

GET GREAT CLIENTS

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Welcome to summertime!

It's getting HOT here in Palm Desert, California...95 degrees today, and climbing fast past the 100 mark!

But I'm comfortable in my NEW *bigger* house, Despite the sobering reality of my new *bigger* electric bill :)

By the way, if you're vacationing in the Palm Springs area this summer (or any time), give me a call...I LOVE coffee break get-togethers with my Get Great Clients friends, coaching students, and other business colleagues!

So what's in this month's issue of Get Great Clients?

How about...

* The skinny on whether you should offer to do a little FREE work to get a job...

* Important feedback on last issue's Quick Q&A, where a copywriter posed the question, "Do copywriters need liability insurance?"

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

HOW TO OFFER FREE WORK TO ENTICE A NEW CLIENT: WHAT YOU ABSOLUTELY MUST KNOW ABOUT THIS DANGEROUS STRATEGY

As is so often the case, my newsletter topics come from Get Great Clients readers, my coaching students, and other copywriters.

This month past coaching student Nicole sent me her idea for offering potential clients a "free assessment" consisting of a free review of a marketing piece; Nicole would look at the piece and offer her suggestions for improvement.

First let me say that the idea is not a bad one, and in fact it used to be a somewhat common tactic for opening the door.

But in the last five or six years, I've seen its power slip considerably. Not only have I seen it fail in my own marketing, but one of my early students used it as well, with poor results.

My personal guess is that marketers have become more sophisticated, and copywriters more plentiful. The bar has been raised in the last decade for how a consultant must market.

It's no longer good enough to bait with the offer of money-savings. I think today's marketing decision-makers are stressed for time and are more apt to respond to a campaign that clearly shows that you're right for their niche. (In fact, the success of my students proves this without a shadow of a doubt.)

Good quality clients are not interested in money first... Their first interest is in the

"perfect match." Once they ascertain you're the right consultant for them, THEN their thoughts turn to costs.

So offering a money-savings (e.g., free analysis, price reduction, etc.), is not the best entry strategy. However, it CAN work under certain circumstances.

Here's how to use this tactic, if you use it at all:

If your potential client is willing to take you up on your offer, she MUST do some work too. She must be as invested as you are in the exchange. Obviously, people will take free things all day long if they don't have to do any work for it.

And this is the key to a fair exchange. Your potential client must gather relevant materials for you to look at; information on target market, the competition, data on the results of past campaigns, a complete creative brief on the project, and whatever else you need.

This goes back to a simple sales premise (and copywriting tactic), that the longer one stays involved with a prospect, (or mailing package), the more likely that person is to convert.

So you see, when the prospect is required to work as hard as you are in this "free" exchange, then the dynamics will change.

The likelihood that the prospect will take your work, pat you on the head, and push you out the door is greatly diminished.

Point number two: If you put a value on your free offer as Nicole did (e.g., "Free Assessment, Value \$100"), make sure you don't price too low. A typical entrepreneur or a very

small business might find a savings of \$100 attractive, but that won't motivate the more desirable mid-size or larger companies.

A better way is to present the BENEFIT to the prospect, as in "Free 'Triple Your ROI' Package Assessment." Can you see how offering \$100 of your time is "all about me" but offering a "Triple Your ROI" is all about them?

It's a subtle but powerful distinction.

I don't recommend that my coaching students offer anything free. Instead we work hard to create information products that SOLVE a problem for our targeted decision-makers, and that's what's producing results.

If you use any form of a price discount in your marketing and you're pleased with the results, please get in touch with me at <mailto:chris@chrismarlow.com>

I want Get Great Clients to be a clearinghouse for what works and what doesn't, so we can ALL benefit!

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THIS MONTH'S ANNOUNCEMENTS

Are you struggling to attract high-quality clients with long-term value? My coaching students are getting 5 percent, 13 percent, and even as much as 20 percent response to their campaigns!

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>

QUICK Q&A

Last month one of my past students asked if copywriters need liability insurance.

I didn't have a sufficient answer so my wonderful readers came to the rescue.

From Hans:

After landing a new job for the North American headquarters of a multi-national corporation, the purchasing department sent him a thick "Master Agreement for Services" that had many stipulations, including requirements for six kinds of insurance representing over \$7 million in coverage.

They were Worker's Compensation, Commercial General Liability, Comprehensive Excess Indemnity, Automobile Liability, Fidelity Coverage, and Professional Liability coverage.

After Hans' initial shock, he contacted the company's purchasing rep and explained that he

was a solo freelance writer working out of his home...he was not a corporation.

The company revised the Agreement for Services but this time they ADDED one more stipulation.

Even though Hans would be writing from the company's own materials, which would be approved internally for Intranet use, the Agreement now stated that if anyone had a problem with what he wrote, he would pay all legal expenses for the company!

What a story! Not surprisingly, Hans refused the job.

* From Shannon, and I quote:

"I actually have had a couple of clients ask for proof of insurance as part of getting set up as a vendor in their systems. They were both clients that seldom worked with freelancers and one of them did a lot of contracting with the government.

"In one case I just lined out the statements on the paperwork and noted it 'Not applicable.' That took care of it. For the other, I had to write a brief letter describing my services and that liability insurance was not required. Again, it was pretty simple."

from Susan:

"I've had clients ask that I get E&O liability insurance...I just googled and found this list of company types eligible:
<http://tinyurl.com/2p42zn>

Thanks Hans, Shannon and Susan!

A final note on contracts of any kind...I have found that if there is something I don't like, I simply cross it out, sign, and send it back.

Sometimes I hear nothing back, and the job proceeds as planned!

Try it next time...what do you have to risk?

CHRIS RECOMMENDS

* 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 percent of \$125 per download...\$43.75 USD for every copy you sell!

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That's it for this month's issue...

To your freelance success,

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, 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>

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<http://www.ChrisMarlow.com>

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<http://www.TheCopywritersCoach.com>

Marketing Coaching for Marketing Professionals

<http://www.FreelancersCoach.com>

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