

ATTENTION RESTAURANT 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 business back to life when nothing else seems to be working.

by Jay Siff, CEO, Moving Targets



Like many restaurant owners today, you've probably noticed a drop in business. You're seeing more empty tables... smaller checks... and less frequent repeat visits. With today's headlines, is it any wonder? "THE ECONOMY IS TANKING!" "REAL ESTATE IS CRASHING!" And CNN reported, "ECONOMIC SLOWDOWN TO CRIMP RESTAURANT SALES." Fact is, this gloom and doom is now affecting your business.

The **good news** is that many restaurants today are enjoying remarkable success... packed dining rooms... days-long waiting lists... 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 restaurants and **CONSISTENTLY** and **REPEATEDLY** giving people **REASONS** to visit and spend money.

These smart restaurant owners are sending warm, **personal** messages. Not cold, generic form letters. Not cheap postcards. They call them 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 restaurant 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 Restaurant Rapidly Boosts Your Guest Traffic

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 restaurant. **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 restaurant 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.



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.

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 # and your promotion goes out within minutes. 100% turnkey.

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

Listen: you've read my ads for over 15 years. You've seen **hundreds** of testimonials from restaurant owners like you who are blown away by the results I get them. (If you haven't, 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 restaurant-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 restaurant.** Just \$97 a month. Just 90 days. For a limited time. **Call us at 800-926-2451, ext. 284 to get started.** Just say, "Send me a free info kit."



Call Now for Your FREE "Get Aggressive" Marketing Kit: 800-926-2451, ext. 284

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