

# GET GREAT CLIENTS

May 2007

ISSN 1936-7074

Volume IV, Issue 5

Not a subscriber? Sign up at:

<http://www.GetGreatClients.com/signup>

## **Dear Subscriber,**

Unless you just recently signed up for Get Great Clients, you know that this month is Part 2 of a two part series on website design, and how to avoid the design mistakes that send high-quality clients scurrying.

This is information you really need when building or revamping your site, so keep last month's issue of Get Great Clients handy, along with this month's issue. You'll want them when you build or update your site.

What else is in this month's issue of Get Great Clients?

\* A tip on where to look for smart and FREE color combinations for your website design (and your entire branding)...

\* A reminder on how to get help in approaching and landing the high-quality, high-value clients...

\* An invitation to become an affiliate for my copywriter pricing tools...

\* And as always, a Q & A column...one of my past students was asked by a potential client to provide proof of insurance...what's the deal with that? Find out below...

So let's get started with this month's featured

article...

## **Three More Horrible Home Page Design Mistakes that Send Potential Clients Scurrying, and How To Avoid Them!**

Last month I told you about three common website design mistakes that make the most sophisticated clients cringe.

They were:

Mistake #1. Too much reversed-out type (light-color type on a dark background);

Mistake #2. Too many colors, or the wrong colors, or the wrong color combinations (this issue offers a free tool for getting it RIGHT);

Mistake #3. No focal point. No attempt to grab the reader with a solid headline, offer, or other "starting point."

This month I offer three more common website design errors made by freelancers that can attract clients you DON'T want.

They are...

### **Mistake #4. Poor branding**

Freelancers who don't know about branding conventions are often like (forgive me) kids in an art class. They see images they like and they stick them on their website.

They create company names and taglines that mean nothing, or that send the wrong message.

They attempt to be clever, but the cleverness is not accompanied by substance. Heck, no one is born with an understanding of branding! But if you want to attract the high-quality, high-value client...they know about branding, and if yours

is messy, they'll think less of your business.

So how do you handle your branding in a classy, relevant way?

If you're an individual businessperson, a consultant, or freelancer (depending on your point of view and positioning), YOU are your brand.

If you don't have partners or employees, YOU are your brand.

Therefore the most important thing you can do is brand YOU as your brand. In other words, use your own NAME as your brand.

(Think of all the gurus you follow in the online world...do you know them for their names, or their invisible behind-the-scenes companies?)

I could say a lot more about branding, but this is the most important thing you should know... use your picture if you're comfortable with that...it shortens the emotional distance between you and your potential new client.

And use your NAME. Because as a freelancer, you ARE your brand!

And this brings us to...

### **Design mistake #5: Wrong placement of home page elements (or lack of elements altogether).**

"What elements," you say?

Well, all the usual elements of branding, lead-generation, and copy strategy:

- \* A strong headline to pull the reader in
- \* An offer (such as a free report)
- \* A tool for collecting names so you can keep in touch (free ezine, blog, survey, etc.)

- \* Copy that leads the reader where you want them to go so they stay within your site
- \* Your picture (or other branding)
- \* Your tagline or positioning statement (if you have one)

A well-designed website is strong on purpose (to get the reader to ask for the offer), and diligent about capturing names, so you can market to your interested audience over time, and follow the classic pattern of multi-step conversion.

And now we're at the last common website design mistake...

### **Mistake #6: Boxy constructions.**

You've seen them. They're the home pages that scream "home-made!"

And like some home-made things, that means inferior. Website builders who have little design education often feel constrained by the limitations of frames, and let the frames dictate layout.

There's not too much you can do about frames and their "boxy" nature, but experienced designers compensate with images that are not boxy (e.g., round, or with backgrounds dropped out).

They seek design elements that add shape, such as an unusual use of a font face (e.g., italicized, hyper-enlarged). They tilt boxy report covers to add interest and tension. And of course, they can actually create images and art they can drop into the layout, a talent often missing from novice website builders.

If you do it yourself, the thing to remember when designing your Home Page is that it is a serious direct marketing vehicle, and in direct marketing, we know that "messy" excites and that

orderliness dulls.

Think about those grocery store fliers that come every week in your mailbox...messy, right? Now think about the fine print of a pharmaceuticals ad. The retailer wants you to read his ad slick. But the pharmaceutical company wants you to NOT read the fine print on the ad. One is messy, the other is orderly like a legal document (and of course, print is tiny).

So that's it for this month's featured article... except for one more BONUS tip...

And that is watch those fonts! Fonts are fun, but the rule of thumb is limit to two or three fonts. Actually, try one font for headlines and subheads, and one for body copy.

