

# FREELANCER'S BUSINESS BULLETIN

December 2006  
Volume III, Issue 12

Welcome to the December issue of the FBB

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

Last month I shared information on the difference between very small business (often a poor target market for freelance service professionals), and more lucrative larger businesses.

However, small business is not always a poor market for service pros, as Bob Martel quickly reminded me. Bob is a marketing strategist for small business and the author of "How to Create All of the Business You Can Handle! Smart Marketing Strategies for Small Business Success."

Thanks to Bob's passionate email to me, this issue's Featured Article looks at small business, and can help you determine if it's a niche that's right for you.

Here's what you get in this month's issue of the Freelancer's Business Bulletin:

- \* Featured Article: "Small Business: When is it a profitable niche?"
- \* Full time job opportunity for a mid-level copywriter ...
- \* Readers share their valuable Webmaster contacts ...
- \* Meet your client acquisition goals! Coaching time slots are available for January ...
- \* A new direction for the Freelancer's Business Bulletin ... should you update your whitelist or address book?
- \* Quick Q & A: "How can I create super powerful self-marketing materials?" Featured Article

Small Business: When it is a profitable niche?

In last month's issue of the Freelancer's Business Bulletin I took the position that for freelance service professionals — copywriters, IT pros, trainers, coaches, and so on — small business is a poor market, although one that's often targeted by consultant newbies.

(To read last month's issue, visit:  
<http://www.freelancersbusinessbulletin.com/nl/nov06.html>)

I also attempted to make a distinction between very small business (1 or 2 persons) and small business (up to 100 employees as defined by the Direct Marketing Association and the world's largest list broker, InfoUSA.).

As a 20-year copywriting veteran, I know that one can get very good business from companies with, say, 25 employees and up. And after working with the big guns like IBM, Intuit, Microsoft, and others, I've also learned that the larger the business, the better the pay and the more pleasant the work (largely due to more sophisticated processes).

That said, small business can be a very lucrative market under certain circumstances. Marketing Strategist Bob Martel is living proof, making a very comfortable living while putting his kids through private school by serving small business owners. And I myself have taken coaching students that direction when it made sense.

So by what criteria should you judge small business as a potential target for your service business? There are three rules of thumb that I go by (Bob agrees with these and a few more of his own):

1. Small business is a good niche for service professionals who can provide a complete solution. A perfect illustration is found in the distinction between offering copywriting services versus a full-blown marketing solution.

Small business might balk at paying thousands of dollars for the copy component of a direct mail package, but

happily pay a healthy retainer for someone who can handle 100% of the marketing function and deliver results. A small business needs lots of help communicating with prospects, customers, vendors, and news outlets. This is where a marketing savvy copywriter can shine.

Sharon, one of my recent coaching students, wants to help veterinarians. While there are some very large veterinarian conglomerates in the marketplace, small practices dominate. Sharon's diagrammed business model for helping the vets looks very different from the diagrammed business models I make for many of my other coaching students.

For one thing, it has a 100% focus on local prospects, whereas many of my coaching students can target both local and non-local prospects. More importantly, Sharon's model supports a complete solution for the veterinarian...everything from copywriting to event-staging to a holistic marketing action plan. If you're familiar with marketing guru Dan Kennedy, this is his model and the super-successful model his protégés embrace.

2. The small business must have a viable budget for your services over the long term. Whereas a one-time job for a very large business might net you thousands, the budget constraints of a small business leads to a model that supports an ongoing relationship. In my own business I have consultants on a monthly payroll for IT, office management, and accounting. These people are essential to my business growth and provide services on a weekly or monthly basis.

The savvy small business copywriter will choose only those clients who can afford their services, see the value of their services, and understand the lifetime value of a customer. According to Bob, "Not every small business has the appetite or capacity for the growth they say they want to achieve."

3. When working with small business, there is often an advantage to viewing the business relationship as a partnership. Now I don't mean an actual, legally-binding partnership, but I do mean an attitudinal one. Rather than straight "work for hire," both parties benefit if there is a shared passion for meeting goals and objectives. There is

a trust factor to be established which unlocks the vault — for as you might guess, the budget appears when the value becomes apparent.

For instance, I could have hired an office manager who just "took orders." But Jackie Robinson comes from the heady world of the San Francisco-high-rise law firm. As a top-flight secretary and legal assistant for three decades, I benefit from her business acumen and her ability to see around corners. She solves problems I don't even know I have. This makes her very valuable, and as her client, I look for ways to keep her happy too, with pay raises, added responsibilities, and a stake in "our" continued success.

So the bottom line is...small business can be good business under the right circumstances. "Don't ignore this lucrative market segment" says Bob. However, it is not for the feint of heart.

"You have to be willing to stand behind the quality of your work and your advice. But if the client is in a position to leverage their opportunity, success is a cinch." Continues Bob, "Small business clients are demanding, they do not always know what they need, and they are looking for support from people who will deliver the goods!"

