



**warren
ROSALUK**



“ **The Brochure Guy in DenverSM** ”

Although I have been a top-producing salesperson, I think of myself as an introvert. My past sales success resulted from identifying compelling sales arguments and from differentiating myself from the competition. As a consultant, I provide those same advantages to my clients.

- “Best Marketing Individual” — Colorado Business
- “Best Direct Mail Piece” — Small Business Review
- “Best Short Story” — Denver Women’s Press Club
- “Best Short Story” — Twilight Zone Magazine

My wife Debbie — aka “Mrs. Brochure Guy” — and I have four children, two young adults and two high-schoolers. I admit to being “the world’s slowest fair weather jogger” ... and to the following:

- **B.S., Engineering Sciences, USAF Academy**
- **M.S., Industrial Engineering, Stanford University**
- **M.B.A., University of Dayton**
- **Who’s Who in Executives and Professionals**
- **20 years experience in sales and marketing**

Why should you call me? Three reasons: (1) as Mark Twain said, “A *powerful agent is the right word,*” (2) good marketing is worth a warehouse full of better mousetraps, and (3) you can wait for your ship to come in ... or you can swim out to it.

(303) 770-2150

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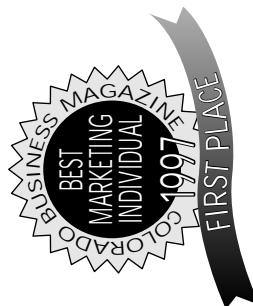
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5 Ways to Grow Your Business
—and your profits



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If you are serious about increasing sales, you need serious sales literature. An effective sales brochure produces more sales per dollar of cost than all other forms of marketing. By contrast, an ineffective brochure is a waste of time, money, and paper. Here are 5 ways I help your brochure grow your business. And your profits.

1 By getting more people to read it ... not trash it

Up to 75% of traditional sales brochures wind up in the trash. That's because most of them are written and designed by folks who are creative and articulate but — ironically — have never personally sold anything! (That's like having your map to the Alaskan wilderness prepared by someone who has never actually visited the state.) With 20 years in sales and sales management, I base your brochure on solid sales principles. For example, your customers are more interested in **“What are you going to do for me?”** than in how good you think you are. Instead of a pretty piece of paper that dwells on the bells and whistles of your product or service, your new brochure focuses on your customer and his needs. That shift in focus increases readership. And the more readers, the more response.

“ Your brochure has increased our response 30%.
— *Mary Margedant,*
Mortgage Express. ”

2 With feedback from your customers ... and mine

To determine what your brochure should say, I research your best clients. By responding to a proprietary list of carefully-developed questions, this **“focus group”** reveals what you do best, how you compare to your competition, and why they do business with you. I also get testimonials from your clients ... **flattering testimonials** that help build your credibility, reduce purchase anxiety, and differentiate you from your competition. I then add the lessons learned from the results my own clients — and I — have received from close to one million mailings. In short, you avoid mistakes, benefit from the successes of others, and don't waste time reinventing the wheel.

“ My sales close rate has increased almost 40%. Your thorough research of my services and target market was the key.
— *Joe Castro, INFOLINK* ”

3 As an award-winning specialist

Although I have won awards for my work from such organizations as *The Small Business Review* and *Colorado Business* magazine, I am most proud of the rave reviews I've won from my clients. I win them because I've written hundreds of brochures and collect feedback from each to improve the next. Comparison tests prove the power of the written word. For example, without changing product or price, you can increase the response to a brochure up to 19-fold by changing things like the title, word selection, and sentence structure. Like the time I rewrote a glossy brochure originally prepared by an advertising agency, and my client said results went from next to nothing to **“we couldn't keep up with response.”** So why leave business on the table? If you needed heart surgery, you'd call a heart specialist, not a general practitioner, and you certainly would not operate on yourself. When you want to increase sales, you want a sales literature specialist. That way, you get the biggest bang for your marketing buck.

“ We are getting a 6% to 8% response to our brochure.
— *Paul Nino,*
Advanced Storage Technologies ”

4 By giving you a competitive edge

A study done by the New York Sales and Marketing Club discovered 71% of your customers base their initial purchase decision on how much they like and trust you. Your brochure helps you gain the confidence of clients even before you meet them. How? With a flattering *Wall Street Journal*-style portrait sketch and a memorable personal introduction — not a resume, but a painstakingly

crafted introduction designed to bring out your personality and expertise. You **differentiate** yourself from your competitors.

“ Being able to place a face with a voice is very important to people, and the brochure does just that. It is easily our most effective piece of advertising and has generated a tremendous amount of business for our company.
— *Becky Rieder,*
Interfunding Financial Services ”

5 With bottom line results

You need three things for any marketing campaign to work: **(1)** something of value to offer, **(2)** the ability to efficiently target your market (with a good mailing list, for example, or a trade show or seminar), and **(3)** an effective presentation of your offer. If you can satisfy the first two requirements, why put yourself at a competitive disadvantage by not having a well-written sales brochure? At the risk of sounding immodest, I have a system that works. The bottom line is, your new sales brochure doesn't cost, it pays.

“ We mailed 2300 brochures, got 70 responses, and closed over \$1 million dollars in new business from your brochure.
— *Frank Horwich, SECUTRON* ”

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What To Do Now:

How much do you want to increase your sales? Set your goal, then determine your marketing budget. According to national statistics, marketing budgets of growing companies average about 10% of revenue, meaning a realistic goal of increased sales is about 10 times your marketing budget. Compare your budget to my list of services and fees. Then call me. Or complete, detach, and return this reply card. It's your business, your future, your move.

- I have a specific project in mind. Call me to discuss procedures, fees, and schedule.**
- I'm not sure. Call me to answer my questions.**
- I'm not interested now. Try me again in**
_____ .
(month/year)

Name _____

Address _____

City _____

State _____ Zip _____

Phone () _____

FAX () _____

For Faster Service:

Call (or FAX) me now to get started ... or to get answers to your questions.

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