Fight the urge to use fancy scripts or other fun fonts (this excludes your logo or personal branding fonts). And the rule of thumb is to use sans serif for online body copy, although I must confess that I break this rule sometimes :) Hey, who wants to follow ALL the rules?

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 copywriter and 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:

<http://www.GetGreatClients.com/signup>

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

\* One Marketing Coaching time slot is open

Are you struggling to attract high-quality

clients with long-term value? My highly structured coaching program follows the same steps I took to get my freelance career up to \$5,000 per month in just three months...

If you're a copywriter, designer, or other marketing freelancer, and would like more information on my coaching, visit:

<http://www.TheCopywritersCoach.com>

If you're a professional service provider who needs to start off the right way, or who needs better clients, please visit:

<http://www.FreelancersCoach.com>

\*\*\*\*\*

### **Chris Recommends**

AWAI's Accelerated Program for Six-figure Copywriting

I've been helping new and established freelancers find their niche and attract great clients for four years now. My process for granting an exploratory to see if there's a fit, requires certain background materials. For copywriters, one of the things I ask to see are writing samples.

When the materials come across and I see that the copywriter has successfully completed AWAI's Program for Six-figure Copywriting, I've learned that I don't have to worry about their copywriting skills. After four years, that says a lot for AWAI's primary distance-learning course!

And the fact that so many of my coaching students are now thrilled with their new careers, successfully writing great copy for great clients, leads me to wholeheartedly endorse AWAI's course,

the Accelerated Program for Six-figure Copywriting.

I've had an affiliate link for this product for two years now. Finally I'm ready to use it. If you're thinking of becoming a copywriter, this is the best and most affordable course I know of, and it's proven by dozens of my successful coaching students. It doesn't get better than this. To learn more, simply click here:

<http://www.thewriterslife.com/ph/cmi2>

The world's most comprehensive resource for pricing copy

Also under the banner of "it doesn't get better than this" are my surveys revealing pricing for SIXTY copywriting jobs.

For statistical pricing benchmarks on 40 copywriting jobs, Check out this link:

<http://www.FreelancersBusinessStore.com/volume2>

For statistical pricing benchmarks on 20 common copywriting jobs, and a whole bunch of other economic, psychographic and demographic information on copywriters, check out this link:

<http://www.FreelancersBusinessStore.com>

IMPORTANT NOTE: Both survey reports contain different jobs; one is not an update of the other. Copywriters loved Volume I of the Freelance Copywriter Fee & Compensation Survey (tm) and asked for more. Volume II is "more."

Would you like to SELL the world's most comprehensive resources for pricing copy? You get 35% of \$125 per download...\$43.75 USD for every copy you sell!

Join my many affiliates and and let me write a

check to YOU each month too!

Apply using this link:

<http://www.marketerschoice.com/SYS/?m=65158&c=s>

Classy and professional color schemes for your website and branding

This email came to me from Earl Strumpell, a direct marketing website designer and marketing strategist:

"Go to <http://kuler.adobe.com/?sdid=MKPK> and you will see thousands of downloadable color schemes that can be used for websites. "...I have our new clients pick their colors that way. It saves us tons of time 'experimenting' with colors and it's more fun than a paint store!"

Thanks Earl...I went there and it's very sophisticated! A fabulous tool!

\*\*\*\*\*

QUICK Q&A

One of my past students just sent an email that said, and I quote:

"...do copywriters need liability insurance? The question arose because we...were interested in doing some work for a local college, and they require all their vendors to be insured."

Well I must confess this one had me scratching my head. I've never heard of such a thing. If you have clients coming to your place of business, then yes, you should have some form of liability insurance.

The closest I can come to this is when Microsoft required I have a business license in order to become a vendor. (I got around it, but that's another story.)

So have YOU ever heard of clients requiring liability insurance? If so, please email me. I'll share your insight in next month's issue of Get Great Clients!

To your freelance success,

Chris

Copyright 2007 Chris Marlow. All Rights Reserved.

\*\*\*\*\*

### 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, 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:

<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.

<http://www.FreelancersBusinessStore.com>

Statistical Copywriter's Pricing Survey

(Volume I) offers pricing benchmarks for 20 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.

<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.

<http://www.thecopywriterscoach.com/taa.html>

Trusted Advisors Alliance; individuals who have proven themselves as trustworthy and principled in business.

<http://www.ChrisMarlow.com>

Control-busting concepts, copy, offers, and strategies

<http://www.TheCopywritersCoach.com>

Marketing Coaching for Marketing Professionals

<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.