

Get Great Clients™

with the MARLOW Marketing Method™



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

Now in its fifth year, Chris Marlow's GET GREAT CLIENTS mails to over 2,000 loyal subscribers in 30 countries.

You've received this ezine because you or one of your agents subscribed to it. If you wish to be removed from this list, please scroll to the end for easy instructions and an immediate "unsubscribe."

WORD COUNT for this issue: 2,699
Approximate time to read: 10 minutes

ISSN 1936-7074
Volume V, Issue 1

January 2008

In This Issue

[Kingpin copywriter Clayton Makepeace is "Totally Wrong."](#)

[This Month's Announcements](#)

[Quick Q&A: How can I price a job for a new client so they're likely to say 'yes'?](#)

My Favorite Resources

[Corporate Blogging Book](#)

[Design to Sell](#)

[How to Make Your Advertising Make Money](#)

[Influence: The Psychology of Persuasion](#)

[Selling to Big Companies](#)

[S.U.R.E.-Fire Direct Response Marketing](#)

[MarketingSherpa's Business Technology Marketing Benchmark Guide 2007-08](#)

Quick Links

[My Website](#)

[Products](#)

Not a subscriber? Click on the link below to sign up for our FREE e-newsletter:

[Join Our Mailing List!](#)

To ensure that future e-newsletters are delivered to your inbox (not your spam or bulk folders) please add me to your address book:
ChrisMarlow@GetGreatClients.com

Dear chris,

Do you get **Clayton Makepeace's** newsletter?

If so, and you read the last issue of **The Total Package**, you know that that this copywriting heavyweight came out swinging against freelance copywriting, calling the model not only "certifiably insane," but "broken."

There's a lot of alarmist copy in that issue that had one of my coaching students quite distressed. In fact, an email she sent me read thus:

"Have you read this very interesting article written by Clayton Makepeace? It kind of blows the freelance dream out of the water. Would you happen to have any advice for us who are just about to go into the big bad world and become freelancer copywriters?"

Yes, I would have some advice, and in this issue I'll show you where Clayton gets it wrong, in fact **Totally Wrong**.

[Services](#)

Also in this issue:

* This month's **Announcements** include exciting news about former coaching student and superstar, **Ed Gandia**.

* This month's **Quick Q&A** where I answer a question I've been asked a lot lately:

"How can I price a job for a new client so they're likely to say 'yes'?"

So let's get to the main article, where you won't get alarmist copy but facts and common-sense thinking...

"The freelance model that worked like gangbusters in the 70s, 80s and 90s is broken."

That's a line of copy that came in the email linking to Clayton's latest issue of **The Total Package**, and it's also repeated toward the end of his January 14, 2008 newsletter.

An attention-getter? You bet! And quite scary for the new and novice copywriters out there (and most likely, some old timers too).

Right up front I'll have to offer my rebuttal that **the freelance model that worked like gangbusters in the 70s, 80s and 90s is most definitely NOT broken and is probably healthier than it's ever been!**

This according to the work I get from my copywriting clients and the many, many copywriters I know through my coaching and otherwise, who are happily working away for *their* clients, apparently unaware that the freelance model is broken ;))

By the way, if you haven't read Clayton's newsletter, you can find it [here](#).

Then once you've read it, come back and this issue will make more sense to you. (Forewarned: he's got a political rant going on for the first two pages so just scoot down to the line "But I digress..." and start there.)

Another Clayton statement that might frighten new copywriters is **"I'll even go so far as to say you'd have to be *insane* to want to be a freelance copywriter today."**

Here's what's really going on...

I believe Clayton has a new product to sell and this is the first of a number of newsletters designed to "prime the pump." Hey, that's ok! I sell information products. I coach. I'm all for adding value to the lives of those I serve.

But for copywriters who are new to the game, or who are not experienced enough in marketing to read between the lines, Clayton's latest missive could not only be depressing, but perhaps devastating.

Here's why you don't have a *thing* to worry about...

Number One: Clayton is postulating that the model for freelance copywriting should change to a model of "partnering" with your client so you can earn mega-millions. (He says anything under \$999,999 per year is 'chump change'.")

Nothing wrong with that! I want to make as much as I can when I'm working too.

