

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

## Success Spotlight

### Moving Targets® Clients Get Results!

“Moving Targets is still one of the best advertising investments we have made. Many other auto repair shops have moved into our area and our location is off the highway, but we continue to see new move-in customers every week! They show up at my business before my competitors even know they’re here. Keep up the good work, Jay! With the falling economy, I need you more than ever.”

*Jill Whitmore, Service Writer  
All Pro Autocare, Inc., Wylie, TX*

### 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!

## Cash-In on “Geo-Mapping”

With our new ability to target your **Moving Targets** and **Birthday Connections** mailings to any area you choose, our customers are asking, “Where do I send my mailings for the best results?” One way is by letting us “geo-map” your existing database and determine where your customers are now coming from. Simply email us a list of customer addresses and we’ll create a map just for you. We can then target your mailings to your most productive areas. **The cost?** Absolutely **FREE** for all **Moving Targets** and **Birthday Connections** customers. Another effective way to target prospects is to follow the recommendation from a study that showed that people usually won’t drive more than 10 minutes to visit a business regularly. So it’s typically best to mail to customers living within a 10-minute-or-less drive time.



## PROMOTION POWER!

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

**Bundle Up!** Many direct-mail companies have great success grouping together complementary products and selling them at an attractive discount. This has a powerful effect that many *retailers* can capitalize upon too. It does 3 things: 1) Encourages the purchase of items not previously considered, 2) Stimulates larger transactions and, 3) Promotes goodwill because of the discount offered. Instead of selling just one item, you suddenly find yourself selling 3 or 4. This “lures” consumers to make a larger purchase simply to take advantage of the savings... even if they never originally intended to buy the additional item. **TIP:** Be sure to clearly show the dollar savings on signs, flyers, table tents, etc. Show the price if they bought separately, and then the bundled discount. Group together logical bundles and watch people respond.



## JAY'S TOP SECRETS

For Creating Irresistible Advertising

**SECRET #51: Exploit the Power of Captions.** Did you know that those tiny words you usually see under photographs typically enjoy 200% greater readership than the larger body copy in the ad? It’s true. And you can easily take advantage of this phenomenon by always putting a selling message under photos that appear in your ads. No photos in your ads now? A major mistake! A nationwide study of 2,000 consumers responding to 650 newspaper ads showed that ads showing the product attracts readers 13% more often than when no product is featured. And ads consisting of 50% visuals (photos, illustrations, graphic elements) were seen and recalled 30% more often. Photos have been shown to be the most compelling type of graphics and attract the greatest readership.

## How to Strike CUSTOMER SERVICE

# GOLD!

Simple Ways to “WOW” ‘Em Every Time

**Give More than Expected**—Mary Kay Ash built a cosmetic empire from scratch starting in a tiny office with used furniture and homemade drapes into a massive, worldwide, multi-billion dollar corporation using the “**free gift with purchase**” philosophy. It’s a nice little touch that makes customers feel that you appreciate their business. And if you select the giveaway item carefully, it doesn’t need to cost you much at all... but the impact can be tremendous! **Think.** What little something could you give your customers with every purchase? Give special consideration to items that somehow tie into what you’re currently selling. For example, if you’re a dry cleaner, how about those little travel lint rollers? Or a pocket-size stain remover pen? Or a plastic garment bag... with your imprint, of course! Like the old expression, “*It’s the thought that counts.*” This little gift is the icing on the cake on what should *already* be a great transaction.

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...



"I was among the skeptics. I am now a believer... **we have received 15-29% response for each month.** These are people we never would have touched."

Randall M. Rieke, General Manager, Tires Plus Total Car Care, Hanska, MN



"**We are getting a wonderful response** from our friends in the community. Everybody that I talk to that has received a birthday letter from us via the Birthday Connections program has nothing but many thanks and always wants to know how we know their birthdays. **The program is so easy and runs like clockwork.** Thank you for making us look good to the community. I look forward to many years of watching people enjoy their birthday with us at the cafe."

Shawn B. Hayes, Chef and Owner, Blue Ridge Cafe & Catering Co., Ruckersville, VA



"I have used Loyal Rewards for three years. **It is the most cost effective and fun method of building customer loyalty I have found.** Jay always sends a list of holidays that are interesting and that no one else knows about, I use these for special offers when nothing else is going on. My customers laugh at the crazy holidays. It is a great way to build business and customer loyalty for pennies on the dollar. It is the most fun method of marketing that I use!"

Phil Cerra, Owner, Pudgy's Pizzeria, Omaha, NE

**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!*