

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

Success Spotlight

Moving Targets® Clients Get Results!

“I’ve been with Moving Targets for three years and you won’t believe how many new customers I get each month. No other marketing strategy would have cost me less with such a high return. Each new customer that brings in a gift certificate and tries my pizza becomes a loyal customer.”

*Jerry Frisella, Owner
Pennsville Pizza and Pasta, Pennsville, NJ*



PROMOTION POWER!

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

Do Something... Anything! Since we started publishing *TargetTIPS*, we’ve given you more than 5-dozen excellent (and easy) ways to promote your business here in this space. Most of the ideas take little time and are *free* to implement. Truth is, for many retailers, it’s not the lack of *ideas* that keeps them from more aggressively promoting themselves... it’s their lack of *initiative*. **So we ask you:** how many of these promotional ideas have *you* tried? Remember, you don’t need to do anything fancy to promote your business... but you do have to do *something!* **Think of it this way:** if just one simple promotion created 15 to 20 regular new customers, would this help your bottom line? Of course. **“But which promotion is best for my business?”** You never know until you try. The old expression applies: **“Press all the buttons and see which ones light up!”**



JAY’S TOP SECRETS

For Creating Irresistible Advertising

SECRET #49: Don’t Just Give Value... Build It, too! If you’re like most retailers, your ads probably say little more than what you’re selling and how much you’re selling it for. Perhaps you feature a few bullet points and a photo. And if you’re smart, you’re making some kind of actual *offer* to induce response, and a coupon that gives tangible value to your ad. But chances are you don’t do much to actually *build the value* of your products and services. For example, what are you doing—*right now*—to convince people that you are *better* than the other guys... that they should spend their money with *you* rather than your competition? Every ad should be telling your prospects EXACTLY why they should buy from you... not simply that you want them to. In today’s crummy economy, it’s more important than ever.

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!

Neuromarketing

In advertising, it’s not just *what* you say, but *how* you say it, that affects your response. When Claude Hopkins wrote his groundbreaking book *Scientific Advertising* in 1923, he pointed out that ad response can be tracked, if done properly. It was this thinking that led to billions of dollars of testing to determine which appeals... which words and phrases... what layouts and designs... stimulated the greatest response. Today *neuromarketing* takes this understanding to a higher level by actually mapping human brain activity as people interact with ads. Using skin sensors, EEG and MRI machines, researchers can actually see how the brain is affected by different marketing appeals. This exciting new field of Neuromarketing is taking direct response marketing to the next level!

How to Strike CUSTOMER SERVICE

GOLD!

Simple Ways to “WOW” ‘Em Every Time

MILLION-DOLLAR MINDSET—Long before motivational speaker Tony Robbins, there was Earl Nightingale, considered by many to be the “grandfather of personal development.” Earl told the story of a man who adopted a mindset that helped him boost the quality of his personal relationships. It’s simply, **“I’ll make them glad they talked to me.”** This same mindset can be converted into, **“I’ll make them glad they did business with me.”** Your goal—from this day forward—is to make every customer walk out of your door with this thought. **Note:** For this to work, you need to do more than simply take your customer’s money and utter an empty, “thank you.” You need to go the extra mile... *whatever* that might represent for your business. If that’s too much work, you could simply let your competitors do it for you.

Hundreds of Client Feedback Letters Prove that...

Our Proven-Successful Direct-Marketing Programs Deliver **Powerful** Results You Can Measure!



Jay Siff, CEO

In today's economy, you can't afford the waste circulation you get from newspaper, radio, and magazine advertising. You need to *pin-point* the prospects most likely to give you their business. Well, that's exactly what **Moving Targets**®, **Loyal Rewards**®, and **Birthday Connections**® do for you: without contracts, minimums, set-up costs or hidden fees. **Results?** We blow the others away. But don't take *our* word for it...

Read What Our Clients Say...



"I cannot think of a program that has done a better job bringing us more new business than Moving Targets. It really works! These new customers are always so very appreciative of what we have given them which is normally just a FREE oil change as our way of saying, 'Hi, welcome to the neighborhood!' The best part about Moving Targets is how inexpensive it is bringing us new business. **We spend thousands and thousands of dollars on print ads and other forms of electronic advertising with nowhere near the same results.**"

Doug Meekins, General Manager, Brooks-Huff Tire & Auto Centers, Hunt Valley, MD



"**Birthday Connections is a very big hit!** Customers actually come in and thank us for remembering them on their birthday. Being a loyal customer for years with Moving Targets, it wasn't a hard decision to promote our business even more with Birthday Connections."

Scott & Jeff Chandler, Partners, Chandler Brothers Hometown Pizzeria, Litchfield, IL



"I'm writing this letter to thank you for your Loyal Rewards program. We have been using the sign up cards you provided for us and we now have a list of over 700 people! With this list we can send offers much more frequently for a fraction of the cost of direct mailers. Not to mention that these offers are going to a specific market, our customers. **When we send these offers we usually see about 10 to 15 of the coupons used the very same day they're sent!** Now that's response! We can send at any time and affect our daily sales by hundreds of dollars immediately, show me another program that can match those results. I've tried many different types of marketing and ads as you can guess, none compare to yours. Thanks again for your help in building my store."

John Williams, Owner, Rock Creek Pizza Co., Sandy & Riverton, UT

Our only business... is creating new business for your business!

IT REALLY WORKS! Moving Targets has added over \$646 million in profits to over 20,000 businesses like yours by successfully introducing them to more than 36 million families nationwide... truly a win-win for everyone!