

ATTENTION AUTO SHOP OWNERS:

Here's What to Do When BUSINESS STINKS

Tear out this page. It explains a simple, aggressive 90-day plan that helps you bring your shop back to life when nothing else seems to be working.

by Jay Siff, CEO, Moving Targets



Like many auto shop owners today, you've probably noticed a drop in business. Customers are putting off repairs. Going longer without maintenance. And driving less because of high gas prices. With today's headlines, is it any wonder? "THE ECONOMY IS TANKING!" "REAL ESTATE IS CRASHING!" And newspaper headlines are shouting, "ECONOMY WRECKING AUTO REPAIR." And, "SLUMP IN CONSUMER SPENDING HURTING REPAIR SHOPS." Plus, the *Phoenix Business Journal* said, "Hard times are trickling down to local auto shops... as economic troubles weaken consumer confidence and spending—even for routine repairs and maintenance." Fact is, this gloom and doom is now affecting your business.

The good news is that many shops today are enjoying remarkable success... packed appointment books... busy mechanics... and healthy profits, despite the crummy economy. These owners are not smarter than you. But they are more AGGRESSIVE marketers. Instead of just hoping for more business... or robotically placing weak ads in their local papers... they're AGGRESSIVELY PROMOTING their shops and CONSISTENTLY and REPEATEDLY giving people REASONS to visit and spend money.

These smart shop owners are sending warm, personal messages. Not cold, generic form letters. Not cheap postcards. They call customers by name—just like in the good old days. They send INVITATIONS and valuable GIFT CERTIFICATES that are virtually impossible for budget-conscious consumers to ignore. Your competition isn't doing this. So this influences them to visit you and spend money. It's a smart tactic that works like crazy. Unfortunately, most shop owners are too damned busy to even think about this stuff. Now—thanks to my 90-day Marketing Blitz—you don't have to, because...

For as Little as \$97 a Month, I'll Promote the Hell Out of Your Shop Rapidly Boosts Your Car Count

If you have limited time and a tight budget (Who doesn't?), I'll help you turn things around. Using my 3 simple, proven-effective marketing services, I'm going to aggressively promote your business to your local neighbors and current customers for 90 days. I will use the power of direct-response marketing—our specialty—to drive customers to your bays. **HERE'S MY 3-POINT PROMISE TO YOU:** 1) I will drive new customers through your door, 2) I will encourage your present customers to return more often, and 3) I will persuade them to spend more money. **Bottom-line:** You'll quickly see more traffic... more sales... more profits... and enjoy the feeling of being back on track.

This Aggressive 90-Day Marketing Blitz Delivers the Triple Punch You Need to Jump-Start Your Business FAST

1 YOU GET 90 DAYS of Moving Targets® Promotions—I'll persuade new movers to



visit your shop long before your competition knows they've arrived. Used by over 20,000 merchants for over 15 years. Customized Letters & Gift Certificates feature your irresistible Personalized Offer and attract prospects with uncanny 10–20% response rates—sometimes much higher. 100% turnkey. We do everything for you.

2 YOU GET 90 DAYS of Birthday Connections® Promotions—I'll send your



neighbors a warm, personalized birthday Greeting and your Gift Certificate to celebrate their special day. Sends streams of happy new customers

through your door. Amazingly high response rates. (15–20% is not uncommon.) Everything's included. 100% turnkey.

3 YOU GET 90 DAYS of Loyal Rewards® Promotions—I'll help turn your current



customers into a goldmine of untapped business with the power of personalized email, just like the big chains do. Documented response rates as high as 34.2%. **No computer needed.** We do everything, from helping you collect the email addresses to sending your irresistible offers. Simply call our 800 number and your promotion goes out within minutes. Fast. Easy. 100% turnkey.

No Contracts. No Hidden Charges. No Set-Up Fees. No Minimum Mailings. No Strings Attached.

Listen: you've been reading my ads since 1992. Our files are filled with hundreds of testimonials from auto shop owners like you who are blown away by the results I get them. (If you haven't seen them, I'll send them to you.) And now it's easier than ever to prove to yourself why over 20,000 businesses have relied on me to pump up their profits. **Because for as little as \$97 a month—just \$3.12 a day—you get to test drive the power of my 3 proven-successful promotion services that individually have the ability to jump-start your sales.** Together, they're a triple knock-out punch that produces results that will make you a believer. (If you don't want all 3 services, we can boost your business using only the ones you choose.) **Find out now what an AGGRESSIVE, PROFESSIONAL MARKETING BLITZ can do for YOUR shop.** Just \$97 a month. Just 90 days. For a limited time. **Call us at 800-926-2451, ext. 313 to get started.** Just say, "Send me a free info kit."



www.MovingTargets.com

Call Now for Your FREE "Get Aggressive" Marketing Kit: 800-926-2451, ext. 313

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