

FREELANCER'S BUSINESS BULLETIN

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<http://www.freelancersbusinessbulletin.com/nl/nov06.html>

Dear Subscriber,

As always, the Freelancer's Business Bulletin offers trusted marketing advice for freelancers, consultants, and other freelance service providers who want to work for the high-quality, high-paying clients.

In this month's featured article, we're going to talk about the realities of targeting the big guys...can you win the plum accounts when you're just starting out?

Here's a quick look at what you get in this month's issue...

Who lands the big accounts and why...and how you can too!

Quick Q & A: An answer to the question, "For proper targeting, how do I know what a small business is? A mid-size business? A large business? An enterprise?"

Freelancer Kelvin Parker shares how he generates tens of thousands of dollars easily with two online networking communities...

Plus this request for Webmaster contacts: If you know a Webmaster who does good or great work AND is available and reliable, please put "webmaster" in the subject line and

send their Website URL to:
chris@chrismarlow.com

I, my coaching students, and some of my colleagues are very interested in finding good help in this department. So if you know someone, here's your chance to help a colleague and play business match-maker!

And now for this month's Featured Article...

Who lands the big accounts and why...and how you can too!

When we first start out as a freelancer, there's a tendency to "aim low" on the theory that since we're just starting out, we should start at the bottom, servicing small businesses, and eventually work our way up to bigger businesses. Right?

Wrong. Small businesses very often don't have the kind of money a smart and talented consultant deserves to be paid. And very often, a small business doesn't have the knowledge and resources to implement the consultant's solution properly, often leading to disappointing results.

And it's the results you need...it's the stories about how you solved a problem, what kind of returns you brought, how you cut costs, or increased productivity...these are the things the mid-size and big companies want to hear before hiring you.

So the first rule in consulting...whether you're an IT pro, human resources expert, or copywriter like me...is to start prospecting at the mid-level and up. And yes, that includes the really big guys, the global enterprises.

Even though your chances of landing the IBMs might be small

now, you should have a certain number of enterprise-level names on your list, because if they're not on your list now, they won't know you later when you're ready for them, and they're ready for you.

So the first rule in freelancing to the corporate decision-maker is to target high enough.

And the second rule is to have a "value proposition." This is a statement that does more than differentiate you...it also shows, in specific terms, what your value is to the client.

Here's an example of a value proposition taken from Jill Konrath's book, "Selling to Big Companies," slightly modified...

"After working with [me], one well-known retailer saw a 54 percent increase in sales conversions and a 25 percent increase in order size from their online sales. My clients typically see 40 percent to 150 percent improvements in key operating metrics such as profit margins, rates, and cost savings."

A strong value proposition like this one, with numbers and benefit statements, has a lot to do with getting you in with the high-quality, high-paying clients.

Now can you see why it doesn't pay to swim with the little guys? Getting these kinds of metrics are tough to impossible when you're working with small business, entrepreneurs, and Mom and Pop shops.

And what if you don't have any metrics yet?

Simply use your Unique Selling Proposition (USP) for now, being sure to state not only what sets you apart from your competition, but what it means to the client (your benefit

statement, what you mean to the client, is the most important part of your USP).

So whatever work you do, and whoever you do it for, one of your primary concerns is getting your hands on the results of your work. I put it right into my fee agreement so the client can't blow me off later when I come asking for results data and work samples.

Here's what's worked well for me for years, and I encourage you to add it to your own contract/fee agreement:

"In order to promote my business it is essential that I receive samples of my work as well as any information on the performance of the work. Your sharing of samples, response rates, and any other measurement data is very important, and you understand that I may use these samples in the promotion of my business. Thank you for your cooperation!"

Ok...so back to the question: "Who lands the big accounts?"

The consultants who work for the high-quality, high-paying clients have a niche market and specialized experience and/or talent in that market.

They may be individuals like my coaching students and me; they may be groups of individuals, such as small consultancies. And they may be mid-size companies or big corporations themselves (think Madison Avenue ad agency).

And they all have their various value propositions. You can get into the big time too IF you know a common problem that your niche market struggles with (low marketing response rates for instance), AND you have the answer to the problem right there in your value proposition:

"I can double your response AND cut your costs."

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Did you like this article? If so, you can use it and any other FBB content in your own ezine, on your Website, blog, etc., as long as the following paragraph accompanies:

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

This Month's Announcements

Kelvin Parker shares his successful lead-generating discoveries on the Freelancer's Marketing Mastermind Forum...

