Simple Ways to “WOW” 'Em Every Time

ENCOURAGE NEGATIVE FEEDBACK! Most business owners want to hear only the positive, ego-gratifying comments from customers. Of course, knowing what you're doing *right* is useful, but it's more helpful to know how you're *not* meeting your customers' needs. That's because the people you're not satisfying are the ones who probably won't return. That's because most people don't like confrontation. They'd rather walk away unhappy than assert themselves and tell you what's bugging them. Every customer should be *handed* a pen and a one-question survey that asks, “**If you were the owner of [Your Business Name Here], what would YOU do differently? Speak your mind... your opinion counts!**” Do not ask for contact information as this can depress participation. The responses will likely shock you... and give you feedback that can not only save your business, but help turn it into an efficient money-making machine. The only question is: **do you have the guts to do it?**

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.

Coy Wiles Tire Co., Inc

PO Box 48
De Queen, AR 71832
1-870-584-3545

December 14, 2007

Moving Targets,

We have used your service for the past two years and are very pleased with the results. Your service gives a chance to meet our new neighbors by introducing not only ourselves but the products and services that we offer.

By your service including the new customers name and address on the coupon they redeem, we are able to use these also to send the new customer a thank you card for choosing us and welcoming them to our community.

Thank you,

Dennis Smiley

SUCCESS CASE-STUDY #77

Business: Coy Wiles Tire Company
Offer: Free Lube, Oil & Filter Change... a \$30.45 Value!
Moving Targets Mailer Since: May 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 34 million families nationwide... *truly a win-win for everyone!*

At Moving Targets, our only business...

Kurt Averill

*Nobody
Delivers Better!*



I have worked w/you + moving targets for over 15 years + have nothing but positive things to say about the way they help my business grow + the ease at which I deal with them.

Moving targets is a great way for me to greet that customer first + make him mine before anyone else gets a chance.

Kurt Averill
Domino's Franchisee

R & A Enterprises, Inc.
3240 Lone Oak Road, Suite D • Paducah, Kentucky 42003
Office: 270-554-2112 • Fax: 270-554-2503 • Email: kaverill@apax.net

SUCCESS CASE-STUDY #78

Business: Domino's Pizza
Offer: One Free Medium Pizza (with 2 toppings)
... a \$10.87 Value!
Moving Targets Mailer Since: July 1997