

# 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.

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## 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

Dear chris,

If you're actively marketing your business, do you offer an **ezine** as a way to capture and nurture leads?

If not, then it's time to put this incredibly cheap, amazingly effective tool to use! This month's issue of **Get Great Clients** tells you why you **MUST** stop everything (except paying work), and Get It Done Now!

**Also in this issue:**

\* **Announcements** about my **new subscription service** for past and present coaching students, plus exciting new self-marketing info products from three of my past coaching students, **Pete Savage**, **Ed Gandia**, and **Pam Foster**...

\* **Post Script** (formerly the Quick Q&A). This is where I share ideas, thoughts, resources, requests for information, answers to reader questions, and just about anything that isn't an announcement.

[My Website](#)

[Products](#)

[Services](#)

One of my students asked me if last month's sparring with **Clayton Makepeace** was a "staged event." Discover the truth in this issue's **Post Script**...

So let's dive right into February's self-marketing insights about why you really need to have an ezine in your marketing mix...

## Self-marketing and the mighty ezine: why you're working too hard if you don't have one

If you're a copywriter, IT pro, designer, or other consultant, do you publish a **free monthly ezine** aimed at your target market?

If not, why not?

I did a quick search of copywriters who are paying Google Adwords for leads. (This can be very expensive.)

Hardly any appear to have an ezine! Wouldn't it be cheaper and more effective in the long run to build an ezine list of loyal subscribers? Besides, when you advertise the message you're sending is, "I don't have any work. I need some business."

While my coaching program doesn't twist arms, almost all of my coaching students understand the wisdom of ezine marketing and complete the "ezine publishing" module of my 24 session self-marketing course.

Let me ask you: Have you ever seen the statistics for your website? If not, you may have hundreds and even thousands of visitors each month. What if you could capture just one name in 10?

Every time I look at my web stats I'm amazed. So your first job is to access your web statistics through your hosting company or webmaster - if you can't do it yourself - and get a handle on what you're missing!

(Quick tip: Bookmark your web stats so you can go back on a regular basis to learn where your people are coming from, and to watch your visits grow.)

**The world's most powerful marketing tool is *not* the ezine.**

**At least not initially.**

The world's most powerful marketing tool is **direct mail** because it's the only marketing that lets you hand pick your potential clients. All other marketing attracts clients, but they may not be the kind of clients you want.

However, for all its power, direct mail is time consuming and expensive. What if you could get the same handpicked names onto your ezine list so you can market the easiest, fastest and cheapest way possible?

With an ezine list comprised of your handpicked prospects, you now have the best of all worlds: you have high-quality names on an ezine list who have opted-in to receive regular messages from you.

So once you get the high-quality names on your ezine list through direct mail, the world's most powerful marketing tool *then* becomes your **ezine**.

(And yes, there'll also be lots of sign-ups from your other marketing efforts, plus signups from plain old organic search.)

### **A million-dollar business all from teaching ezine marketing**

A couple years ago I attended an expensive (\$3,000 USD) three-day workshop put on by Alexandria Brown (aka "The Ezine Queen"). Alexandria used to be a copywriter and in the early days of the Internet, stumbled upon the ezine as a way to keep in touch with potential clients.

It worked so well that the light bulb went on and she decided to teach entrepreneurs how to use the ezine to build their business.

Today she's built a million dollar business just by teaching the intricacies of ezine marketing to coaches, small business entrepreneurs, and Internet marketers. She has over 17,000 people on her email list, all wanting to learn one thing: ezine marketing.

### **Ezine marketing works and it works hard. Are you making it work for you?**

\* \* \* \* \*

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### **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, visit her coaching site for [copywriters](#) or her coaching site for [other service professionals](#).

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

Are you a past or present coaching student of my **MARLOW Marketing Method™** self-marketing program for copywriters?

If so, watch for an email soon telling you about our **new subscription program** designed to keep you moving forward in your client acquisition skills. It's been a long time coming, but the time is near!

And for everyone on the **Get Great Clients** list, be watching for emails announcing new self-marketing products created by three of my past students.

**Ed Gandia** is coming out with a book that reveals his *entire plan* for going from full time employee to full time freelancer with low risk and sure footing.

Ed now earns in the double digits each month, and is one of my favorite success stories.

**Pete Savage** left my coaching program 14 months ago and has made over \$64,000 in 2007 from the "bulky package" we worked on in my program. (I think it's up to \$80,000 by now!)

**This is from *one* mailing to just 100 prospects!** You'll want to see how he did it, and how you can do it too.

**Pam Foster** has come out with the ultimate workbook for

small businesses who want to build the smartest, SEO-driven website possible.

Information on all of these new products will come to you as they arrive on my desk. So watch your in-box!

Plus a reminder: All past **Get Great Clients** and **Freelancers Business Bulletin** newsletters and articles are posted at the [GetGreatClients](#) website and are available for you to use in your own newsletters and blog posts.

## Post Script

In last month's **Get Great Clients** newsletter I challenged copywriting giant **Clayton Makepeace's** assertion that "The freelance model that worked like gangbusters in the 70s, 80s and 90s is broken."

This led to a heated exchange of differences on the subject that you can read [here](#).

We've both moved on since then, but last week when one of my coaching students said she initially suspected this whole exchange was staged, I was taken aback.

Do people really stage fake controversies online?

I suppose so, but right in our own back yard?

No, the answer is that our volley was *not* staged...it was simply two points of view being aired in a rather enthusiastic way :)

I don't know Clayton well but two or three years ago I had the memorable pleasure of sharing dinner with him, his pretty wife Wendy, and our mutual colleagues John and Kevin Finn.

I like Clayton (even if he does want to "unceremoniously toss me out the window"). We've even supported each other in business a time or two.

But we did *not* stage our debate.

More to the point, was this not an example of Web 2.0 in action, where blogs and newsletters allow for conversations that get everyone thinking, ultimately raising the bar on an industry's evolution?

If *you* have thoughts on the impact of Web 2.0 media *or* the future of freelancing, drop me a line at [ChrisMarlow@GetGreatClients.com](mailto:ChrisMarlow@GetGreatClients.com)

I'll post them here in my next issue of **Get Great Clients**, or on my [blog](#).

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

To your freelance success,

*Chris Marlow*

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