A recent post by Kelvin shares valuable tips on how to use two online networking communities to get leads that convert.

He reports he's made thousands with these resources and generously shares his system for effectively working them both.

Check out Kelvin's post on the "lead generation" forum at the following URL, and if you haven't already signed up to become a Forum member, please do. (And thanks for sharing your insider info, Kelvin!) Visit the Freelancer's Marketing Mastermind Forum at:

<http://www.FreelancersMarketingForum.com>

The Freelancer's Business Bulletin will get a name change in January

Along with a rebranding of some of my Web sites, the FBB will also undergo some changes in January.

Since I coach service professionals on how to land the high-quality clients...the corporations, organizations, and institutions that pay well and adhere to professional standards...this newsletter, as one of my teaching tools, needs a more appropriate name than the "Freelancer's Business Bulletin."

For those of you who've been with me for a long time, don't worry! The content will remain the same: We'll continue to publish Featured Articles that form the backbone of a proper marketing outreach to quality clients.

We'll also continue to have the popular Q & A column, as well as my studied recommendations for reading, products, and other marketing tools specific to landing the cream-of-the-crop clients.

And we'll have fun too. Winter may be upon us now, but if you live in Southern California, or are willing to drive in or fly here, we'll be having some sailing events you won't want to miss out on! So watch for details in this monthly newsletter.

Two more changes: We'll be publishing in December from now on, so there will be 12 issues per year.

And we'll move from a rather loose mid-month publication schedule to one that's nailed down. You can now expect to see your monthly issue on the first of each month beginning in January, so you can more easily schedule time to attend our monthly marketing teleseminars. (More on this exciting topic next month!)

By popular demand: Volume II of the Freelance Copywriter's Fee & Compensation Survey(tm) debuts

January 2, 2007

It contains dozens of NEW pricing benchmarks for freelance copywriting work, in addition to the core 20 found in Volume I of the Freelance Copywriter's Fee & Compensation Survey!

If you're a copywriter, or someone who hires copywriters, you can start the year off right with the most comprehensive collection of benchmarks ever created for copywriter pricing!

Watch for an announcement in January...

Chris Recommends

The Freelance Copywriter Fee & Compensation Survey(tm)
(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:

<http://www.FreelancersBusinessStore.com>

ChrisNotes Reports: The Truth about copywriting for non-profits

If you've ever given serious thought to helping non-profits and fundraisers (responsible for 2% of the U.S.'s Gross National Product and one of the biggest markets for copywriters), now you can decide with certainty if this is the direction you should go.

This factual report interviews those in the know, and contains survey data from over 50 participants. This is

the ultimate resource for making the right niching decision. Check out:

<http://www.ChrisNotesReports.com>

Quick Q&A

I'm always telling my coaching students to target mid-size and larger companies, avoiding small business.

But how do we determine small, medium, and large?

To answer that question I consulted Direct Marketing Association (DMA) materials that broke it down this way:

Very small: 1-2 people * Small: 2-100 employees *
Mid-size: 101-500 employees * Large: 501-1,000 employees *
Enterprise: over 1,000 employees

Then on the logic that the definitive resource for qualification criteria would be a list broker, I called InfoUSA(R), the world's largest. Their criteria matched the criteria above.

That said, I'd like to point out that in creating a prospect list of your own, when targeting corporate clients, you want to avoid very small businesses and those at the low-end of "small."

The high-end of small, say between 50 and 100 employees, may have adequate funds to pay a consultant a fair-to-generous wage. In copywriting for corporate clients, that's been my experience.

When qualifying a company for your prospect list, size (by employee) is only one qualification criteria; you'll want to further qualify by judging not only the quality of their Web site, but the content. Look for things like

register marks, stock market information, multiple offices, a "careers" page, and other clues as to size and sophistication.

I encourage you to print this issue of the FBB and save the breakdown above; if you're in business-building mode, you'll probably wish you had it handy at some point in the future.

That's it for this month!

Warmly,

Chris

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Achieving goals through trusted advice(tm)

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, IT pros, and other service professionals 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:
chris@chrismarlow.com

You're invited to visit these Chris Marlow sites:

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

<http://www.FreelancersCoach.com> Marketing Coaching for Service Professionals

<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 for Copywriters

<http://www.MarketersBusinessStore.com> Statistical Pricing Benchmarks for Purchasers of Copywriting

<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 for Corporations, Organizations and Institutions

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