

# GET GREAT CLIENTS

August 2007

ISSN 1936-7074

Volume IV, Issue 8

A free monthly email newsletter for copywriters and other freelancers who want to land the high-value, high-quality clients!

## IN THIS ISSUE

How to Build a Powerful Mailing List the Fast and Easy Way!

This Month's Announcements

Quick Q&A

Chris Recommends

## HOT PICKS!

<http://tinyurl.com/yvesp3>

The Associated Press Stylebook and Libel Manual

<http://tinyurl.com/3x7nbq>

Corporate Blogging Book

<http://tinyurl.com/3doght>

Design to Sell

<http://tinyurl.com/3cyvsr>

How to Make Your Advertising Make Money

<http://tinyurl.com/yrj75b>

Influence: The Psychology of Persuasion

<http://tinyurl.com/2j97u3>

Selling to Big Companies

<http://tinyurl.com/34q2cn>

S.U.R.E.-Fire Direct Response Marketing

<http://tinyurl.com/272cvx>

Business Technology Marketing Benchmark Guide 2007-08,  
author is Marketing Sherpa

## QUICK LINKS

<http://www.chrismarlow.com>

<http://www.freelancersbusinessstore.com>

<http://www.thecopywriterscoach.com>

Not a subscriber?

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To ensure that future e-newsletters are delivered to your inbox(not your spam or bulk folders), please add [chrismarlow@getgreatclients.com](mailto:chrismarlow@getgreatclients.com) to your address book.

## SURPRISE!

Get Great Clients is now processed through Constant Contact.

I'd been sending the newsletter out using our shopping cart's newsletter broadcasting feature (which I already pay for), but the feedback from our recent survey indicated that 10% of readers were having a less than stellar experience with formatting.

I hope you find Constant Contact's new format easier to navigate, read, and print. If we still need to refine, just let us know. We want nothing less than perfection for your experience with this newsletter!

Send your comments and suggestions to my hardworking marketing director at <mailto:cheryl@GetGreatClients.com>

Now for the good stuff...

Thanks to Hans - one of my long-term coaching students who was working at a very high level in alternative health even before we met - this month's issue focuses on how to build your mailing list the easy way.

As a busy copywriter churning out package after package and creating new controls for his high profile client, Hans has had little time to build his mailing list, which is part of my Full Course business-building program.

Since we ran out of time on our regular call this week, I told

him "watch for the newsletter. I'll show you the 'easy' way in an article."

So this month's featured article is How to Build a Powerful Mailing List the Fast and Easy Way!

Also in this issue's Quick Q&A I respond to a comment made in my annual survey of readers:

"...wondering if the money to be made in copywriting is too good to be true!" AND my blog is finally up at <http://www.GetGreatClients.com/blog>

Read on for this month's education, tips, and insights on building a business that attracts the high-quality, high-value clients!

## HOW TO BUILD A POWERFUL MAILING LIST THE FAST AND EASY WAY!

In my coaching program for copywriters, I supply them with a 13-page document filled with places to go online and off, to compile high-quality names for their mailing list. (Don't worry, I'm not going to hit you with a 13-page article!)

What I'm going to do is list some of the resources you can use in order to make this sometimes tedious job more palatable.

One of the best resources you have is the good old library. Get some help building your list! You pay your taxes, so go to the library and ask for the "research librarian."

I built most of my list of software companies from a Dunn & Bradstreet directory that listed companies by revenue. I just started with the richest and worked my way down :)

Another tip is to sign up for <http://www.google.com/alerts> I plugged in the keywords "marketing director" and now I get lots of newsy emails telling me who's in the news and why.

If someone is just being hired, I know it's an opportunity for me, because things are in a state of flux, and they may not have a copywriter lined up yet.

I suppose I should mention the online archive of direct mail, Who's Mailing What! Four years ago I took my coaching students there because there's nothing better for your list known direct mailers.

But I stopped because their subscription price doubled overnight, and I read into that they were seeing a big increase in business. No sense going after the people everyone else is going after!

Now some may growl at this next tip, but looking at the website client list of others in your niche may yield some plum names.

In the world of copywriting, writers may have a long list of quality companies they've worked with, but most of the companies on their list are past clients. If the list is long, logic tells you they can't be working for everybody! Check out their testimonials too, to see who else they've worked with.

Next tip: Spend some money! (Hey, I said I'd share what's fast and easy, not what's cheap :)

For \$328.50 (first time buyer), you can get your hands on The Direct Marketing Market Place 2008 <http://www.dirmktgplace.com/#service>, which lists over 9,000 direct marketers, their contact names and phone numbers, what percent of their ad budget is spent on direct marketing, and what they spend their marketing dollars on.