Bob Martel is a direct marketing consultant, speaker, author, and commercial hot air balloon pilot! And yes, he's in this balloon, if not a little hard to see :).

Bob is offering you his 28-point "Acid Test for Choosing a Small Business Client." Just answer 12 quick survey questions regarding your business-building interests, and you'll get email access to Bob's valuable screening tool!

Visit: <http://www.surveymonkey.com/s.asp?u=429693038535>

\* \* \* \* \* 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-value, high-quality clients,

sign up for a free subscription of the Freelancer's Business Bulletin at: [www.FreelancersBusinessBulletin.com](http://www.FreelancersBusinessBulletin.com)

### This Month's Announcements

\* Coaching slots for January are open

I'm thrilled to announce that Pete Savage, Pam Magnuson, Bev Huttinger, and Jacob Bear have recently completed the 24-session Get Great Clients program using the MARLOW Marketing Method™. Pete and Pam are already closing deals with high-quality clients, and Bev is just about to. Nothing makes me happier!

But it's time to move some new coaching students into their spaces. If you're ready to roll up your sleeves and work with me to make 2007 your breakout year, do so now before I'm fully booked. Januarys are traditionally busy, and I have only so many time slots available!

If you're a copywriter, designer, or other marketing freelancer, visit: [www.TheCopywritersCoach.com](http://www.TheCopywritersCoach.com)

Otherwise, please visit: [www.FreelancersCoach.com](http://www.FreelancersCoach.com)

\* Full time job opportunity for copywriter in the SF area

Roy Rettberg is a consultant for Catapult Direct Marketing in Campbell, California. Campbell is in the San Jose/Silicon Valley area, and the Catapult agency is looking for a mid-level copywriter to add to their staff. Five years experience in corporate, agency, etc. would be ideal.

According to Roy, Catapult is a fun agency with great people, and business is going very well. Says Roy, "We have some big tech accounts gearing up projects for us in January, so time is of the essence!"

If you fill the bill, email your resume to Roy at: [rettberg@catapultprofiling.com](mailto:rettberg@catapultprofiling.com)

Here's other contact data for Roy: Catapult Direct Marketing 1700 Winchester Blvd. #200 Campbell, CA 95008

408-370-4299

If you have a forum, ezine, blog, or portal, why not help out and post the job info? Somewhere there's a copywriter whose career could take off like mine did when I got hired full time for eight intense but invaluable years.

Many thanks to copywriter Lauri Maerov for passing this opportunity along!

\* A new direction for the Freelancer's Business Bulletin

Beginning in January 2007 the Freelancer's Business Bulletin will support the rebranding of my marketing coaching business. The Get Great Clients online newsletter will replace the Freelancer's Business Bulletin in title but not in content.

The newsletter will continue to provide focused content designed to help service professionals obtain the high-quality, high-value clients that lead to successful freelance careers.

The Get Great Clients newsletter will still come into your in-box from myself, Chris Marlow, however the full newsletter will no longer come in text format...you'll get a link to the Get Great Clients newsletter in HTML.

Last month's broadcast indicated that many subscribers did not receive their issue and part of the problem is blockage by ISPs. I really hate it when I see coaching students and business friends — people I know look forward to each issue — on the list of non-deliverables. (Last month I didn't even receive my own newsletter!)

So to lessen the chance of ISP rejection, I'll simply send you a link to the HTML format each month. (For those of you who are used to the text version, my sincere apologies. But "times they are a changin'" and we've gotta roll with 'em.)

PLEASE be sure to add my name to your address book or whitelist. This newsletter is the means by which I can share new coaching services, sites, products, and

freebies...all designed to help you Get Great Clients in 2007!

Chris Recommends

\* The Freelance Copywriter Fee & Compensation Survey™  
Volume 1 — PLUS the popular "How to Set Your Copywriting Rates" Bonus Report

In 2005 I came out with the world's only pricing benchmarks for 20 of the most common copywriting jobs. Since fees change slowly for this kind of work, the statistics in the Freelance Copywriter Fee & Compensation Survey will be valid for years to come.

(Case in point: It took more than a decade for me to raise my hourly rate from \$50 per hour to \$75...which is the "norm" hourly rate today for entry-level copywriters, according to the Survey.)

So if you've hesitated in the past, forget it. Break down and get Volume 1 of the Freelance Copywriter Fee & Compensation Survey. Besides, there's no risk. If you're not happy, you get your money back! (See the guarantee on the Web site.)

I lost many thousands of dollars over two decades of pricing mistakes, and I'm not stupid. It makes me sick to think about how much I probably lost. I had almost NO pricing data to go by. I was "guessing" for years.

But thanks to the Freelance Copywriter Fee & Compensation Survey report, you don't have to! For a modest \$125 USD you can get a view on 20 of the most common copywriting jobs. You could make back your investment on the very first job you price using Survey intelligence, just like Patricia Bouk!