But not every client *will* partner with you. Can you imagine Microsoft changing their entire business and marketing model just to work with me the way I want them to?

And what if my client wants me to write website copy. How do we partner on that? How do you measure ROI?

And if I did insist on a partnership arrangement, what would keep her from going to a competitor who's happy with a flat fee?

And one more thing: maybe the client is *happy* with their level of profitability! I've had lots of clients who want me to help them with *one* project...not take over their marketing departments!

Next up: B2B versus B2C, and lead-generation versus order-generation. Clayton lives in a narrow but lucrative slice of direct marketing...in B2C and mainly working for publishers.

But guess what? There are 25 million tax-paying businesses in the U.S. alone and probably half are lead-generating. How much fun do you think it would be to follow a lead for months and even years, calculate the

costs over time, and finally one day get a check for the first order?

And would there be anything in that check, given that many companies accept a loss on the first order expecting to make profit on subsequent orders? (This happens a lot in the publishing world, and many other niches).

In B2B and lead-generation, it's unlikely that a partnership will *ever* become the norm for copywriters.

Third: You must realize that Clayton is targeting those of us who are attracted to copywriting for the money above all else. If it's not your goal to make multiple millions, then his message is not for you.

Many copywriters do NOT want to make multiple millions; in my coaching program I would say that the ratio is usually about 3:20, with 3 representing copywriters who are attracted to copywriting solely for the potential for great wealth.

Others want to transition into a job they enjoy, lead a balanced life, reduce stress, make a good or great living, enjoy an unprecedented level of freedom, and any number of other goals.

So don't let alarmist copy undermine your confidence in the world of freelance copywriting. Thanks to the Internet, there's more work available for good copywriters than ever before!

Fourth: Clayton can partner with businesses because he's been writing copy for so long that he knows much more than copywriting...he knows *marketing*.

For his particular niches, he knows about list acquisition...he knows what offers work...he knows his target markets inside-out...and he's an extremely gifted writer with decades of experience. But I think it's a no-brainer to say that he didn't start off partnering.

It takes a very long time to learn marketing to a such a degree that you *really do* believe you can do a grand-slam, and therefore you're not a risk to yourself or your client.

This is yet another reason that the freelance model of the 70s, 80s and 90s is NOT broken; there simply aren't 25 million copywriters out there who can hit a grand slam every time, for clients who are willing to hand over full power to the copywriter, including crucial decisions on list and offer!

Doom and Gloom: According to Clayton, mailings for his niches - health and investment newsletters - are down. But that's from *his* perspective. If you write a magalog for a health publisher and you get one-third of what Clayton used to get (assuming his oft-quoted million), would you spit on \$333,333.33?

According to Clayton, "armed with the realization that their potential for substantial royalties is shrinking, copywriters are no longer incentivized to spend their time and effort to give their client their best work."

I'd like to know who that is...the old guard? Well I'd bet that the young turks would turn in some really good work!

Finally, my response (in bold) to a string of connected paragraphs that really got under my skin, and I quote...

"Put simply, the freelance model that worked so well for all of us in the '70s, '80s and '90s is irreparably broken.

"Business owners and marketing executives are finding it harder to get great new controls. And freelance copywriters - even "A"-level writers - are struggling to maintain the income and lifestyle to which they had previously become accustomed."

Big statement...but sorry Clayton, *no proof*.

"Now can you see why I say copywriters and direct response companies who return to this model repeatedly - and who, with each new assignment, hope for better results - should have their heads examined?"

My response: Any reasonably intelligent marketer knows that getting better results comes from repeated *testing*.

"Can you see why smart companies - like Agora, for example - are expending enormous resources to recruit, train and generously incentivize dedicated in-house writing staffs?"

I have coached Wal-Mart's ONLY copywriter and Intuit's ONLY copywriter. These are HUGE businesses. The truth is, you'd better have so much work for a copywriter that it pays to make them an employee.

Who, pray tell, besides the one isolated case of Agora, is "expending enormous resources to recruit, train and generously incentivize dedicated in-house writing staffs"?

"Can you see why so many top copywriters are abandoning the freelance model entirely and going into business for themselves?"

