

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

Success Spotlight

Moving Targets® Clients Get Results!

“I am looking at a large stack of Moving Targets coupons. I receive these on a regular basis so I know they are perceived as valuable by the public. As customers bring my coupons in, I am able to acquire the names of the new people who have come into my area and build a large database of addresses. I have the opportunity to meet them and give them additional offers in order to gain their business. I would be missing valuable opportunities to attract new customers without the service you provide. Thanks for another year. (My fifth.)”

Mark Dennis, Owner
Figaro's Pizza, Scappoose, OR

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!

Here's What to Do When Business STINKS...

No doubt about it: the lousy economy is wreaking havoc on businesses nationwide. It has hit some retailers so hard, they've been forced to slam their doors closed forever. Unfortunately, some business owners think that now's the time to *cut back* on advertising. **WRONG!** Research shows just the opposite: you should be promoting more aggressively than ever. During the Great Depression, for example, companies that reduced or eliminated advertising suffered greatly, while those that kept promoting enjoyed more businesses in the short term... and grew the fastest when the economy revived. Experts say direct mail and email are your best bets. There's no waste and results can be measured. With newspaper and radio advertising, for example, there's lots of waste. Your message often gets buried... or flat-out ignored. That's risky in *this* economy. So **GET AGGRESSIVE NOW.** While your competition is foolishly “lying low,” you'll be capitalizing on their inactivity and scooping up the prospects that they're not reaching.

“Crazy Ron” Is Crazy About the Extra Sales

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.” Ron 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, nor monthly fees. Try it for 90 days.

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

It Works So Well, He Needs to Add Staff

Dave Atwell, of Desperados Fresh Mexican Grille, Williamstown, MA said, “Each and every time you send out an email for me the response is awesome. I am always full the first few days after the coupon runs and 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, nor monthly fees. Try it for 90 days.

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!

Buy In Bulk & Give It Away—Instead of always discounting your own products and services, consider buying other businesses' services in bulk (at a steep discount) and giving them away as promos to attract more customers. For example, the owner of that \$3 automatic car wash might be willing to sell you 200 wash coupons for, say, \$1.50 each—or less. \$1.50 might be less than you'd spend on a giveaway or what you'd typically discount your own items. **Think!** What other products or services might your customers find valuable? This simple concept opens up an exciting new avenue of promotional ideas.



JAY'S TOP SECRETS

For Creating Irresistible Advertising

SECRET #47: Stop Following the Follower—Since most businesspeople haven't made a study of advertising, most take their cues from other businesspeople who also haven't studied the subject. With few exceptions, it's mostly “the blind leading the blind.” No wonder most retailers' advertising is so—Y-A-W-N—dull and unpersuasive. Everyone is copying what *doesn't* work! Start from scratch... take risks... **be bold**... stop holding back! Say something *different* and let your personality shine through! Always put a big claim in your headline... lure customers in with the most irresistible offer you can dream up. When they arrive, treat them like gold. You could create a customer for life.

How to Strike CUSTOMER SERVICE

GOLD!

Simple Ways to “WOW” 'Em Every Time

MYSTERY SHOPPERS—Back in the 1940s, Mystery Shoppers were used primarily to help judge employee integrity. Today they provide a vital service to business owners who want an impartial measure of staff performance. The Mystery Shopper transacts business like an ordinary customer, but takes careful note of things such as employee greeting... knowledge... attitude... environment... product quality... and overall service level. Since employees have no idea the shopper is employed by the owner, the observations are accurate depictions of how business is typically conducted. The feedback can be of great importance to you as an owner—especially if your employees aren't on their best behavior when not under your watchful eye. Consider sending “secret shoppers” to your business. What they report might shock you... and help you remedy issues *before* they become real business busters.

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.

THE BAKERY

Moving Targets
812 Chestnut Street
Perkasie, PA 18944

Dear Jay,
We have been using Moving Targets for the past eleven years. **We have been very successful in attracting new people just when they move, and in keeping them as long-term customers.** Because we offer a generous (\$10) discount, customers are grateful and value the coupon. This has been a great way to promote our business.

Sincerely,
David Santner
President

13A NORTH FRONT STREET • NEW PALTZ, NY • 12561
PHONE: (845) 255-8840 • FAX: (845) 255-2339
DAVID@ILOVETHEBAKERY.COM

SUCCESS CASE-STUDY #79

Business: The Bakery
Offer: Free \$10.00 Gift Certificate!
Moving Targets Mailer Since: May 1997

**...is creating
new business for
your business!**

At Moving Targets, our only business...

Dear Jay

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.

Terry Hanson, Owner
Hanson Auto
Blue Earth, MN

SUCCESS CASE-STUDY #80

Business: Hanson Auto Repair
Offer: Free Lube, Oil & Filter Change... a \$25.00 Value!
Moving Targets Mailer Since: April 2007

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!*