

FREELANCER'S BUSINESS BULLETIN

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Dear Subscriber,

As always, this month's issue offers trusted advice you can use for targeting the high-quality, high-paying clients.

Plus we have some new information on effective copywriting, a couple of important announcements, and one exciting entrepreneurial launch by one of my past coaching students who knows how to reach for the stars!

Here's what you get in this month's issue...

* Personal Branding 101: Should you have a logo? Should you have a name for your business? Or should you simply use your own name? All the right answers are right here...

* Trade show networking...an incredibly powerful way to develop strong relationships and drum up business...

* By popular demand: Volume 2 of the Freelance Copywriter's Fee & Compensation Survey(tm) debuts January 2, 2007!

* The Freelancer's Business Bulletin (and all other Chris Marlow products and sites) are set for rebranding...get ready to update your address book soon. I'll make an announcement in this newsletter.

PLUS...

* Inspiration! Past coaching student Tracy Douglas launches a super-cool new product...

And now for the Featured Article...

Personal Branding 101: How to make the right branding decisions for your new business

Inevitably, at some point in my coaching of freelancers who target corporate decision-makers, the question comes up: "Should I create a company name?"

And usually, the answer is "no"...but the answer is not always "no."

Here's the logic:

When you are an individual who provides a service...a designer or copywriter or coach or speaker (you get the idea)...you are the company. Therefore it makes sense for you to brand your name.

Word-of-mouth about your work, your byline on articles or publications you write, your name as a "draw" for public speaking events...your name on your business card, in your URL, on your Web site...all of this adds up to name recognition.

Think for a minute...

Do celebrities and speakers have a company name?

Think Siegfried and Roy...Elton John...Jerry Seinfeld...Tony Robbins. What about copywriters? Here are some contemporaries:

* Bob Bly * Gary Bencivenga * Gary Halbert * Dan Kennedy * Clayton Makepeace * Joe Vitale * Michael Masterson

And some who are not contemporary (but nevertheless still "present"):

* John Caples * Rosser Reeves * David Ogilvy * Claude Hopkins

Do (and did) these icons also have company names?

Probably all of them have had incorporated businesses. I've worked for Jay Abraham...he sells seminars and information products. He has a company in the background, like many other entrepreneurs. But it's his name you know...and that's what carries the branding.

If you have a partner, or employees who interface with your customers on a significant level, that's when it makes sense to have a "company" name if it fits your long-term goals.

Do you want to build a boutique agency? A consortium of consultants? A traditional corporation? If so, then it makes sense to brand your company...and that means a company name (which can also be your name or the names of your partners), and a logo.

Just be careful. My old agency was named after the principals...Richard Rosen and Bill Brown (Rosen/Brown Direct). But when the partnership ended, the name was no longer representative.

A costly renaming and rebranding effort took place (the agency is now called AlloyRed). The potential loss of name recognition is a very serious risk. Imagine a decade of reputation-building up in smoke...poof! Just like that you could be starting all over again.

So if you're selling your skills as a service, and it's just you, use your name and a tagline for your branding. But if you have long-term goals to build something bigger than yourself, or a team you're working with, it makes sense to consider a company name and the logo (and sometimes tagline) that comes with it.

Hey subscribers and business friends...you can use this article and any other FBB content in your own ezine, on your Website, blog, etc., as long as this resource box accompanies:

Reprinted by permission of Marketing Coach Chris Marlow. For more on landing the high-paying, high-quality corporate clients, sign up for her Freelancer's Business Bulletin at: www.FreelancersBusinessBulletin.com

This Month's Announcements

* The Freelancer's Marketing Mastermind Forum is off to a great start...

Since posting the new Marketing Mastermind Forum last

month, we have 44 registered users and 17 posts. If you haven't signed up yet, please do! This is a free resource for you that will only become more valuable with time.

So far the post with the most views is "Understanding the mindset of your prospects" (Under "Lead-to-conversion: Making the Sale"), with 199 views.

