

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

[The AWAI 6-figure Copywriting Course](#)

[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,

Do you know about the **40-40-20 Rule** and why it's so central to the self-marketing efforts of copywriters and other service professionals?

If not, then the March issue of **Get Great Clients** is a **MUST READ**, guaranteed to get you thinking - and (hopefully), *taking action*...

* **Announcements** - There must be something in the air! As we move out of the first quarter of the year, I'm seeing a rise in marketing activities from myself and others...

We have announcements for some truly outstanding information products for copywriters, a **FREE Teleseminar** on how to put together a blockbuster promotion to your mailing list, and a new coaching subscription program, my long awaited **Coffee Klatch**...

* **Post Script** - One of my coaching students asked if he should **incorporate** his new freelance copywriting

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business. Some thoughts on that subject...

So let's dig into this month's very important main article on the **40-40-20 Rule** and what it means to *you*...

How to use the 40-40-20 Rule to get great clients!

As a client acquisition marketing method, nothing beats **direct mail**.

In fact, according to **Target Marketing's** recent survey on direct response media spending - the Media Usage Forecast for 2008 - **34%** of respondents said direct mail delivers the strongest ROI for customer acquisition.

Email came in at a robust 24%, but for freelancers like us, you usually have to gain audience with a prospect before you can get his email address.

The remaining marketing methods (e.g., faxing, online advertising, SEM, etc.) were all in the single digits.

None of this is surprising; direct mail and email have been the strongest marketing performers for many years.

So what does this have to do with the **40-40-20 Rule**...and what is this rule anyway?

The 40-40-20 Rule

Termed the **40-40-20 Rule** by direct marketing legend **Freeman Gosden**, the rule says that in direct mail, **40%** of your success depends on the **quality of the list** you're mailing to, **40%** depends on the **quality of your offer** to this list, and **20%** depends on the **quality of your copy**.

This is true and while the landscape of marketing changes rapidly, this is a rule that will never change.

In my coaching program, a reminder of **the 40-40-20 Rule** is ever-present. In order to get great clients, you have to build a very clean list of cherry-picked prospects.

Then you have to study your prospects for a #1 pain or motivator. Once you understand your target market, then you can create an offer that will get their undivided attention...and hence you obtain the "high-quality lead."

If the final 20% of your success in your direct mail efforts

relies on copy, and you're a good copywriter, then you've got it made.

If not, then you'd do well to find a copywriter who can help you with great copy and a powerful offer.

The 50-30-20 Rule

Personally, I think the weight is off for the **40-40-20 Rule**. That's because *the quality of your list is the most important aspect of your client acquisition campaign*.

For proof, simply consider the logic of stupendous copywriting plus a great offer targeting a list that's not pre-qualified.

A crummy list will bring crummy results every time - a fact that list managers and list brokers *love* to point out.

But sub-par copy with the right offer to the right list stands a chance (although response rates may not make you proud...or rich).

So to get great clients, using marketing's most powerful client acquisition method - direct mail - let the **50-30-20 Rule** guide you in crafting your campaigns.

And if you want to see the **50-30-20 Rule** in action, be sure to sign up for my soon-to-happen [FREE Teleseminar](#) on Wednesday, April 9, 2008, where I interview successful copywriter **Pete Savage**.

Pete is one of my past coaching students and he used the **50-30-20 Rule** in a promotion to his target market.

The Result? **Sixty-four thousand dollars** in *one* year, from *one* mailing to 100 prospects. What's the ROI on that!?

This is an interview you don't want to miss.

[Sign up HERE](#)

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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

Coffee Klatch - A new low-cost subscription program for my past and present coaching students enrolled in the **MARLOW Marketing Method™ for Copywriters**.

If you've completed a coaching program with me, you're invited to join our group! [More info HERE](#)

FREE Teleseminar - I interview past coaching student, **Pete Savage**, to share how he earned **\$67,000** in 2007 from **just one mailing** to 100 prospects. [Sign up HERE](#)

New eBook - Past student, **Ed Gandia**, reveals his formula for going from full-time employee to **\$163,000** in **his first year of freelancing**, at *low risk*. [Check it out HERE](#)

Proven Marketing System - **Peter Fogel**, who was my first coaching student way back in 2003, offers a **proven system** for landing clients via public speaking. [Learn more HERE](#)

New eBook - My esteemed colleague, copywriter **Nick Osborne**, reveals his personal formula for earning more through **higher productivity**. [More info HERE](#)

New Guidebook - Past coaching student, **Pam Foster**, has created an in-depth guidebook for **website creation** and **SEO** that's especially useful for small businesses. [Details HERE](#)

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

One of my current students has a **corporation**, but he doesn't know if he should keep it.

Neither do I!

I'm not a lawyer and I shouldn't even give advice on such things, but I did incorporate in my early years of freelancing. It was a waste of time and unnecessary expense for me at that time in my life, and the early stage of my career.

That was before the LLC (Limited Liability Corporation), which is so popular now.

My student asked (and I paraphrase), "**What number of top copywriters do you think have corporations?**"

Well, I know a few copywriters who have corporations, but most of the copywriters I know, don't (and I do know quite a few).

Among the "top tier," I imagine many if not most copywriters do, since they often evolve from copywriter to marketing strategist and move into other ventures such as conducting seminars and selling information products. Some even hire full-time employees.

My work with this level of copywriter shows a tendency toward incorporation. This I do know: incorporating helps you protect your assets. Perhaps the best question to ask yourself is, does my niche market put me at risk?

(My students in alternative health, where the FDA stalks, might pay more attention to the protective benefits of incorporation.)

My readers sometimes come out in force over a topic. If this is a topic you have information on, I'll do my part and share it in the next newsletter.

Simply send your comments to chrismarlow@getgreatclients.com

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

To your freelance success,

Chris Marlow

Achieving Goals Through Trusted Advice™

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