



Birthday Connections™

The Fast, Easy & Affordable Way to Turn Hundreds of Neighbors Into Immediate Cash Sales... for as Little as \$1.51 Each!



EVERYBODY LOVES BIRTHDAYS... especially the gifts they bring!

Birthday Connections turns your neighbors' special event into a great reason to visit your business and spend money. Our personalized greetings and irresistible gift certificates make your business stand out from the crowd... and help deliver a stream of immediate cash sales you can take to the bank!

IT'S SMART BUSINESS—no matter what you sell!

Restaurant owner? According to the National Restaurant Association, nearly 7 out of 10 adults visit a

restaurant on their own or someone else's birthday... making this, by far, the most popular occasion to dine out by nearly 2-to-1.

You'll be amazed how many recipients: 1) **RESPOND TO YOUR OFFER** and spend money. (Many bring money-spending friends and family!)... 2) **BECOME REPEAT BUYERS...** and 3) **SEND YOU A STREAM OF REFERRALS.**

BOTTOM-LINE? Birthday Connections opens new doors and helps you enjoy a flood of new business and profit... quickly, easily, and inexpensively.

How It Works...

- 1 Choose Your Audience...
- 2 We Send Them Your Irresistible Offer
- 3 You Enjoy B-I-G Response!

Q & A's

1 What Is Birthday Connections?

It's a super-simple way to introduce neighbors to your business by recognizing their birthday with a personalized greeting and special gift offer redeemable at your location.

2 How Does It Work?

Simply choose your audience and we do the rest! From compiling the list... to creating the personalized greetings... to mailing your promotion. All you do is enjoy the stream of new business!

3 What Does It Cost?

It's cheap! Just \$1.73 each for our *Classic Birthday Card* and \$1.51 each for our *Birthday Letter* format.

This one low price includes absolutely everything. There are NO hidden charges.

4 Are There Any Contracts? Minimums? Set-Up Charges?

Nope. None. Never.

5 What Kind of Results Can I Expect?

It depends on your type of business and your offer. Response rates of 10–15% are common, with many of our clients enjoying significantly higher returns.



Learn More Risk-Free! Call Us Today:

800-875-1522

www.BirthdayConnections.com

Birthday Connections™

812 Chestnut Street • Perkasie, PA 18944 • 215-257-6656 • Fax 215-258-6344 • Info@BirthdayConnections.com





Attracting New Customers Is a "Piece of Cake!" Thanks to...

Birthday Connections™

**Delivers a Steady Stream of New Business
...Quickly, Easily & Affordably!**

**No Contracts • No Minimums
No Set-Up Charges • No Kidding!**



"The results have been in the 15-16% range consistently, it's all done automatically and is on auto-pilot."

Tony Lariccia, Owner
Silvestro's Depot Cafe
Mentor, OH

Here's How It Works in 3 Easy Steps:

1 Choose Your Audience:

Tell us **HOW MANY** neighbors you want to reach... **WHO** you want to promote to (men, women, or both)... their **AGE** range (if applicable)... **INCOME**... and their **DISTANCE** from your business. We'll custom-tailor a list to your exact specifications and mail a greeting and offer that's redeemable anytime during the month of your recipient's birthday.

2 Choose Your Birthday Gift Offer:

Over 14 years of testing has shown that *no-strings-attached giveaways* get the best response. For example: **Free Entree... Free Appetizer... Free Video Rental... Free Dessert... Free Pedicure... Free ANYTHING of value. DISCOUNTS** are the next most effective offers: "25% Off Lunch or Dinner... \$10 Off Any Purchase Over \$75... Buy-1-Get-1-FREE... 25% Off Any Clothing or Jewelry Purchase"... or **ANY Discount on ANYTHING!** Every new customer could put thousands of extra dollars in your pocket over the lifetime of their association with you.

3 Choose Your Format:

A. TRADITIONAL CARD & GIFT CERTIFICATE—Features your recipient's name in bold, bright letters. Prominently displays your business name and address. *Looks like it came directly from you!* The inside spotlights your special offer, including your complete contact information (business name, address, phone, even website if you wish), plus deadline for fast action. **Choose from 5 pre-designed stock styles.** Or we'll design a completely custom card with your logo and any design you want... *for no additional charge!* Just \$1.73 each, complete and in the mail!



B. BIRTHDAY CONNECTIONS LETTER & TEAR-OFF GIFT CERTIFICATE

Arrives in double-window envelope with cheerful birthday graphics. Prominently displays your business name and address. *Looks like it came directly from you!*



Inside, a colorful, upbeat letter tells your recipients about the birthday treat awaiting them. They tear off the perforated Gift Certificate

to redeem. Or, we'll design a completely custom Letter and Gift Certificate with your logo and any design you want... *for no additional charge!* Promote today for just \$1.51 each, complete and in the mail!



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