I'll be posting my marketing finds, recommendations, insider statistics, tips and other info you can use to get your marketing to "pro" status! But we need your knowledge, questions, and experiences too. Sign up at:

www.FreelancersMarketingForum.com

* Famed copywriter Don Hauptman seeks word foibles for his new >>book

My esteemed friend, copywriter Don Hauptman, is known the world over for his classic headline and campaign, "Speak Spanish [French, German, etc.] Like a Diplomat!"

But he's also an accomplished author with a long interest in word play. Right now Don is working on a book of amusing word bloopers and anomalies. Foibles such as this one from The New York Times, advertising industry column, April 29, 2005:

"For us to make significant changes to our current marketing plan would send a clear mixed signal..." said Dennis L. Lynch [Wendy's] senior vice president of communications.

And this from The Wall Street Journal, Corrections & Amplifications, August 16, 2004...

"Some jesters in a British competition described in a page-one article last Monday ride on unicycles. The article incorrectly said they ride on unicorns."

If you run across anything Don can use in his new book, please send it to him along with originals or copies, sourced with the publication's name and date. Send to:

Don Hauptman 61 West 62 St. New York, NY 10023

Or fax to 212-397-1964 Or email scans or links to:
donhauptman@nyc.rr.com

Don will thank you for it, and so will I :)

* Important! Rebranding effort could stop your receipt of
the Freelancer's Business Bulletin

All of my sites are currently undergoing a rebranding so I
can communicate more effectively with my subscribers,
coaching students, colleagues, media, and others.

However, if you've read this issue's Featured Article, you
know that rebranding can be dangerous! In my case, I may
lose a lot of subscribers, and I do NOT want to lose you!

So please, please put "Chris Marlow" in your address book.
In the next month or two the Freelancer's Business
Bulletin will carry a new name, but don't worry...it'll
still bring you the same great content on how to get the
high-quality, high-paying corporate clients!

Quick Q&A

"Should I attend the trade show even though I don't have
business cards or a Web site yet?"

That's the question coaching student Jacob Bear asked me
last week...

And I answered with a resounding "YES"! (In fact, you can
see Jacob, myself, and past coaching student Pam Magnuson
at a natural foods products show in Las Vegas taken just a
few days ago, in the HTML version of this newsletter:

<http://www.freelancersbusinessbulletin.com/nl/oct06.html>

Making contacts at trades shows is one of the most powerful
ways to network. In Jacob's case, I suggested he create a
simple flyer to pass out, which he did. Now people know
his name, they have a picture of him (literally, on the
flyer), and they know what he stands for: a copywriter who
can help them get better leads from their trade show

efforts.

Next year when Jacob returns (this time with all his marketing in place), he'll benefit from this year's effort because people do remember. When I recall my own climb upward, it was the people I met that took me higher. Nothing happens without people.

So attend those trade shows! Join those associations! Network and volunteer! It will pay off, I promise!

Chris Recommends

* Bob Bly's "Killer Copywriting Secrets"

Wow...where do I start? I've spent hours reviewing one of Bob's newer products, a 6-CD set of proven tips, tricks, techniques, and marketing insights that could only come from a copywriter with more than a quarter century of super-successful copywriting experience.

In "Killer Copywriting Secrets" Bob shares headlines and offers that work, crucial rules-of-thumb that accelerate your understanding of the "big picture" marketing process, common (and costly) misconceptions, and credible resources for the copywriter. (Imagine my delight when I heard Bob recommend the Freelancer's Business Bulletin...thanks for the plug, Bob!)

There's a whole laundry list of things you'll get in this truly exceptional CD set, and you can find them on Bob's sales page. For my two cents, here are the three biggest reasons to check out "Killer Copywriting Secrets":

Reason #1. If you're inclined to learn copywriting, it's just common sense to learn from the best. With all of Bob's successes in his many varied niches, and more than 25 years as a full-time freelance copywriter, Bob is in a class by himself.

Reason #2. Even though "Killer Copywriting Secrets" is compact, arriving in a lightweight 6 CD-pack, this is no lightweight product. I too have been in this business a long time (over 20 years now), and from listening to the

content of "Killer Copywriting Secrets," I can tell that Bob sat down and asked himself the question: "What is the most important information I can share that will help copywriters get more leads, increase sales, and bring in a higher ROI?"

