

The following observations are excerpted from a recent article by Shell Alpert, one of America's most highly regarded authorities on small businesses' direct response advertising and promotion. Alpert writes about the critical importance of prospecting for "human replacements" of dwindling, disappearing, and dying customers. He also has some nice things to say about my company, Moving Targets.—Jay Siff, CEO

know the human stories behind these "missing customers," you might be very surprised...

Missing the funeral notice...

When her daughter got married, Sally retired and moved to Guam. Big-Spender Patrick got himself "down-sized," has been jobless for 8 months, and doesn't have a dime to spend with you! When Marion's engineer husband was relocated to Florida, she moved too—now Marion is someone else's customer. Old Doc Stauber keeled over with a sudden coronary,

resident *mailing list*, the biggest reason other competitive mailings fail, seems to be the freshest in the business! The high quality of "laser-typing" is also top-notch. The fact that no contracts or minimums are required is frosting on the cake.

Lastly, I much prefer these envelope-clad "solo" packages to multiple coupons and such. Moving Targets CEO, Jay Siff, claims their low-cost letter-and-gift-certificate pieces routinely *bring in 15%-35%* of recipients. Still,

Your Total "Customer Base" May Be Shrinking 50% a Year, Says Noted Small Business Marketing Expert

Submit that for any small retailer, service business, or consumer-serving professional, *Replacement Marketing* is absolutely essential. The very survival of your business is dependent upon *replacing* lost customers! If you have any doubt, consider the following realities.

What you don't lose, competitors will steal!

Demographers, scientists who study population characteristics, warn that depending on where you're located, up to 35% of your customer base will die or disappear within the next 12 months! That's right. Many will move away...some will die...and more than we like to think will be disabled, infirmed, unemployed, divorced, evicted, or suffer a serious financial setback. *Regardless of the reason, they will VANISH from your radar scope!* Worse yet, your most aggressive competitors will probably steal away another 5%-15% of your remaining customers. That's why right now, at this very moment...

Your total "customer inventory" could easily be shrinking by as much as 50% a year! If this high-side figure seems ridiculous, stop and think. How many customers you used to do business with are *no longer* around? If you could

and you never even saw the funeral notice. On and on it goes, the never-ending erosion of *your most precious resource*: the people who pay your rent!

"...thanks to Moving Targets, it's a great deal easier to attract these prime new-mover prospects. And much less expensive, too, since you're using an advertising rifle—not an inefficient, costly shotgun..."

New movers are the key.

Unfortunately, when small businesses try to replenish this human loss, most depend too much on "natural" population growth—averaging only about 1 or 2% per year—and *too little on their own* advertising and marketing efforts. I can promise you this: if you don't grasp the danger, and fail to fight back vigorously, you'll have to be phenomenally lucky to *stay* in business, much less expand. So what's the solution? In my experience, the easiest, surest—and smartest—way to counteract the "customer drain" I've described is to *go after* just moved-in NEW RESIDENTS. If you get

to them right away, even before they've unpacked, you'll end up with solid gold. And the most cost-effective, cheapest, fastest, and likely to succeed method for doing just that is the persuasive direct mail from Moving Targets New Resident Direct Marketing!

Moving Targets' creative staff writes great *personal* letters. These are augmented by *dynamite* Gift Certificates. Their customized copy and offer is first rate—and their new

understanding what *motivates* new neighbors should come first—*before* you start mailing.

Psychologists tell us that just-moved-in families have a powerful need, both rational and emotional, to replace previously familiar and comfortable "connections"—favorite places to shop, eat, bank, work out, get their hair cut, have fun, buy a computer, have their teeth fixed, get the car serviced or the dog groomed, *etcetera, etcetera*, you name it! These modern nomads are motivated, both positively and negatively, to make new friends, build new loyalties, establish new buying habits...to do everything possible to feel as though they "belong" in their new surroundings...and to stop feeling like strangers in a strange new place.

Experts find, new residents twice as loyal to their "new connections."

The bottom-line effect of all this is significant. Our research suggests that on average these new neighbors spend 140% more than established residents—and that they are far more loyal, sticking with their "first picks" more than 210% longer than new customers acquired from other sources.

Furthermore, thanks to Moving Targets, it's a great deal easier to attract these prime new-mover prospects. And much less expensive, too, since you're using an advertising rifle—not an inefficient, costly shotgun—to nail down fresh customers who are willing and eager to buy—the best of the best.

For our free Direct Mail Success Kit, call MOVING TARGETS at 800.926.2451 www.MovingTargets.com