



What? You're STILL Not Emailing Your Customers? Shame on You... It's 2007!

WARNING! Your Crusty-Old "1950s Marketing Mentality" Is Costing You a FORTUNE in Lost Pizza Business!

FACT: Today's email marketing is DIRT CHEAP... RIDICULOUSLY EASY... and PROVEN-EFFECTIVE. Heck, you don't even need a computer.

NO DOUBT ABOUT IT... *the 50s were a blast!*



Jay Siff, CEO
Loyal Rewards®

Hula Hoops®... drive-in movies... soda shops... and those colorful juke boxes blasting the Beach Boys and Elvis... *ahh, those were the days!*

But now it's 2007, yet many independent pizza shop owners still have a ridiculously out-dated "1950s Marketing Mentality!" *For example...*

... **TELL THEM** how effective today's email marketing is, and they tell me, "Oh, but I know nothing about computers!" (FACT: With Loyal Rewards, you don't need to know the first thing about computers... you don't even need to own a computer.)

... **TELL THEM** that today's top advertising experts say that promoting to your own list of customers is the *smartest, easiest, and cheapest* way to drive extra business through your doors, and they say, "Oh, but setting up an email marketing program is so complicated!" (FACT: It couldn't be easier because we set up the entire system for you.)

... **TELL THEM** how easy it is to collect their customers' names and e-mail addresses and they tell me, "Oh, but I'm too busy to ask my customers for their information!" (FACT: Our simple Enrollment Tickets collect the info for you in seconds—and customers love filling them out.)

... **TELL THEM** how their customers are thrilled to receive their messages—and how they'll visit more often and spend more money—and they say, "But I don't know how to write promotions and send emails!" (FACT: All promotions are written for you... and all emails are sent for you. It's so easy a 10-year-old child could use it and bring customers back to his lemonade stand over and over again.)

And one of the most *ancient* misconceptions I hear is: "Email marketing is expensive!" (FACT: Loyal Rewards emails are DIRT CHEAP. Only 4 1/2¢ cents each.) Heck,

how else can you reach, say, 600 of your own customers for just \$27? (You can't!) It's so cheap and effective it's downright foolish *not* to try it. Especially since your competitors are using it... exposing YOUR customers to THEIR promotions!

"We sold an extra 25 orders of wings and had calls about 5 minutes after we put the offer thru."

John Modestine, The Village Tavern, North Wales, PA

**Today's National Chains Say It Best:
"Ignoring Email Marketing in 2007 is Crazy!"**

Why do you think today's biggest and most successful national chains and franchises rely on email to encourage repeat business? Because they know that *simply waiting for customers to return is a fool's game!* These mega-rich corporations know these facts: **88% of U.S. adult internet users have personal email accounts... 46% of them have email at work... approximately 147 million people use email daily.** And most importantly, they know that email influences today's consumers to *buy... Buy... BUY* like crazy.

Best of all, *Loyal Rewards* brings you *fast* response. It's Monday morning... need more business *this afternoon*? Shoot us your offer and we'll "push" a campaign to your customers literally within *minutes* for a flow of new business that *very same day*. No other ad medium does this so fast, so cheap, so easy. Plus no contracts... no minimum mailings... no computer to bother with... no kidding! So...

**STOP Playing the Fool's Game...
STOP Ignoring Email Marketing!**

Or, perhaps you're one of the many *cutting-edge* pizza shop owners who simply hasn't gotten around to setting up your email program. If so, I'd like to send you a **FREE**, no-obligation information kit showing how my "easy-as-pie" email marketing program—*Loyal Rewards*—can work for you, just like it has for others nationwide. **Simply call us at: 800-309-7228, ext. 703.** Or go "high-tech" and visit us at: www.LoyalRewards.com

**CALL FOR FREE INFORMATION KIT:
800-309-7228, ext. 703**



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