Reason #3. It's a sure deal. There's no risk and no downside. The information in "Killer Copywriting Secrets" truly is "killer." Get your copy and make a commitment to using every piece of information Bob shares with you. If you do that, it will be a looong time before you need more info on how to write copy!

Visit:

www.ctcpublishing.net/cmd.php?Clk=1653301

* Past coaching student Tracy Douglas discovers a hot Market and creates a cool new product!

Early this year I worked with Los Angeles actress Tracy Douglas to help her find her niche. Our work led her to create and launch an exciting line of DVDs that teach children and their parents about the world's countries and their cultures and customs.

Called "One Wee World," the first culture celebrated is Mexico. I've seen it and I am sooo impressed! If you have children, nieces, nephews, a godchild, or even if you're fascinated with other cultures yourself, I highly recommend Tracy's wonderful new "globe trotting" product. (I bought one myself for my sister's 9-year-old grandson.)

It also feels really good to support a new entrepreneur! Remember, what goes around comes around :)

The Home Page is here: www.oneweeworld.com

But I encourage you to go to this page since you can see a trailer of "One Wee World Celebrates Mexico!"

www.oneweeworld.com/mexico.html

This is a product that exists for all the right reasons!

A few more recommendations...

- * The 5-part Pricing Toolkit for Copywriters (and other marketing freelancers)

My new pricing product has been selling like hotcakes. People are loving the contents:

- * An Hourly Rate worksheet that helps you determine exactly what your hourly rate should be

- * A Client Questionnaire that shows you what questions to ask so you can get a solid idea of what your work is worth to the client

- * My proven and powerful Fee Agreement that not only gets you money up front, but that also ensures you get samples, results data, your remaining payment due, and much more...

- * An mp3 of my July 2006 1-hour Pricing Teleclass

- * A Transcript of the Pricing Teleclass

...and I also secured a 20% discount of purchases of my favorite timekeeping software, for my Teleclass attendees and buyers of the 5-part Pricing Toolkit for Copywriters!

Get it now at:

www.CopywritersPricing.com

- * The Freelance Copywriter Fee & Compensation Survey™ (Volume 1)

The world's only pricing benchmark for 20 of the most common copywriting jobs. Patricia Bouk earned an extra \$10,000 on a job simply by consulting the Survey facts! Let nearly 300 copywriters tell you what the pricing norms are. More info at:

www.FreelancersBusinessStore.com

- * Coming soon! The Freelance Copywriter Fee &

Compensation Survey™ (Volume 2)

Volume 2 of the Freelance Copywriter's Fee & Compensation Survey adds 27 more copywriting jobs and their pricing, with data coming from more than 350 survey respondents! Set to debut January 2, 2006, Volume 2 will complete a two year study of copywriter pricing and provide a definitive resource for pricing nearly any job! Watch this space for the soon-to-come launch.

That's it for this month!

Warmly,

Chris

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Achieving goals through trusted advice™

Veteran copywriter Chris Marlow has written for the Nation's leading direct response agencies, Fortune 500 companies, and large and small businesses for more than two decades. Today she devotes considerable time to coaching copywriters, designers, coaches, and other marketing freelancers on how to land the high-quality, high-paying clients.

An expert at niche development and pricing, Chris also creates information products that are based on facts, interviews, and research, that freelancers can trust in and rely on. A member of the Trusted Advisor's Alliance, Chris puts honesty and integrity first in every business exchange.

Email your comments and suggestions to Chris at:
newsletter@FreelancersBusinessBulletin.com

You're invited to visit these Chris Marlow sites:

<http://www.FreelancersBusinessBulletin.com> Sign up for this newsletter

<http://www.CopywritersPricing.com> Copywriter's 5 Part Pricing Toolkit

<http://www.FreelancersBusinessStore.com> Statistical Pricing Survey

<http://www.ChrisNotesReports.com> Factual report on non-profits as a niche

<http://www.FreelancersMarketingForum.com> Where freelancers can share their marketing results

<http://www.FreelancersBusinessBulletin.com/TA> Trusted Advisors Alliance

<http://www.chrismarlow.com> Copywriting

<http://www.TheCopywritersCoach.com> Marketing Coaching

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