

# When it comes to getting new customers, do you have a suicide pact with your competitors?

A profitable thought from Jay Siff, CEO, MOVING TARGETS NEW RESIDENT DIRECT MARKETING

Not too long ago, the owner of a 12-unit retail chain asked me if I was in the “advertising business.” Sort of, I answered, but what I’m really in is the *warm body* business.

At MOVING TARGETS, warm bodies mean hot-to-trot customers for you.

In particular, our job is to bring you lots of *brand new* customers. Warm bodies that just moved from somewhere else, that want and need what you have to sell—that are ready to make your place *their* place.

We reach these new neighbors with *personal* letters and *irresistible* gift certificates—often before your competitors know they’re in town.

Yet most “new business” programs (newspaper coupons, co-op mailings, welcome books, etc.) do nothing but *recycle* the same old customers. Like a round-robin swap meet, bargain-hunters go from Store A to Store B to Store C, always chasing the *last* great moneysaving “deal.”

What’s really crazy is that lots of restaurateurs *spend money* stealing customers from others, then *lose money* when others steal ’em back! I think such a screwy new-business strategy has got to be mutually suicidal.

“What’s really crazy is that lots of retailers *spend money* stealing customers from others, then *lose money* when others steal ’em back!”

—Jay Siff

At MOVING TARGETS, we generate fresh, appreciative, GENUINELY NEW customers—likely to be your *loyal regulars* for years to come. That’s why thousands of restaurant owners have turned to *us* for help.

Many of the big chains, too, have put us on their “recommended” lists. I like to think that our phenomenal growth—as well as our spectacular

87% SUCCESS RATE—stem from my being a *businessman*, not an *adman*.

Before starting MOVING TARGETS, I spent 25 years owning and managing small businesses. I *know* how easy it is to get “suckered in” to costly but ineffective promotions. And, worse, to be *locked-in* to legal contracts you can’t break without big penalties!

That’s why I simply *won’t allow* MOVING TARGETS to set any minimums, to ask for any written contracts, or to assess any startup charges or discontinuation fees. And I *insist* that our advertisers must be able to FIRE US anytime *they* think we deserve firing!

I have made our success *totally* dependent on YOUR SUCCESS—and the *huge* success of our low-cost mailing program speaks for itself.

**Give us a call at 800-926-2451—and we’ll send you names, addresses, and telephone numbers of 101 *actual* customers for you to check out. We’ll also enclose samples and full details.**



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