For instance, one listing reports that the company spends 95% of its budget on direct mail, 2% on magazine ads, and 3% on telemarketing.

If you live near a library, you may be able to access the directory for free. I called the San Diego Library and they have it, but I've had less luck finding this kind of resource at the smaller libraries.

Ok, one more list-building tip: I like to check out the membership list of niche associations. I figure if a company is paying a membership fee to an association, they're serious

about their business and willing to spend to stay informed (and probably willing to pay for copy too).

And not only do associations provide a long list of members (if they do publish their membership list on the Web), but the association itself is a good addition to your prospect list.

So there you have it. And Hans...I'll be expecting to see some names at our next session :)

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Subscribers and business friends: You can use any content in this ezine in your own ezine, website, blog, etc., as long as this resource box accompanies and the link is live:

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#### ABOUT CHRIS MARLOW

Chris Marlow is the original copywriters coach, teaching copywriters how to build their businesses since 2003.

If you'd like to learn how to write incredibly effective copy and attract the high-quality, high-value clients, go to <http://www.TheCopywritersCoach.com> (for copywriters) or <http://www.FreelancersCoach.com> (for other service professionals). While you're there, check out the long list of testimonials.

#### THIS MONTH'S ANNOUNCEMENTS

The Get Great Clients blog is up!

Thanks to Cheryl, my new marketing director, things are really getting done around here!

I've been wanting to get a blog up for a few months now, and now it's live. Take a look, and leave a post! I want a

blog that's interactive. After all, it's about communication, isn't it? Visit <http://www.GetGreatClients.com/blog>

#### COACHING

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>

#### CALL FOR DESIGNERS

I work with extremely talented direct response designers, but they're in high demand! Sometimes they can't take all the work I have for them.

So if you know of a really good designer who knows what they're doing when it comes to direct response, please let me know. I have work for them!

And when you send me their contact information, I'll post the list of recommended designers in the Resources section of the Freelancers Marketing Forum <http://www.FreelancersMarketingForum.com> (with their permission of course).

A while back I asked for webmaster recommendations and got lots of feedback. You'll find that list in the Resources forum too.

#### QUICK Q&A

I recently took a survey of my readers to see what I could do to improve the Get Great Clients newsletter.

One of the respondents said (and I paraphrase), "What I'd like to know is if you can really make that much money as a copywriter."

The answer to that is you can make a little money, or a lot. And I mean a lot. (And yes, a little.)

It depends on the niche you go into (and on your copywriting

and marketing skills, for both yourself and your clients).

Some niches pay very well. For instance, one of my past students, working only three years as a copywriter, recently reported that he's bringing in between \$12,000 and \$17,000 per month. He's in a sub-niche of technology.

And my own surveys Freelance Copywriter Fee & Compensation Survey Volume I <http://www.freelancersbusinessstore.com> and Volume II <http://www.freelancersbusinessstore.com/volume2>, prove that among copywriters, the technology niche is believed to be the most lucrative.

On the other hand, non-profit is a niche with a reputation for being "poor." I did research on this popular but mysterious niche, resulting in my in-depth report, The Truth About Copywriting for Non-profits <http://www.copywriterspricing.com>. The truth is, under certain circumstances, non-profit can be lucrative.)

And finally, there are niches where it's tough to get paid what you're worth, most notably entrepreneurs, very small business, and others who don't have huge marketing budgets.

So bottom line: You can make a fabulous living as a copywriter, depending on your niche.

#### CHRIS RECOMMENDS

The Corporate Blogging Book by Debbie Weil

A while back I was asked to speak for a group belonging to the International Association of Business Communicators (IABC).

To thank me, they sent me Debbie's blogging book, which I promptly filed away. The last thing I wanted was another job to do!

But with what's happening with blogging today and the whole Web 2.0 business revolution, I pulled it back out for a reluctant read.

What I learned was why I had to build and maintain a blog. Debbie points out that those who do so today will be miles

ahead of those who don't.

As one of the first copywriters to have a website, I didn't have to prospect for work for four years. The blog may offer another opportunity for this kind of windfall.

That's it for this month's issue...  
To your freelance success,

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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 Advisors Alliance, <http://www.trustedadvisorsalliance.com> Chris puts honesty and integrity first in every business exchange.

Please pass this issue of Get Great Clients on to a friend or colleague who you think might benefit from its contents! (See the Forward email link down in the lower left at the bottom of this newsletter.)

Get Great Clients' readers are located all over the world, including: Australia, Bahamas, Belgium, Canada, China, Fiji, France, Germany, Ghana, India, Indonesia, Ireland, Israel,

Italy, Japan, New Zealand, Nigeria, Norway, Nova Scotia, Portugal, Puerto Rico, Singapore, South Korea, Switzerland, Turkey, U.K., U.S.A.

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