Rather than position it as a mass exodus, doesn't it make sense to acknowledge that if a copywriter has perfected not only his copywriting skill but his marketing know-how, that it would be *natural* for him to go into business for himself?

Final remark: Clayton may have "stumbled" upon partnering (his word), but it's not at all a new model for copywriters.

I've done it and my coaching students have done it. It frequently fails. You have to have a client that is very advanced at direct marketing...and you have to be very advanced in copywriting and marketing yourself, in order for a campaign to work at all...let alone, at repeated "grand slam" level.

To successfully partner, you must *at least* have...

1. **Complete trust.** Not easy to come by in business yesterday, today, and probably tomorrow.
2. **Visibility.** This is closely related to trust. You must have visibility into the numbers.
3. **A smart and flexible client.** You must have confidence in their product or service, business model, competitive strength, marketing savvy, and any number of smaller but crucial issues. This is high risk and complicated work; you must have *all* bases covered.
4. **Copywriting and marketing mastery** for the niche you're working in. Every niche is unique. How well do you know yours?

Sooooo...

What did Clayton get *right*?

For his particular niche (largely comprised of publishers), he's leading the way, offering insights into what's possible if you put your "I can do anything" hat on.

And yes, partnering is very smart business *if* you have master-level skills and knowledge. Let's hope Clayton has figured out a way to teach copywriters how to do this safely for their clients, as well as themselves.

* * * * *

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:

Reprinted by permission of copywriter and marketing coach Chris Marlow. For more on how to land the high-quality, high-value clients, sign up for a free subscription to the monthly **Get Great Clients** ezine at:

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

About Chris Marlow

Chris Marlow is the original copywriters coach since 2003, teaching copywriters how to build successful businesses that target the high-quality clients.

Chris is also an expert at niche development, and publishes the world's leading pricing resource for copywriting jobs. For more information, see the Announcements section of this ezine, which is right below.

This Month's Announcements

Past coaching student **Ed Gandia** is about to launch a blockbuster information product where he details his exact step-by-step process from going from full time employee to full time freelancer successfully and safely.

As sole breadwinner for his young family, Ed couldn't afford to make mistakes. Today, three years later, Ed is a six-figure copywriter and even hires other copywriters to help him with all the work!

I'll be sending a special email when his product is ready. It's an incredible ebook so watch your inbox for an announcement in the coming weeks.

Also, don't forget that all of the past **Get Great Clients** and **Freelancers Business Bulletin** newsletters and articles are posted at the [GetGreatClients](http://www.GetGreatClients.com) website and are available for you to use in your own newsletters and blog

posts.

QUICK Q & A: "How can I price a job for a new client so they're likely to say 'yes'?"

It's simple: Give them options.

When faced with a potential job for a new client, copywriters are often stressed over the pricing process. If you go too high, you lose the client. If too low, you feel sick every single moment of every single day that you're completing the assignment.

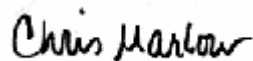
How to avoid both scenarios: Offer two fee agreements. One is the "fully loaded" fee agreement where you assume they want the whole enchilada with all the trimmings (e.g., three full-blown concepts at \$300 each); versus the second fee agreement, which is more financially modest, offering simple outer envelope teasers at just \$150 each.

If you look at what you can do to reduce costs for your potential new client, they'll appreciate your consideration for their budget and recognize that your intentions are more than just "me, me, me."

Concepting, offer development, and format are just three items that lend themselves to creative pricing. Everyone likes options! For new clients especially, options offer maneuverability...and a way to easily say "yes" to a new partnership.

That's it for this month's issue of **Get Great Clients**.

To your freelance success,



Achieving Goals Through Trusted Advice™

74800 San Cristoval Circle

Palm Desert, CA 92261

Phone: 760-340-2045

Fax: 760-406-6200

mailto:Chris@GetGreatClients.com

Copyright 2007 Chris Marlow

Member of the [Trusted Advisor's Alliance](#)

* * * * *

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 below, in the lower left side 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, Hawaii, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Mexico, New Zealand, Nigeria, Norway, Nova Scotia, Portugal, Puerto Rico, Singapore, South Korea, Switzerland, Turkey, UK, and the good old U.S.

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.