

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

## Success Spotlight

### Moving Targets® Clients Get Results!

“My sales have reached an all-new level. I was a skeptic, now I am a true believer.”

Lisa Sumrall, Owner, Lisa's Hair N' Motion  
Ocean Springs, MS

### Promote YOUR Business Here!

Send us your success story of 200 words or fewer along with your photo (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!

### How to Grow in the “New Economy”

“*CUT EXPENSES!*” That was the war cry when the economy tanked last year. Many businesses slashed their ad budgets to stay profitable. While this strategy works in the short run, it can spell long-term disaster because it instantly shuts off your stream of new customers. Fortunately, the recession seems to have eased. But now—in order to prosper in this new, slow-growing economy—it's important that you maximize market share in your neighborhood. That means it's more important than ever to start an aggressive, local marketing campaign designed to grab customers from your competition. Running the same boring newspaper and radio ads won't cut it. Your promotions should be warm and personal. You need to make strong, irresistible offers that today's budget-minded consumers will find impossible to ignore. If you're short on time and funds, ask us about a low-cost test mailing of our Moving Targets®, Birthday Connections®, and Loyal Rewards® programs. We're getting excellent results for others in your industry. Call us at: 800-926-2451 for a free information kit, including samples, pricing, and testimonials from current users. No obligation, of course.



### PROMOTION POWER!

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

**Sponsorship Power!** Sometimes the best way to get your name out there is by teaming up with local event coordinators and offering to sponsor their event in exchange for featuring your name—and possibly a complete ad—in a high-visibility location during the program. For example, community theaters always print and distribute Playbill®-style guides featuring the actor's names and bios... show information... and sponsor's ads. If you're a restaurant, you can run an ad featuring a coupon especially for theater-goers... even an “After-the-Show Special.” Sporting events display large banners that could feature your name and offer. Your local Chamber of Commerce frequently promotes special events for businesspeople in your community and always welcomes sponsorship assistance. Running newspaper ads isn't the only way to get your name out! Try to secure one sponsorship placement a month. Not only will you enjoy the publicity, but by choosing the events carefully, you can also develop community goodwill that's *always* great for business!



## JAY'S TOP SECRETS

### For Creating Irresistible Advertising

**SECRET #56: Free Gift for Cash Payments!** Instead of paying credit card merchant fees, you could have a promotion where a certain aggregate total of CASH purchases qualifies customers for a nice gift worth what you would have “thrown away” in merchant fees. This creates incredible goodwill... costs both you and the customer nothing more... and speeds up the payment process. Just have them save their cash receipts until they have whatever dollar amount makes sense for the gifts you choose to give. Small, inexpensive electronics, like MP3 players, are super popular these days. How about gift certificates to popular local merchants? Create a deadline that's far enough in the future so those uncharged “merchant fees” really add up. Then reward your customer for their business, instead of simply paying the bank.

### How to Strike CUSTOMER SERVICE GOLD!

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

**The Genius of Costco!** Customer service is more than simply being nice after you make the sale. It's also showing the customer that you care how they were treated when they *didn't* buy! *Huh?* For example, membership warehouse club chain, Costco, has a policy that has customers singing its praises. Return an item and you'll often get a personal—not recorded—phone call the following day asking if your return went smoothly. *Wow!* Do you see what they're doing? They're showing you that they really care about service... even when you're **not** buying! Not only did you not get hassled about making the return, but they were gracious enough to make sure you were happy about the way that you got your money back! Impressive. And rare. *Why do they do this?* Simple. They have competition... and they act accordingly. (Do you?) They don't operate with the all-too-common mindset, “*The heck with you! If you don't like our food/product/service, go somewhere else!*” Their positive—and very proactive—customer service attitude is, in part, why they're the fifth largest general retailer in the United States, with 559 busy—and giant—locations worldwide. Think *you* can learn something from them?

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...



"The quickest and most successful way to target new customers. Gives me a competitive advantage over the competition. **Moving Targets has generated more than half of my new customers.** These customers are regulars and sales continue to increase."

Aaron Boden, Owner, Gambino's Pizza, Eudora, KS



"**I was able to cut back on newspaper ads by 70%** and target within a 4 mile area of our restaurant. I highly recommend everyone to try this program. You have to keep your name out there looking for new loyal customers."

Jeff Taylor, Owner, Justin Tyme On The River Family Restaurant, Niagara Falls, NY



"**Our email specials bring our customers back time and time again.** Another great thing about it is the fact that I can almost instantly put out a special offer instead of waiting for it to appear in the newspaper or on radio."

Rick Marco, Owner, Tire World, Tampa, FL

## 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!*