

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

## Success Spotlight

### Moving Targets® Clients Get Results!

“We have done away with all other direct mailers as we get a much better return on our money bringing in a measurable return on our investment.”

*Jeff Leany, Owner, Starvin Arvin's, Clifton, CO*

### Want FREE Publicity?

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

### Marketing

## MAXIMIZER!

### Test Your Way to Success

“Location, location, location!” It’s the mantra of real estate agents worldwide. For direct marketing experts it’s, “Test, test, test!” For nearly 20 years Moving Targets has tested millions of promotions with people just like your customers and prospects. We constantly refine our approach and, as a result, our response rates continually get better. **So stay in touch with us!** *Want changes to your mailings?* Tell us! We’ll update your promotions to help maximize your response. *Cost?* Free. *Want to try something new?* We’ll test it against what you’re currently doing... and let the results determine what’s most effective.

**NEW CUSTOMERS:** Try a low-cost test mailing of our **Moving Targets®**, **Birthday Connections®**, or **Loyal Rewards®** today! 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!

#### Promote Everywhere on Everything!

If you can’t quickly name 3 things you’re doing to promote your business, you’re probably not doing enough. And when we say **PROMOTE**, we mean more than advertising alone. The “**Promote Everywhere on Everything**” rule is a great mindset to develop that can help you attract more customers than you can handle. (No kidding.) From this moment on, start thinking of every communication, whether spoken or written, to be a promotional tool. **Your receipts?** Slap a promotion on the bottom. **Your table tents?** Print your latest offer. **Paper auto-service floor mats?** Instead of just soaking up mud and water, include an offer and watch them sell. **Your take-out boxes?** Feature a coupon redeemable for their next visit. **Dry-cleaning poly bags?** There’s loads of promotional real estate you should be exploiting. **Pizza boxes?** Don’t just print your logo, name and phone number! Add a coupon and motivate customers to return more often. Your cashiers should ask if customers want your “**Today-Only Special**” for a big discount. **BOTTOM LINE:** always promote... always make offers... always ask people to buy. They’re busy living their lives. They’re *not* thinking about how to make you rich.



## JAY'S TOP SECRETS

#### For Creating Irresistible Advertising

#### SECRET #57: Tell Them You Goofed!

It’s shocking... and very effective. Telling your customers that you made a mistake (which ultimately benefits them) can be remarkably profitable. Did you order too many oil filters? Too much pizza flour or carry out boxes? Did your junior baker make too many apple pies that morning? Did the weather turn cold faster than expected and you need to sell off an excess of all-season tires to make room for a soon-to-arrive truckload of snow tires? Tell ’em you “goofed”... and say how they benefit from the blunder. The candid nature of this message is very engaging. Do it yourself, or we’ll do it for you with our turn-key email service **Loyal Rewards®**. You simply call us with your offer and we shoot out a powerfully written and fully designed email to your customers in just minutes for only 4½¢ each. High response rates. Visit [LoyalRewards.com](http://LoyalRewards.com). Or call us at: **800-309-7228** for a free information kit.

### How to Strike CUSTOMER SERVICE

## GOLD!

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

**TREAT THEM LIKE GUESTS.** How do you treat beloved family and friends who you’ve invited to your home? Do you welcome them warmly, making them feel as though you’re genuinely happy they’ve arrived? Or instead, do you act coldly, impersonally, as if they’re infringing on your time? As a business owner, you have, in effect, hung a giant sign that reads, “**VISIT US!**” And the more who do, the more money you stand to pocket. Therefore, every prospect that walks through your door should be treated like a welcomed guest... not like a dollar sign with legs. Pretend every visitor is a dear friend. A big smile and greeting sets you apart from 99% of your competition. **Don’t believe it?** Watch how little effort your competition expends when people walk in. You won’t believe the indifference most show to the very people who are responsible for their financial well being. **TIP:** It costs nothing, so start today.

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...



"It gives us a great feeling each time we redeem a gift certificate and greet someone who we know will be a great customer in the future.

**Moving Targets is a wonderful resource."**

David Smith, Owner, Medicap Pharmacy, Burlington, NC



"Birthday Connections helps us reverse the trend of down sales.

**Each month the results keep getting better.** It is so easy to get started and easy to implement each coupon."

Larry Weable, Owner, Pizza Plus, Winfield, MO



"We love the **60-Second Promo**. I am so busy with everything, so when an idea pops up in my mind, I know that idea is put into placement in no time! **Our customers are enjoying the emails and promos. They really think that I am taking the time to email each of them and welcoming them to the restaurant.** It seems to be a more personal touch. We are really happy we joined your program!"

Craig and Christy Puma, Owners, The Bank of Mexican Food, Temecula, CA

**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!*