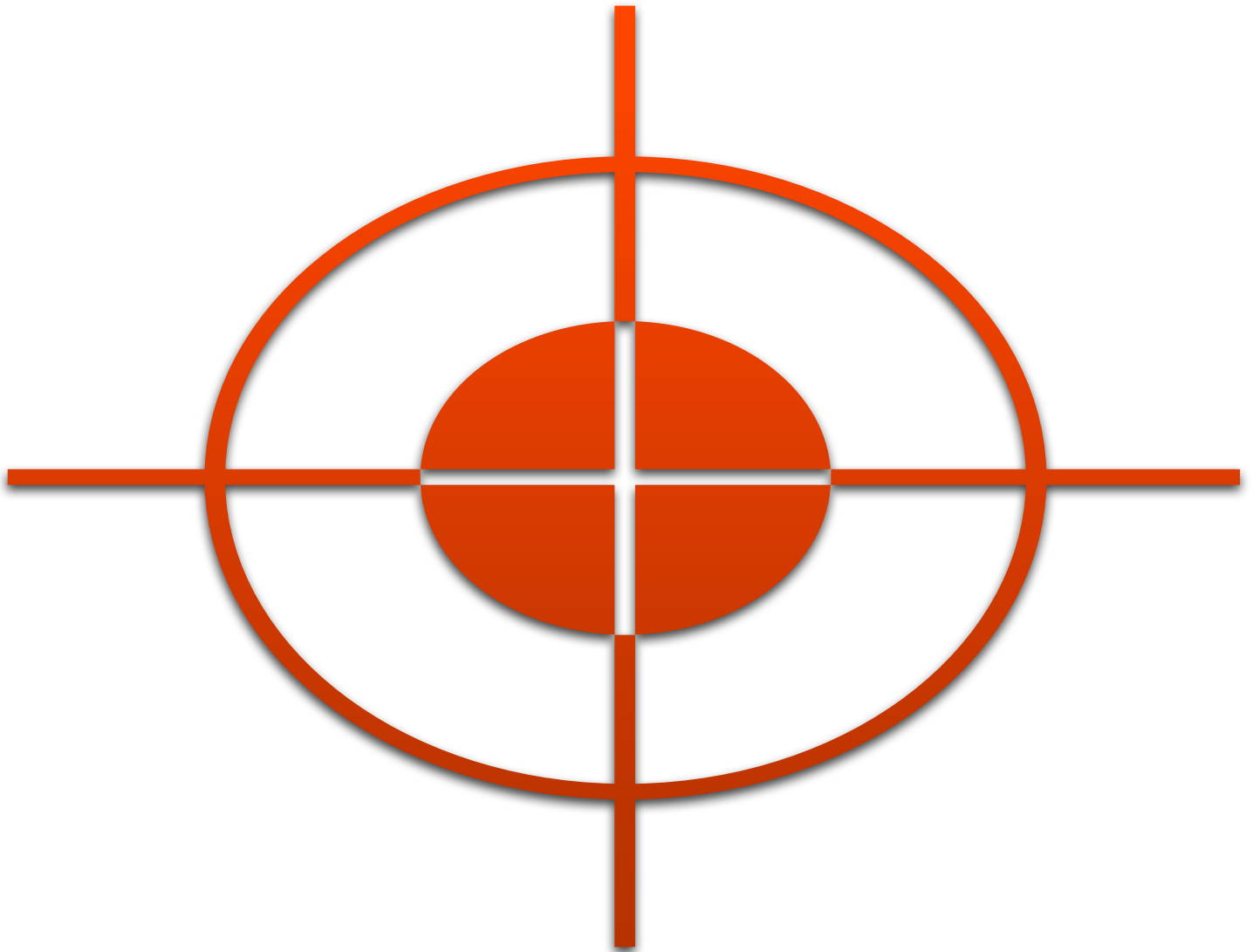


SPECIAL REPORT

# **THE SECRET TO TURNING NEW MOVERS INTO NEW CUSTOMERS**



BY MIKE SHIELDS

<http://NewMoversList.com>

# The Secret To Turning New Movers Into New Customers

Practically every local business owner knows that new movers are a good source of new business, right?

But how do you successfully market to new people in your area? Well, most importantly, don't make the mistake of using the same old everyday promotional offers you use with everyone else.

That is a BIG mistake.

## Reach Out to Your New Neighbors

For starters, demonstrate to your new neighbors that you are sincere and serious about wanting them as a potential customer.

How do you accomplish this? Actually the answer is very simple ... consistently locate and offer the new folks in your community something FREE. That's right I said... FREE.

## Offer Something Valuable



And I'm not talking about some rinky-dink freebie, or a free gift-with-purchase offer. Nope, you need to provide something sincere, something that will get them to take action NOW ... something that will prevent your offer from ending up in the kitchen "junk drawer," never to be seen again.

If you are an automotive shop then offer them a free oil change. You're a restaurant? How about a free dinner? A salon? Offer a free haircut. Dentist? A free exam and cleaning. You get the idea.

## Is This Effective?

When done correctly new resident promotions are proven to be **two to five times more effective** at creating new, steady customers than regular traditional offers.

Does your business currently have a "new neighbor" welcome program in place? What about your competitor down the street? The bottom line is this, when done right, marketing to new residents presents a huge opportunity for you to create long-term loyal customers.

## How to Get Started on Your Path to Growth Immediately

For more information on how to get an affordable and effective targeted mailing list of New Movers in your area please visit [www.NewMoversList.com](http://www.NewMoversList.com).