

# 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 good 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 12,300 automotive professionals 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 to anyone.

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 find a *great new automotive source*, a lot like your shop, and adopt it as their own.

**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. 250), and we'll give you 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 \$103/month made Ace Tire & Auto\* an additional \$43,204.20/year!**

Ace Jones runs a heads-up auto service business. His success typifies our success. Our low-cost personal letters have brought Ace Tire & Auto lots of *extra-valuable* 'new mover' business. The cost is minuscule. The plus-profits are huge. Every month we send letters and Gift Certificates to just-moved-in families in his trading area.

The average monthly cost is \$103 for the mailings and with a redemption rate of about 15%, about \$150 to pay for the gifts—a total cost of \$253. Ace Tire & Auto ends up with 3-4 actual new customers every month with an "active life" of 55-60 months.

At a \$20/month average gross profit (on services and products) per customer, the profit over five years is at least \$3,600.35 derived from every month's mailing. That's an astounding \$43,204.20 a year!

\*Names have been changed to assure confidentiality.



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