



New Book Shows Companies Who Are Poised for Record Growth How to Ensure Their Sales Message Stands Out From the Crowd

With the deluge of sales messages coming at businesses and individuals in every direction, every day, a new, free book offers practical advice for getting prospects and customers to pay attention and respond to your message.

([PRWEB](#)) April 2, 2010 -- For companies that are poised for strong growth a new, free, book called, "Increase Sales & Build Deeper Connections: How To Get Prospects To Pay Attention To The Story They Want And Need To Hear Before They Buy" offers proven strategies that will increase sales and marketing effectiveness.

The idea that people don't want to read sales material is false. They're happy to read, but there's a catch:

If your marketing material doesn't tell a story the reader is interested in, they'll toss it in the trash long before they get to your order form or call-to-action.

While the focus in recent years has been on digital delivery, experienced marketers have been successfully telling their stories in print for decades. Their secret is the magalog. Often described as a cross between a magazine and catalog — magalogs are proven to effectively go against the belief that people don't like to read.

As The Magalog Guy, Mike Klassen, explained during an interview with Print Professional Magazine, "A magalog is well-suited [for people who really want to be convinced to buy a product or service. If I'm interested in alternative health, for example, I'm willing to read a lot of copy — far more than you could fit in a traditional brochure or other promotional piece."

And at a time where computer inboxes are filling up with unwanted sales pitches, which are frequently being ignored, your prospect's physical mailbox is a great opportunity to stand out from the crowd.

Klassen's book explains how magalogs are used and why they're such a valuable marketing tool for companies who are poised for record growth.

Klassen says, "The extra room in a magalog allows you to tell a story that your readers are more likely to respond to. And because of how much space you have to make your case, magalogs position you as an expert in your industry or niche. That separates you from your competitors in the eyes of your customers and prospects."

According to a poll conducted by the Customer Publishing Council, 68% of respondents say they make better purchasing decisions when companies provide product information through custom publications like magalogs. And 78% don't mind sponsors selling their products and services through custom publications — as long as the information is interesting. Meanwhile, a survey conducted by Harris Interactive showed that 68% of employed adults in the U.S. feel more comfortable reading something on paper than on a screen.

To discover how magalogs can boost your sales and better qualify prospects in less time, download, "Increase Sales & Build Deeper Connections: How To Get Prospects To Pay Attention To The Story They Want And Need



To Hear Before They Buy" at: <http://www.magalogguy.com>

About The Magalog Guy:

Mike Klassen, The Magalog Guy, is a direct market graphic designer specializing in magalog layout and design. In addition to working with clients across North America, Klassen has taught copywriting and design at the college level and at nationally-recognized direct market bootcamps. His articles and advice on marketing and design have appeared in Print Professional Magazine, Home Business Magazine, Inside Freelance Design, and marketing and design-related blogs. Find out more about Mike Klassen, The Magalog Guy, and get a free copy of his new book at: <http://www.magalogguy.com>

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