

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

## Success Spotlight

### Moving Targets® Clients Get Results!

“We’ve tried to reach those new people using our own resources. Since going with Moving Targets, we’ve found the redemption rate increase to be over 50% and the comments from those people have been very positive.”

Andrew R. Lunt, Owner  
The Rochester Village Market, Rochester, IL

### Promote YOUR Business Here!

Send us your success story of 200 words or fewer (via U.S. mail or email: Jenna@MovingTargets.com)... and we might feature *your* business in our next issue! Or call Jenna at: 800-926-2451, ext. 132.

## Marketing

# MAXIMIZER!

## Less Is More... Response!

People love choice, but in direct-response marketing choice often *lowers* response. That’s because presenting several buying options forces consumers to make a choice requiring thought and effort. Human inertia—teamed with the stress of making the wrong buying decision (and the thought of the “suffering” that may result)—often causes us to react like a deer in the headlights: *frozen*. **The result?** We avoid making the decision altogether and never respond. Instead, giving your prospects an all-or-nothing, “take-it-or-leave-it” offer is often easier to understand because it requires a simple “yes” or “no” decision. Of course there are exceptions, but your odds are often better with a single-choice offer. This is especially important for *you* to recognize since Moving Targets offers total customization of your offer. So despite temptation to offer more, remember: LESS is often more... *response!*



## PROMOTION POWER!

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

**Be Mysterious!** In order to encourage customers to spend above a certain dollar amount, offer a “Free Mystery Gift” for all purchases over that amount. Select a gift that has a high perceived value and be sure to advertise the retail value of the gift so customers know what they’re “shooting” for. One example of a good gift is an attractively designed t-shirt advertising your business. A \$25 value is believable, yet the shirts will cost you far less—and most everyone likes them. What’s more, the value of the free advertising you’ll enjoy from dozens of customers walking around in *your* shirts is incalculable.



## JAY'S TOP SECRETS

### For Creating Irresistible Advertising

**SECRET #52: Use the “You and Me” Approach.** Some of the most powerful ads are not those that sound like big companies talking to the masses. They’re the laid-back, conversational ads that sound like they were personally written by the owners or managers themselves. Instead of writing typical, *impersonal* ad copy, try writing your ads like a personal letter. Use the words, “you” and “me” frequently throughout your copy. Show your photo. Talk one-on-one, like you’re speaking to an ol’ friend. The idea is to have your prospects feel a personal connection to you, not to the brick-and-mortar building you occupy. People enjoy this personal approach and such ads have developed quite a following... with readers actually looking forward to your next installment. The approach is quite unconventional, but that’s what makes it so intriguing. **Do you have the guts to stop playing follow-the-leader** and successfully stand out from the crowd? It’s the key to *all* successful advertising.

## How to Strike CUSTOMER SERVICE

# GOLD!

### Simple Ways to “WOW” ‘Em Every Time

**Don’t Just Welcome Feedback... Request It!** The worst feedback is the kind you *don’t* get. Instead, your customers just quietly go away, never to be seen again. **Think!** If they don’t complain, how can you make corrections and improve? There’s simply no way for you to know everything. So from now on, you should consider your customers to be part of your quality control team. **Encourage** and **request** their feedback and they’ll help you give them exactly what they want. **Ever think of it that way?** The more feedback you get, the more you can tailor your products and services to their desires. **Meaning?** The more you can sell them! (Clever shortcut, no?) There’s no better way on earth to improve what you’re now doing... and make more money as a result.

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...



“As a small business owner in today's economy every single advantage helps, and Moving Targets GETS RESULTS! We have seen these new customers return many times and have spread the word to people they know which just multiplies the response. **One month last spring we sent out 104 letters and got back, ready for this? 82!** I have NEVER used any other advertising tool that has generated this kind of response!”

Tim Lewis, Owner, GrandSlam Pizza & Wings, Dandridge, TN



“I was skeptical, 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 Whitson, Owner, Mount Pleasant Autolube and Carwash, Mount Pleasant, TX



“I've tried doing emails on my own, what a pain and they didn't work that well. The first time you make that call and have Loyal Rewards send out your emails then **you look in your cash drawer at the end of the night and see all those email coupons people brought in**, you will then understand the true power of email advertising.”

Larry Parks, Owner, Dominicks Pizza, York, PA

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!*