

FREELANCER'S BUSINESS BULLETIN

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This month's Featured Article:

'Your 2 Most Powerful Self-Marketing Tools'

Also, announcing our new business-building teleseminar series!

Plus Chris' 'Quick Q & A' column: 'Should I work with international clients?'

Please add 'Chris Marlow' to your address book so you don't miss a single issue of one of the Web's most valuable ezines for copywriters, coaches, and other business consultants!

To change your subscription, see the link at the bottom of this newsletter.

Dear Subscriber,

I just got back from one of the most exciting seminars of my life! Alexandria Brown's 'Online Success Blueprint Workshop' held in L.A. last weekend.

I've been watching Ali Brown (the 'Ezine Queen') for about a year now. In my opinion, she's the world's foremost expert on using ezines to build business.

(In fact, I bought her incredible system 'Boost Business with Your Own Ezine' late last year, and you'll soon see some of her ideas in action in my own ezine. Expect BIG changes!)

I've long known (and Ali's known this even longer)...that the humble ezine is one of the most powerful marketing tools a consultant can have.

Here's what you need to know about the most powerful self-

marketing tools you can use as a business consultant:

#1. Direct mail is THE most powerful marketing tool you can use as a new or struggling consultant.

And why?

Because with direct mail you can create a list of prospects...your own custom list of 'cherry picked' potential clients.

Think about it. In every other form of self-marketing (networking, article writing, etc.), you attract prospects, but they're not 'cherry-picked.' If you want Microsoft on your client list, then you have to target Microsoft. And the most direct, most accepted way to get in front of your target at Microsoft is to send a letter.

Virtually every other form of marketing will 'attract' your audience, but you can't control exactly who responds. Only a direct mailing to a hand-picked audience will get you the cream of the crop.

Now while direct mailing may be very effective, it IS time-consuming and expensive.

Therefore you'll want to use your direct mailings (and all other forms of self-marketing) to do one thing:

Drive your prospect to your web site where not only can they get to know you, but they can also sign up for your...

FREE ezine!

Once you get enough people signed up for your ezine, you can scale back on the direct mailings (or if you wish, cease them altogether).

Your free ezine is your '#2' most important self-marketing tool. Now you can market to an interested audience cheaply and easily!

Savvy online marketers know that the ezine is the world's most effective tool for converting leads. Some individuals

and online businesses have made MILLIONS exploiting the power of the ezine to build relationships and convert leads!

So whatever you do...direct mail, public speaking, articles, whatever...make one thing your goal always:

Get your prospect to your web site so they can sign up for your free ezine!

So, how do you do that without twisting arms?

Well, with bribery of course :)

The 'power tool' for getting people's names and addresses has always been 'something free.' In lead-generation, which is what consultants must do to get clients, a free consultation, free information, or some other enticement is used.

Direct marketers know that the MOST effective free offer involves the solving of a 'key pain' of the prospect.

For instance, as a copywriter for software companies, I know that marketing directors are 'in pain' over ROI (return on investment). So I might entitle my free ezine the 'Software ROI Generator.'

Now that's a compelling title for a free ezine that promises to solve a software marketer's problems...but these days, with so much information available, it's no longer enough just to have a great ezine title.

What works now is to offer something EXTRA for signing up, such as a free instant download of a free report...with yet another promise to solve a pain.

For the software marketing director who signs up for my free ezine, I might offer a free instant download of the report: 'The 7 Hidden Revenue Sources Within Your Database That You Can Tap NOW for Instant Profit.'

You see...once again I prod at the 'pain'...the constant concern over ROI.

What's a hot button for your audience? If you don't know, call them and find out! Most business people are happy to talk with a consultant who is doing earnest research to find out what their target market's problems are.

Our job, after all, is to solve problems. That's how virtually EVERYBODY gets paid!

So if you're ready to use the most powerful marketing tools at your disposal, visit:

<http://www.TheCopywritersCoach.com>

You'll get information on my one-on-one coaching for business consultants. I'll show you how to create high-powered marketing campaigns and tools that get results!

And if you're serious about creating a strongly branded ezine and an email list that brings you business every time you publish, I strongly encourage you to get Ali Brown's 'Boost Business With Your Own Ezine' at:

<http://tinyurl.com/7malf>

I'll be using her proven ideas to strengthen MY OWN ezine. Be watching for the results!

End note: This article is available at no cost for reprint as long as it's reprinted in its entirety.

Exciting news on our new teleseminars!

Soon I'll be offering teleseminars for sharing the hard-core nuts and bolts for putting together a killer marketing system for copywriters, coaches, and consultants. Kim Stacey, one of my FIRST coaching students, will moderate.

Stay tuned...I promise it will be fun, exciting, and PROFITABLE!

Chris' Quick Q & A

This month I was asked 'Should I work with international clients?'

And my answer is 'Yes!'

I've been copywriting for a software company in Israel for the past two months. And I've had coaching students in Japan, the U.K., Belgium, Spain, Canada, and more.

The only hiccup in providing services for international clients is getting paid. But these days it's easy to get an online merchant account. And even if you don't have an online merchant account, you can still have one that's offline.

The ability to process credit cards will open up new business for you, and not just international business. Be sure to use your fee agreement contracts, and you should be fine!

Want to use this article on your website, blog, or ezine? Be my guest, as long as you include this complete blurb:

Self-marketing coach Chris Marlow publishes the Freelancer's Business Bulletin for copywriters, coaches, and other business consultants who want to accelerate their marketing success. Sign up for a free subscription at:

<http://www.FreelancersBusinessBulletin.com>

Earn thousands more by pricing right...

My seminal survey, the 2005 Freelance Copywriters Fee & Compensation Survey, reveals benchmark pricing on marketing's most 'in demand' copywriting jobs...

- * lead-gen sales letters
- * order-gen sales letters
- * lead-gen classic packages
- * order-gen classic packages
- * catalog copy
- * full page print ads
- * quarter page print ads
- * home page copy
- * web site copy
- * email letters
- * self-mailers
- * magalogs
- * newsletters
- * lift notes
- * publisher's renewal series
- * order forms
- * lead-gen microsities
- * order-gen microsities
- * email letters
- * concepting

To find out why every copywriter MUST have this Survey Report, go to:

<http://www.FreelancersBusinessStore.com>

Do you need coaching for the business side of copywriting?

Do you wonder how create a powerful introductory mailing to your niche marke...or even how to find out what your niche market should be?

Email my office manager, Jackie Robinson, at:
d-jrobinson@earthlink.net

She'll schedule you for a personal one-on-one coaching session with me and you'll come away with the solution to your problem.

For information on long-term coaching, visit:

<http://www.TheCopywritersCoach.com>

*** Send this newsletter to your freelance friends. They'll thank you, and so will I!

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To your freelance success,

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Award-winning copywriter Chris Marlow, <http://www.chrismarlow.com>, has written for the nation's leading businesses for over 20 years.

She now coaches copywriters, coaches and consultants in marketing to high profile clients. Visit her coaching site at:

<http://www.TheCopywritersCoach.com>