

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

Success Spotlight

Moving Targets® Clients Get Results!

“Moving Targets is one of the smartest and most productive marketing tools we use in our shop today. This tool brings in new customers at a fraction of the cost of other methods of marketing. I have gained numerous customers from Moving Targets. We are also a tire dealer and the Moving Targets program is covered 100% through Michelin co-op. I recently had a question and called the toll-free number and the person I had spoken with was extremely helpful.”

*Scott Williams, Owner
Minocqua Tire & Auto, Minocqua, WI*

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!

Custom-Target Your Trade Area

For over 16 years we used only *zip codes* to target our new-resident mailings. A few years ago we added the option to target by *mile radius*—the distance around your store—and our customers loved it. So we challenged ourselves to do even better... *and we did!* Announcing our brand new *Custom Trade Map Targeting*. This exciting advance allows us to send your Moving Targets (and Birthday Connections) mailings to any custom trade map area you want. *Have your own trade map?* We can use it! Or go to www.MovingTargets.com and use our easy mapping tool and create your own map in minutes... then send it to us with just one click. *Short on time?* We'll create a custom map for you free. *More choices... more customization... greater response... and lower cost.* No wonder Moving Targets leads the industry in retail neighborhood direct marketing!



PROMOTION POWER!

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

New Products? Ask the Market!

Did you know that your customers are marketing geniuses? Not in the traditional textbook sense, but they're more qualified to tell you what the marketplace wants than *you* are to tell *them*. *Why?* Because they *are* your marketplace! If you ask them what they want to buy from you that you're currently not offering, they'll tell you... and then they'll buy it from you! How clever. Run a contest that asks customers, “*What product or service would you like to see us offer?*” Or, “*What's not on our menu that you'd like to see added?*” See a bunch of similar responses? The marketplace is telling you something. It's revealing potentially profitable sales opportunities that you, yourself, might have never thought of! Give a prize to the person whose idea is chosen. Don't skimp. Their one idea could become your next best seller for years to come.



JAY'S TOP SECRETS

For Creating Irresistible Advertising

SECRET #50: Boast for Business

In the business world, modesty won't make you rich. But it could make you go broke. Fact is, advertising is the business form of bragging. It's not just *telling*... not just *informing*... not just *saying* what you have. It's *clearly, loudly, and repeatedly* announcing why *you* are better... why people should give their business—their money—to you, rather than your competitor down the street. Regardless of your industry, when you own a business, *you're in sales*. And until you start behaving like a salesperson, you'll never reap a salesperson's rewards.

“Modesty is the lowest of the virtues, and is a confession of the deficiency it indicates.”

William Hazlitt, English writer (1778-1830)

How to Strike CUSTOMER SERVICE GOLD!

Simple Ways to “WOW” ‘Em Every Time

FABULOUS FOLLOW-UP—Your customer chose you over the competition. You delivered (hopefully) your best possible service. And he paid you. *Case closed, right?* Wrong. If you don't take 60 seconds to follow up and find out if what *you* did in exchange for *his* money was worth what he spent, you're missing out on feedback that can help keep your profits flowing. For example, Toyota mails surveys to their customers after every service visit. Some smart dentists have their staff call their patients after having specific procedures performed. And some restaurateurs insert feedback forms along with their customers' check at the end of the meal. The Cliff House restaurant in La Quinta, CA even mails a *Thank You* card if you complete their feedback card. *That's class!* Follow-up is simply asking, “*How did we do?*” When's the last time *you* asked this question? Fewer than 1 in 100 merchants *ever* do. And since your competition probably doesn't, it's a chance for you to show them you really care. Start a regular “**Satisfaction Survey**” in the next 30 days. Your customers will love you for it. And your competition will hate you for beating them to the punch!

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**®, **Birthday Connections**®, and **Loyal Rewards**® 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...



"If your car count is down or if you're just needing more workflow—Moving Targets is your answer. We have been using Moving Targets for just 2 years and just one of the new customers we have gained has more than paid back the investment. **TRY THIS—I PROMISE IT WORKS.** People are creatures of habit—if you don't get the new people moving in the area first—your competition will."

John M. Polonchak, Owner, John Chaks Automotive LLC, Denison, TX



"We are getting a wonderful response from our friends in the community. I received a letter from a customer back in September who wrote: 'I would like to thank you for the birthday gift certificate for a free meal at your cafe. My husband and I had a very good meal, quite relaxing, nice atmosphere, and the waitress was excellent! We look forward to dining with you again. Again, many thanks for your generosity and involvement in the community.' **Birthday Connections is so easy and runs like clockwork.** I look forward to many years of watching people enjoy their birthday with us at the cafe."

Shawn B. Hayes, President/Chef, Blue Ridge Cafe & Catering Company, Ruckersville, VA



"It's the best marketing program for its cost that I have used in 40 years in the tire business. Jenna also is an added bonus. She does a great job and responds in a very timely manner. **Our average monthly Loyal Rewards program nets us over \$3,000.00 in profit for a cost of a few hundred dollars.**"

Rich Lucas, President, Lucas Tire & Auto Care, Chicago, IL

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!*