

## **Roger C. Parker Launches Brand New Release of “The Content Catalyst”**

This ingenious secret weapon helps any marketer, on-line or off-line, to create an endless flood of money-making marketing content with ease.

*Already a best-selling author, Roger C. Parker's 2<sup>nd</sup> revision of his classic marketing content guide “The Content Catalyst” shows just how simple it really is for anyone to create powerful, non-stop marketing content in 6 simple steps.*

**Dover, NH June 26, 2008** Based on reader and client feedback, Roger C. Parker, The 32 Million Dollar Author, has released the 2<sup>nd</sup> edition of his highly-acclaimed book, The Content Catalyst.

This newly revised 2<sup>nd</sup> Edition e-book, with dozens of added topics, is now available at [www.designtosellonline.com/content-catalyst.cfm](http://www.designtosellonline.com/content-catalyst.cfm). It provides many unique and very valuable benefits to entrepreneurs, internet marketers, bloggers, retailers, small and large business owners, membership website owners, and copywriters as they are always looking for new marketing content and will not be disappointed.

Fitness expert and author of "The Millionaire Workout", Ryan Lee says this about it: "As someone who manages dozens of membership sites and is in charge of creating thousands of pages of content a year - the Content Catalyst is a goldmine for me. It's by far the most useful book I've ever purchased to help me create content. I'll never have to worry about topics for articles, e-books, newsletters or membership sites again."

Website content, newsletters, blogs, sales letters, presentations, and e-mail campaigns are just a sampling of the different kinds of media being used to promote products and services in today's businesses, and new content needs to be constantly provided to clients and prospects so they are constantly exposed to the marketer's messages, not the competition's.

This revolutionary time saver shows how to create non-stop content with a simple formula that even a 4th grader could follow. It's almost paint-by-number easy.

Parker explains, "Constant contact with clients and prospects is vital in today's increasingly difficult business climate. For example, website content needs to be updated regularly for maximum search engine optimization and client satisfaction and newsletters should be published at least monthly. This takes time; time to research, time to think about what to write, and then time to actually write it."

He goes on to say, "It's very time consuming, and not having the time to keep up with these on-going projects can be very costly in terms of lost profits and becomes very frustrating. With over 500 ideas, based on an easy-to-use formula, The Content Catalyst solves the time problem and also the creativity problems often caused by not knowing what to write about, sometimes called writers block. After reading this, you will never be at a loss for words or ideas again."

### **About Roger C. Parker**

Roger C. Parker is a best-selling author of marketing and design books, with 38 published books under his belt, over 1.6 million books sold in over 37 countries. His Bestsellers include Looking Good in Print: A Guide To Basic Design For Desktop Publishing, Design To Sell, and the Microsoft Office For Dummies Series.

With an impressive client list including Microsoft, Apple, and Hewlett Packard, Roger provides specialized, high quality marketing, design, business coaching and consulting to businesses of all sizes. His services help clients identify their unique messages and communicate them more effectively to the rest of the world.

Another valuable service he provides is that of helping new and seasoned writers to unlock their hidden potential so they can write, promote, and publish their own books. Roger recently said "Anyone can write a book, all you need to do is follow the simple steps. After it's written, you become a 'trusted expert' having gained almost instant credibility."

Associated with the Guerilla Marketing Association, Roger also hosts weekly teleseminars with industry giants in the marketing, business, and book publishing industries. He has interviewed over 150 high-profile authors, publishing executives, and marketers to date including the founder of the Guerilla Marketing Association, Jay Conrad Levinson, expert copywriter and author, Bob Bly, Internet marketing genius, Yanik Silver, and Ivan Misner, the founder of BNI.

To order The Content Catalyst or get more detailed information about this unparalleled method of generating non-stop content right now, visit Roger's website at [www.designtosellonline.com/content-catalyst.cfm](http://www.designtosellonline.com/content-catalyst.cfm).

If you would like to learn more about Roger C. Parker and his other valuable coaching and consulting services and get a boatload of free information, visit his websites at [www.designtosellonline.com](http://www.designtosellonline.com) and [www.publishedandprofitable.com](http://www.publishedandprofitable.com).

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