

# New Age Marketing: CATALOG SALES

By Queen Mason

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Catalog marketing can produce streams of income that will last for years and years!

If you have a line of related products, a catalog of your own could be one of your best marketing tools. But don't stop there! There are tens of thousands of firms that send out catalogs regularly, and your product could be in one or more of them!

Catalog vendors are always looking for fresh new products to feature in their catalogs. If you have a product that would appeal to their market, they will consider it for inclusion. Once your product appears in a catalog - if it sells well - it could stay in there for years, producing a lasting stream of income!

Getting your product into a catalog consists of four basic steps:

STEP 1. Make a list of catalogs featuring items that are related to your product. The easiest way to find catalog vendors is to use a directory that lists catalogs, such as the "National Directory of Catalogs" (published by Oxbridge Communications). You can find catalog directories in most public libraries.

STEP 2. Call each of the catalog vendors on your list. Find out how to submit your product for consideration, and get the name of a contact person.

STEP 3. Write a cover letter to each contact. Introduce your product briefly and request that it be considered for inclusion

in their catalog.

STEP 4. Prepare a mailing package to send to each of your contacts. Include your cover letter and an information sheet with wholesale prices and payment terms. Do not include a sample unless one was requested.

Although most catalog vendors will require below-wholesale discounts, the size and frequency of their orders could place them among your most cherished customers. Remember: If your product sells well in a catalog, it could produce a stream of income that will last for years and years!

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Queen Mason is president of Red Triangle Enterprises, Inc., publisher of "Never Pay For Advertising Again!"

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