

# GET GREAT CLIENTS

January 2007

ISSN 1558-9617 Volume IV, Issue 1 Value \$240  
USD To subscribe to Get Great Clients [click here](#)

A new brand, a new Copywriter's Fee Survey, and an exciting new year!

It's been a year in the making, a LOT of work and considerable investment, but my new brand officially debuts this month! And as you can see, the Freelancer's Business Bulletin newsletter is now Get Great Clients.

It was time to create a brand that more clearly defined what I do for my coaching students, and that is (...drum roll...) show them how to put together agency-quality lead-generating marketing materials and campaigns that bring in a higher class of clients.

This month also debuts my brand new Freelance Copywriter Fee & Compensation Survey™ Volume II, with 40 — count 'em — forty new industry benchmarks for pricing copywriter jobs! This is in addition to the 20 found in Volume I. Scroll down to read more about it!

In this month's issue of Get Great Clients...

"How to determine if you're targeting your ideal market"

Meet your client acquisition goals with our new "modular" coaching program...

Exciting details on Volume II of the Freelance Copywriter Fee & Compensation Survey where 358 copywriters reveal their pricing for 40 common copywriting jobs...

Quick Q & A: "What URLs should I buy for my business?"  
Featured Article

## **How to determine if you're targeting your ideal market**

In the world of business, there are two dynamics that are

constantly in motion, and they are...

A problem for which a solution must be found (owned by the client), and

The solution to that problem (owned by the service provider).

It's the degree to which you can solve that problem for that client that will determine how easy (or hard) it is to capture the work and land the client. That's why sophisticated marketers focus on finding the "#1 pain" of their market. They know if they can correctly identify a target's #1 pain (that thing that keeps them up at night), they can then provide the service that will solve that pain.

For any service provider, the first marketing challenge is to find the target market that's right for them. If you pick wrong — a market that doesn't have a strong need for what you have to offer, for instance — you'll struggle to land clients, perhaps unaware that the problem lies in your misunderstanding of what it is they really need.

Let me give you a real life example. Lynn is a lawyer-turned-copywriter who knows the legal field very well having worked in it for many years. Therefore, would it not be a good idea to specialize in helping law firms with their marketing?

In our work together, we certainly had to consider the market. But upon close examination, we determined that using her new copywriting skills to help law firms was not her ideal market.

Lynn's research, intuition, and past experience told her that law firms generally do not place a high value on copywriting, and that the largest categories of law are dominated by individual practitioners who might find it hard to pay the rates she wants to charge. What's more, she had lost her passion for law, which is one of the reasons she decided to change careers and become a copywriter.

Yet she was getting some business from this trade. So we

decided to target a market Lynn could get excited about, the self-improvement (SI) market. For now, Lynn continues to help her local law firms as a "sub-niche" until she has a full roster of SI clients.

The lesson is, when you target a market, run through a checklist to see if you're really well-matched for it. Here are five starter questions to ask yourself:

1. Does this market really want and need what I have to sell? To what degree?
2. Do I understand this market's #1 pain and can I articulate my solution to that pain in a powerful way?
3. Do I enjoy this market and will I enjoy it five or 10 years from now?
4. Can this market help me achieve my financial and business-building goals?
5. Will this market need my help long into the future or is it susceptible to change?

Subscribers and business friends: you can use this article and any other GGC 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-quality, high-value clients, sign up for a free subscription to Get Great Clients at: [www.GetGreatClients.com/signup](http://www.GetGreatClients.com/signup)

### **This Month's Announcements**

\*Coaching slots are open

\* Stop taking whatever comes to you and go after what you want! There are slots open for our successful Get Great Clients coaching program that takes your from ground zero to a complete Integrated Self-marketing Program that generates the high-quality leads you want...

If you're a copywriter, designer, or other marketing freelancer, and would like more information on my coaching service, visit: [www.TheCopywritersCoach.com](http://www.TheCopywritersCoach.com)

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

## **Chris Recommends**

The new Freelance Copywriter Fee & Compensation Survey™ Volume II PLUS the new Bonus Report, Marketing and Time Management for Copywriters

Check out this quote...

