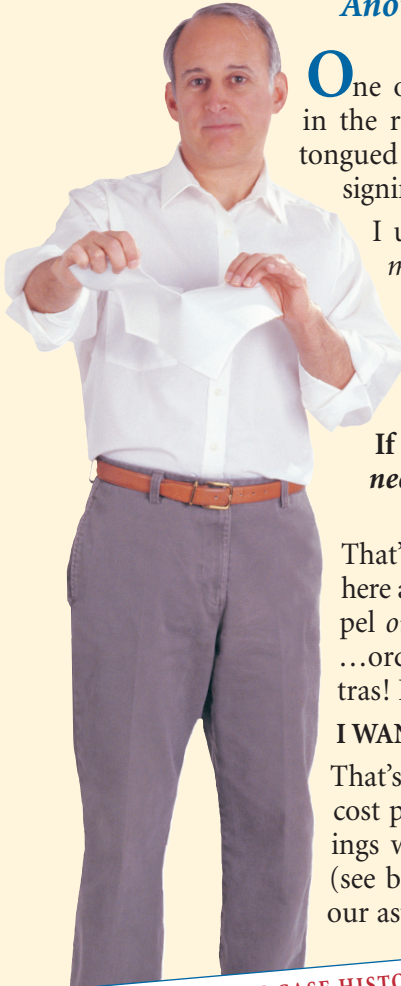


# Here's what I think of advertising contracts!

Another candid comment from Jay Siff, CEO, MOVING TARGETS



One of my biggest gripes when I was in the retail business was having a glib-tongued ad salesman browbeat me into signing some *stupid* contract!

I used to ask those jerks: Why pin *me* down to *x* months or *y* dollars?

Why hit *me* with sneaky setup charges, short rates, hidden extras? I used to tell those guys to face up to *my* reality:

**If the advertising works, you don't need a contract; and if it doesn't, I don't want one!**

That's why *we* do business differently here at MOVING TARGETS: We never compel *our* advertisers to sign any contract...order any minimum...or pay any extras! If I stop making you money...

**I WANT YOU TO FIRE US, INSTANTLY!**

That's *your* best guarantee that our low-cost personal letter/gift certificate mailings will make you some *serious* bucks (see box below). It's also a reflection of our astounding 87% SUCCESS RATE.

Facing a 30% to 50% yearly loss of customers who move, die, disappear—or get seduced by competitors—over

10,000 savvy restaurateurs have seen our SOLO PERSONAL MAILINGS transform new movers into repeat customers. They'll tell you that choosing MOVING TARGETS is a real no-brainer!

Our advertisers once *tried* to attract new business by overspending on old-hat coupons, retail directories, newspaper and radio ads. They wanted free-spending, loyal regulars. Instead, they got a lot of *recycled* old customers—with little loyalty.

We'll teach you to understand and exploit the SPECIAL LONGINGS of just-moved-in strangers. Like their need to feel at home in a standoffish neighborhood...to explore fresh beginnings...to develop new connections...to make *your* place *their* place.

**Why not put *our* high-draw, very low-cost mailings to work for you—and actually *cut* your effective advertising expense?**

Don't *dissipate* your limited ad dollars. Zero in on newcomers who'll be yours for years. Become a big fish in the small but super-productive New Resident Pond. Capture eager, ready-to-spend new residents—*before* your competitors know they're in town.

**For a few bucks a month, I'll send you the best new customers you'll ever love to have!**

Tired of one-sided contracts with lots of small print? Ready for sales success with no strings attached? Then call us at 800-926-2451 (ext. 212), and we'll give you the names, addresses, and phone numbers of 101 *actual* users. We'll also send a portfolio with free samples and full details.

## CAPSULE CASE HISTORY:

**How a minuscule \$122/month made Patrino's Pizza\* an additional \$86,400/year!**

Patrino runs a heads-up family restaurant. His success typifies MOVING TARGETS' success. For years now, our low-cost personal letters have brought Patrino's Pizza lots of *extra-valuable* 'new mover' business. The cost is minuscule. The plus-profits are huge. The arithmetic is simple: every month we send letters and Gift Certificates to an average of 100 families who've just moved into his trading area; about 40% redeem their certificates. In a recent one-year period, 97 of these brand-new neighbors became loyal regulars—and during the next five years, put over \$86,400 of *pure profit* in Patrino's pocket!

\*Owner's name has been changed to assure confidentiality.



**Hotline 800-926-2451 (ext. 212)**

The MT Building • 812 Chestnut St. • Perkasi, PA 18944

Phone 215-257-0880 • Fax 215-257-1570

[www.MovingTargets.com](http://www.MovingTargets.com)