Patricia earned an extra \$10,000 on one job simply by consulting the Survey facts. (More testimonials on the Web site.) So what was Patricia's return on investment? I calculate an astounding 7,900%!

So let nearly 300 copywriters tell you what today's pricing

norms are.

PLUS...get the copywriting industry's most popular rate setting guide, *How to Structure Your Copywriting Rates for FREE!*

Find out how to use simple business math and an online tool to calculate the hourly rate that's right for you. Find more info on both Reports at:  
[www.FreelancersBusinessStore.com](http://www.FreelancersBusinessStore.com)

\* Coming soon! *The Freelance Copywriter Fee & Compensation Survey™ —Volume 2!*

Volume 2 of the *Freelance Copywriter Fee & Compensation Survey*, building on Volume 1, adds 27 more copywriting jobs and their pricing, with data coming from more than 350 survey respondents!

Set to debut January 2, 2007, Volume 2 will complete a two year study of copywriter pricing and will — along with Volume 1 — provide a definitive resource for pricing nearly any copywriting job! Watch for the soon-to-come launch of Volume 2 of the *Freelance Copywriter Fee & Compensation Survey*.

\* List of highly-recommended Webmasters is now available at the Freelancer's Mastermind Marketing Forum Sometimes it's tough to find competent, reliable people to help you grow your business. Last month I asked readers for help in recommending "good" or "great" Webmasters who can put a stellar Web site together.

I got lots of wonderful recommendations! Thank you all for taking the time to share your valuable contacts. Now my coaching students and readers can go to the Freelancer's Mastermind Marketing Forum "Resources" forum for Webmaster help.

And while you're there, sign up if you haven't already, and share some of your own marketing info and tips!

Visit [www.FreelancersMarketingForum.com](http://www.FreelancersMarketingForum.com) Quick Q&A

"How can I create super powerful self-marketing materials?"

Before you can create powerful marketing materials, you need to be sure you're in a solid and profitable niche market for your services.

Then you need to create a Unique Selling Proposition (USP) for yourself, that tells what you do, who you do it for, why you're the best at what you do, and what it means to the client.

What it means to the client...this is the part most people fail to include, but it's the most important! Your USP is only for you, so you know how to respond when someone asks "What do you do?"...your USP is not for publication.

If you've had success in your field and can use statistics to underscore your benefit to the client, you'll want to step up to a "Value Proposition." This is a powerful statement you can use when you're trying to get in the door with a new client. Example:

"I help large companies reduce the cost of their employee

benefits programs without impacting benefit levels. One of my clients saved over \$800,000 in just six months without cutting any services to employees."

Once you have these core documents in place, you can build your offer (usually a free report but not always), your lead-generating Web site, "bait pieces," marketing tools (such as your own free ezine), and more.

But you must have a strong underlying structure to build upon.

If you're ready to go after the kinds of clients that can help you succeed too, you need the top notch marketing materials and messaging they're used to seeing from top flight consultants. Discover how I've helped hundreds of freelancers since 2003, and how I can help you too.

If you're a copywriter, designer, or other marketing freelancer, visit: [www.TheCopywritersCoach.com](http://www.TheCopywritersCoach.com)

Otherwise, please visit: [www.FreelancersCoach.com](http://www.FreelancersCoach.com)

Happy Holidays!

Photo taken in San Diego Bay

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 solo professionals on how to land the high-quality, high-paying corporate clients.

An expert at niche development and job 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:  
[admin@FreelancersBusinessBulletin.com](mailto:admin@FreelancersBusinessBulletin.com)

You're invited to visit these Chris Marlow sites:

[www.FreelancersBusinessBulletin.com](http://www.FreelancersBusinessBulletin.com) - Sign up for this newsletter  
[www.CopywritersPricing.com](http://www.CopywritersPricing.com) - Copywriter's 5-Part Pricing Toolkit  
[www.FreelancersBusinessStore.com](http://www.FreelancersBusinessStore.com) - Statistical Pricing Survey  
[www.ChrisNotesReports.com](http://www.ChrisNotesReports.com) - Factual report on non-profits as a copywriting niche  
[www.FreelancersMarketingForum.com](http://www.FreelancersMarketingForum.com) - FREE Marketing Mastermind Forum for Freelance Professionals  
Trusted Advisors Alliance - Trusted Advisors Alliance  
[www.ChrisMarlow.com](http://www.ChrisMarlow.com) - Copywriting  
[www.TheCopywritersCoach.com](http://www.TheCopywritersCoach.com) - Marketing Coaching for Marketing Professionals  
[www.FreelancersCoach.com](http://www.FreelancersCoach.com) - Marketing Coaching for Service Professionals

PRIVACY POLICY: This is a reminder that your email address will not be sold or shared with outside companies or individuals who are not involved in the creation and distribution of this newsletter.

Copyright © 2003-2006 Chris Marlow, all rights reserved.