"I just ordered your new Writer's Compensation Survey and it has already helped with a client who said my brochure quote was 'too pricey.' Your survey gave me the authority to insist on getting paid appropriately, and he accepted my offer. This alone is worth many times the price of the survey, and I just bought it a few hours ago! Thanks again!" — Jacob Bear, Alternative Health Copywriter, Los Angeles, CA

What more can I say? ... Hundreds of copywriters took a big chunk of their time to share their most valuable business information, answering dozens of questions about their job pricing, marketing, and time management.

Now we have 40 new pricing benchmarks for common copywriting jobs such as copy for autoresponders, press releases, ezines, SEO Web copy, postcards, articles, large order-gen sites, ghostwriting, phone scripts, and much, much more! So if you need to know what the going rates are, be sure to check out the world's most accurate and comprehensive resource for copy job pricing! Visit:

[www.FreelancersBusinessStore.com/Volume2](http://www.FreelancersBusinessStore.com/Volume2)

The Freelance Copywriter Fee & Compensation Survey Volume I PLUS the popular How to Set Your Copywriting Rates Bonus Report

In 2005 I came out with Volume I of the Freelance

Copywriter Fee & Compensation Survey. It's the world's first and only statistical pricing benchmark for 20 of the most common copywriting jobs, including direct mail packages, Web copy, self-mailers, and more — including information on the different pay conventions (flat rate, bonuses, and royalties). This Survey Report is literally responsible for saving copywriters tens of thousands of dollars in pricing mistakes.

PLUS it comes with the 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. Get more info on both Reports at: [www.FreelancersBusinessStore.com](http://www.FreelancersBusinessStore.com)

## **Quick Q&A**

"What URLs should I buy for my business?"

If it's not too late, the first thing you should do is buy your name and all the variations PLUS logical misspellings. For instance I have Chris Marlow, Christine Marlow, Kris Marlowe, Chris Marlo, and a few more. Obviously, owning common misspellings of your name will help people find you if they remember your name but not how to spell it.

With apologies to the other Chris Marlows out there, there is another reason to own the variations on your name. And that is to "lock out" name competition if you rely to any large degree on the Web for your business.

For instance, I did not buy [cmarlow.com](http://cmarlow.com), but now there's a [www.cmarlow.com](http://www.cmarlow.com) and she has a blog with a picture of a toilet bowl. Not my style! And there's also now a [www.chrismarlow.blogspot.com](http://www.chrismarlow.blogspot.com). The Google copy says "I'm a minister/business guy. I've failed more than succeeded...."

Again, not the message I want connected to my name! So get your name and its misspellings AND stay on your toes about buying up URL conventions (like "blogspot") as they develop. The Web is still young but I predict that someday good URLs will be very expensive, and the more common names

impossible to get!

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 service professionals on how to land the high-quality, high-value 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.

You're invited to visit these Chris Marlow sites:

[www.GetGreatClients.com/signup](http://www.GetGreatClients.com/signup) - Sign up for this newsletter

[www.CopywritersPricing.com](http://www.CopywritersPricing.com) - Copywriter's 5-part Pricing Toolkit: A PROVEN 9-year system for successful negotiation, including the questions to ask for pricing right and the forms to protect your interests

[www.FreelancersBusinessStore.com](http://www.FreelancersBusinessStore.com) - Statistical Copywriter's Pricing Survey (Volume I) offers pricing benchmarks for 10 of the most common copywriting jobs, insight into the different pay conventions, and an unprecedented peek into hourly rate norms, gross income, and other hidden economic and psychographic data of nearly 300 copywriters

[www.FreelancersBusinessStore.com/volume2](http://www.FreelancersBusinessStore.com/volume2) - Statistical Copywriter's Pricing Survey (Volume II) offers an additional 40 pricing benchmarks not covered in Volume I, in addition to job descriptions and revealing survey information on how over 300 copywriters market and manage their time

[www.FreelancersMarketingForum.com](http://www.FreelancersMarketingForum.com) - FREE Marketing Mastermind Forum Trusted Advisors Alliance - Trusted Advisors Alliance [www.ChrisMarlow.com](http://www.ChrisMarlow.com) -

Control-busting concepts, copy, offers, and strategies

[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 2007 CHRIS MARLOW