

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

## Success Spotlight

### Moving Targets® Clients Get Results!

“In April 2005 we decided to give Moving Targets a try. Now, nearly 4 years later, I can’t imagine not having this service. Every month when the mailings go out we get an influx of customers with their coupons. Their comments convinced me that Moving Targets is a necessity, not an expense!”

*Barbara Swadley, Owner  
Adobe Flowers and Gifts, Los Lunas, NM*

### 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! Copy vs. Art Which Is Most Important?

In today’s modern age of digital printing and flashy email graphics, the old debate of “Copy versus Art” still rages on. Image advertising may get away with focusing on the pretty pictures and eye-catching designs, but when you’re looking for *response*, the sales copy is far more important than the graphics. In fact, history’s greatest direct-response advertising pros all came from the *copy* side of the business. That’s because billions of dollars of testing over many decades has proven that *copy is king*... even in today’s high-tech “eye-candy” world! Should your local ad rep tell you otherwise, run away as fast as possible. You’re dealing with an amateur.



## PROMOTION POWER!

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

**Show Your Generosity!** You can greatly change how the public perceives your business by showing how much you care for the local community. The easiest way is to donate a percentage of your sales—in cash or merchandise—from one or more items for a certain period of time, to a charity or cause of interest to your community. Consider donations to your local fire department or police force. How about 2-way radios for your neighborhood town watch? Or for a new kid’s playground? Or used paperback books for our overseas military heroes? *The ideas are unlimited!* Be sure to promote it heavily, sending press releases to your local newspaper and radio stations. Not all will cover it, but if even just *one* does, the publicity is absolutely free! At the end of your promotion, be sure to invite the local press to cover the presentation of your check to the organization which can happen right inside your store. Talk about a one-two publicity punch!



## JAY’S TOP SECRETS

### For Creating Irresistible Advertising

**SECRET #53: Avoid the Silly “Ad Tricks!”** Like running your ad upside down, for example. Fact is, few people will turn the paper upside-down to read it. Likewise, don’t run non-related teaser headlines like, “SEX!” with body copy that follows with, “*Now that we have your attention, let us tell you about our great muffler replacement special.*” Nonsense like this only annoys and frustrates readers. Don’t use babies or puppies or scantily dressed women in your ads, unless you’re selling baby clothing... dog food... or women’s bathing suits. In other words, your images should support your sales message, not distract from it. Therefore, your images should be relevant to your product. Likewise, don’t use empty “stopper” headlines like, “LOOK!” “STOP” “HEY YOU!” and similar, without *also* including your most compelling *benefit* in your headline or subhead.

## How to Strike CUSTOMER SERVICE

# GOLD!

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

**The Last to Speak Wins!** There’s nothing more difficult when dealing with an upset customer than wanting to “get the last word in.” Unfortunately, getting in a snappy last word often results in lost customers and creates negative publicity that translates into lost business. Whenever you’re face-to-face with an unhappy patron, remember that unless you’re a monopoly, you need this person more than they need you. They can choose any number of competitors. And while the customer may not *technically* always be right, you need to make him or her believe this is so. Your last words, therefore, should always be, “*I’m very sorry this happened... what can I do to make this right?*” If their request is reasonable, *do it*. **Remember:** you’ll always be the loser when you argue with an unhappy customer. Doing so is the surest sign of a business amateur.

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 anyone is debating** whether or not to try this out, I highly recommend it. I mean, who doesn't want new customers? **We have a 78% response!"**

Michael C. Kopco, Owner, Fox's Pizza Den, Martinsburg, PA



**"We are involved** in the Birthday Rewards program and it is a great success. I get cards in return from the b-day people letting me know how wonderful it was to get a card in the mail and what a nice surprise. My customers appreciate it and are also so thankful. The program really does work and generates other customers to join them which, in return, makes sales go up. **The rate of return for the b-day cards are 50% and some months 60%.** This program does work and I am a satisfied customer."

Lisa Sliter, Owner, Pakoda's Steakhouse, Hampton, IA



**"We have been using** Loyal Rewards for almost a year. **In 4 days we have seen a return of 10%** and it has plenty of life left. We encourage our customers to forward to friends and many have. It has been one of the most effective and cost-effective marketing tools we have ever used. The staff is wonderful! Jenna can have a broadcast done for you within minutes and into your customers' emailboxes. Who else can say that? **We had one customer come in within an hour of receiving it.** It has been an amazing program!"

Robert Crossley, Owner, USA Dollar, Oley, 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!*