

FREELANCER'S BUSINESS BULLETIN

September 2004

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Dear Subscriber,

Welcome to the September 2004 issue of Chris Marlow's Freelancer's Business Bulletin (FBB).

This month you'll learn how to use copywriting to visit distant relatives, travel near and far, and spend time in places you've always dreamed about...and do it at a fraction of the normal cost!

How To Visit China for Just \$300 Round Trip

Jim Allyn, an East Coast copywriter I used to hire in my agency days (whenever we could afford his rates), is generous in sharing his methods for living the life of Riley.

Jim loves to travel. A year ago I met him at the stunning Desert Marriott Spa & Hotel in Palm Desert, after he'd spent time on Catalina Island.

Jim is a master at trade outs and spent the night at a luxury waterfront condo on Catalina in exchange for writing a brochure. At the Desert Marriott, he was paying 50% of the regular room rate. And soon he'll visit China (round trip) for the unbelievable price of about \$300.

How does he do it?

Jim combines smart research with tax write offs, trade outs, loyalty programs, and cash payments. Over time he's become an expert at finding great airfare, car rental, and hotel deals, and amassing so many sky miles

and bonus points that he often enjoys amazing discounts.

For instance, last month Jim spent six nights in a northern California hotel and paid for only one night, a savings of nearly \$1,000.

This year he also stayed at the magnificent Palmer House in Chicago, where he got a \$121 discount on his room simply by paying cash up front...a little-known secret on Hilton's website that they don't publicize but that helps them fill rooms during slow periods.

Jim also spent a full week in New York City for just \$100 per day...and this included his rental car and airfare!

Jim often starts his travel plans with write-offs in mind. He makes appointments to visit current clients, or sends letters to potential clients, requesting a meeting. By doing business on his trip, he can claim legitimate tax write-offs.

Next he spends time on the Internet, researching airfares. An insider tip that Jim shares is Orbitz.com.

Orbitz.com lists the lowest fares for the major carriers. Jim selects the lowest fare on Orbitz.com and then goes to the Web site of that carrier. There he often finds an additional discount, since the Web is the most inexpensive way for a carrier to acquire reservations.

Next, Jim repeats the process for reserving rental cars. He relayed a recent experience where he went to Orbitz.com, found Dollar Rent a Car for \$25 per day, went to Dollar's Web site, and rented the car for \$15 per day.

Says Jim, "It's the copywriter's fantasy that the client will fly you in, but if you fly yourself in, it makes an impression. When you're 'in town on business' it makes you look good and turns into a P/R thing."

So how is Jim going to fly to China and back for \$300?

It's a combination of his online research, his "bank account" of frequent flyer miles and bonus points, and his estimated tax deductions. Jim is the living embodiment of a copywriter who knows where to find "the glicker."

For those unfamiliar with the term "glicker," the American Writers & Artists Institute's copywriting course devotes a full chapter to it. Essentially, glicker is "the icing on the cake." If you're interested in learning more about the course, here's the link: <http://www.thewriterslife.com/ph/cmi2/>

Also, for those of you who joined the FBB Survey Team, a resounding thank you!

Two hundred, eighty-nine copywriters responded, answering 62 questions pertaining to copywriter economics. Now we know what your copywriter colleagues earn, what they charge for 19 common copywriting jobs, how they market, and much, much more.

About a month from now the largest and most comprehensive survey on copywriter fees and compensation will be available for purchase.

In its raw form it's already getting rave reviews. Copywriting guru Bob Bly says "This is the most useful analysis of freelance copywriting fees and compensation I have seen in my 25 years in the business."

I'll announce the availability of the world's first FREELANCE COPYWRITER FEE & COMPENSATION SURVEY in a special edition of this newsletter.

Special Announcements:

JOHN AND KEVIN FINN of Finn Communications in Redondo Beach, California, are agents to copywriters who work on commission only and/or earn incomes in the \$200,000 to \$1,000,000+ range.

If you fit this category, please contact John at john@johnfinn.com or Kevin at kevin@finncom.com, or call 310-373-0743. If there's a "fit," John and Kevin will thank you with a recently published marketing encyclopedia by Jay Abraham valued at \$10,000.

*** SUCCESS...What is it, and what does it take to get it? If you're in New York in October (or inclined to travel there), consider attending The Objectivist Center's daylong Fall Conference on October 30, 2004, sponsored by the American Management Association.

Objectivism is the philosophy of life founded by Ayn Rand. It honors human achievement and holds that everyone should seek success in achieving happiness, building a productive career and living a rich, flourishing life. For registration information call 1-800-374-1776, or check out the conference program at: <http://www.objectivistcenter.org/events/conferences/conferences-fall04.asp>

*** PREVENT the Next Enron!
Shel Horowitz, author of the award-winning, "Principled Profit: Marketing That Puts People First," seeks 25,000 people to take a pledge to actively support ethical business practices.

Says Shel, "If 25,000 influencers each contact at least 100 people, my theory is 2,500,000 are enough to make the next Enron socially unacceptable."

Support Shel in his noble effort to clean up corporate malfeasance. Take "the pledge" at <http://www.principledprofits.com/25000influencers.html>

*** A BIG THANK YOU to Terry Rosson, graphic designer extraordinaire, for his tips on how to make this newsletter more readable!

Other Important Stuff:

*** Send this newsletter to your freelance friends! The

Freelancer's Business Bulletin was conceived for copywriters, but contains the same information any business freelancer can use to build their business.

Got a burning question about some aspect of building your freelance business? Send it to chris@chrismarlow.com and it may become a newsletter topic!

Did a friend send you this newsletter? Get your own subscription at <http://www.TheCopywritersCoach.com> where you'll also get the valuable complimentary Report, "The Secret to Successful Projects Every Time - Guaranteed!"

To your freelance prosperity,

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Veteran freelancer and award-winning copywriter, Chris Marlow has written for the nation's leading businesses for over 20 years. She also offers business coaching and master-level copywriting to new and aspiring copywriters and other business freelancers who want to accelerate their success.

Check out the benefits of coaching at:
<http://www.TheCopywritersCoach.com>

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