

# NEWS

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## So What? Communicating What Matters Most to Target Audiences in 2009

*Author Mark Magnacca hires Impact Communications to Promote a New Way of Thinking that Helps Ensure Success in Any Market*

Sandwich, Mass. (February 5, 2009) – Insight Development Group, Inc. today announced that they have hired Impact Communications, Inc. to promote author, business-building coach and keynote speaker Mark Magnacca. Magnacca’s upcoming book, *So What? How to Communicate What Really Matters to Your Audience*, will be available in hardcover May 28, 2009 (Pearson/FT Press). Led by PR professional Marie Swift, the agency will oversee all marketing communications and public relations activities for Insight Development, ensuring that Magnacca reaches the financial services industry with his business growth messages.

Magnacca is a leading expert in developing successful business-building strategies. The primary message of *So What?* is that the people businesses are trying to communicate with, sell to or reach, don’t really care about the business or what it has to offer, until they know how what the business has – or can do – that will benefit them. “With increased competition and decreased budgets, professionals must be able to communicate their value to prospective clients and customers as clearly as possible,” says Magnacca. “My work focuses on helping them do that, and Impact Communications will see that those who can benefit from our support will be aware of our services.”

Magnacca is also the author of *The Product is You!*, a book designed to help readers figure out how to use their biggest resource, themselves (the YOU of the title), more effectively. Each chapter is packed with specific strategies and tactics that show you both the “Why” and the “How” of personal marketing. *The Product Is You!* demystifies the process of differentiating one’s self in the marketplace.

“We are pleased to welcome Insight Development into the Impact Communications family,” said Marie Swift, Principal, Impact Communications. “We are always happy to work with smart companies that understand that when their competitors are scaling back their marketing efforts because of tougher

economic times, that presents a prime business building opportunity. We take pride in working exclusively with thought-leaders who have important messages for the financial advisory community. It's an honor to work with the best of the best.”

Magnacca is deliberate about following his own advice. In *So What?*, he tells a story about Moxie soda, the pre-WWII leader in the soft drink category that scaled back its marketing efforts with the advent of the war and tougher economic times. The then-little-known Coca Cola Company strategically increased its public outreach and became the category leader – and the rest is history. Magnacca is stepping up Insight Development’s marketing communications efforts now to ensure that they maintain their momentum and are well-positioned for success as the economy recovers. “Business leaders who step forward and commit to a smart PR plan now will reap the benefits,” Magnacca says.

### **About Mark Magnacca and Insight Development Group, Inc.**

Mark Magnacca is Founder and President of Insight Development Group, a training organization that brings presentations and workshops to financial services professionals around how to effectively articulate their value proposition and secure more business.

Prior to founding Insight Development Group, Mark co-founded Wellesley Financial Services, a financial education and investment management firm. Over a 10-year period, he was responsible for creating innovative, practice-development and business-building strategies. These strategies became the foundation for his book, *The Product is You!*, and his training program for financial advisors, *The Results Accelerator Series*. Mark has worked with a wide range of financial services companies, including Merrill Lynch, Smith Barney, Pacific Life, Principal and American Century. His programs have also been featured in both print and television media, including the *New York Times*, *USA Today*, *Wall Street Journal*, *Registered Rep* and *Financial Planning* magazines. For more information, visit [www.markmagnacca.com](http://www.markmagnacca.com).

### **About Impact Communications, Inc.**

Founded by industry veteran Marie Swift in 1993, Impact Communications specializes in developing effective client communications and marketing strategies for a select group of highly successful financial advisors and allied institutions. Widely respected as a marketing professional with a loyal following, Swift, along with her team, works with independent advisors and select institutions to increase both visibility and credibility within their niche markets. In addition to marketing strategy and media promotions, the firm offers clients graphic design services and executive coaching. For more information visit [www.impactcommunications.org](http://www.impactcommunications.org).