

# 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!**

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[ChrisMarlow@GetGreatClients.com](mailto:ChrisMarlow@GetGreatClients.com)

Dear chris,

If you haven't yet seen the notices, today I'm holding Part 1 of a 2-part Teleseminar Workshop on **How to Find the Niche Market That's Right for You.**

Because this is a Teleseminar Workshop with **group coaching**, the savings to you is substantial. Most of my coaching students pay **\$500 USD** for one-on-one Niche Market coaching, and access to the most comprehensive information available on the subject.

But you will pay only **\$79 USD**. That's quite a savings! And this Workshop probably won't be repeated again this year. So if you need help in determining the niche that's right for you, learn more about this unprecedented 2-part **Teleseminar Niche Workshop** [HERE](#).

Otherwise, read on for a subject I've been wanting to address in this newsletter for a long time: How to use the six main motivators - **Fear, Greed, Guilt, Anger, Salvation**, and **Exclusivity** - to attract the really great

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

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

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clients!

## How to Use the Six Main Motivators - Fear, Greed, Guilt, Anger, Exclusivity, and Salvation - to Attract the Really Great Clients

In my early years as a copywriter, one of the most fundamental rules of direct marketing taught that **fear**, **greed**, **guilt**, and **exclusivity** are the four most powerful motivators for getting people to take action.

For every package I wrote, I consulted this short list and let one of the main motivators guide my copy. Every once in awhile, however, I found that **salvation** was the logical motivator for the package I was writing, so I added salvation to the list.

Yesterday I did a quick search on the Internet and I now see that not only has **salvation** been added to the list by other direct marketing pundits, but so has the emotional motivator of **anger**.

I don't think I have ever stimulated **anger** as a motivator, but it would make a lot of sense for political or social awareness campaigns, some fundraising organizations, and certain other niches where distrust runs rampant.

So what does all of this have to do with getting the really great clients?

Simply this: marketing directors and business owners are human too, and when you market to them, you can do a better job of getting leads when you tap into what motivates them.

## Fear is almost always the best motivator

Which one of the six main motivators will work best for a given promotion will vary, of course, but if I can use **fear**, that's the one I go for.

That's because I feel that of all of the motivators listed above, fear is the strongest emotion, and that **salvation** is close behind. In my *own* marketing book, **pain** is closely related to **fear**. And I think **fear** and **pain** are by far the two most powerful emotions you can tap into.

Imagine, for instance, that you're the sole breadwinner in your household, and that the company you work for has just been bought out. Rumor is, heads are going to roll.

You're freaking out that you'll be out of a job, and on top of that, you have no savings.

And no matter what someone puts in front of you - a huge savings on travel (**greed**), a request to help starving children in Africa (**guilt**), or an invitation to the White House (**exclusivity**) - nothing is going to make that gnawing in the pit of your stomach go away until you find security again.

So when I seek to influence a target, the first thing I do is look for psychological concerns for **safety** and **security**, or for an area of **fear** or **pain**.

## Understanding a pain or problem your target audience is experiencing will get their attention

In my work with my coaching students, I teach them to become problem solvers, not "order takers." Order takers contact potential clients to see if they have any work available.

Before I go on, there's nothing wrong with order takers. I used to be an order taker for many years. But now I take an active role in helping my clients think through their marketing problems and strategies. The ability to do this, of course, grows with time.

So getting back to order takers versus problem solvers.

If you're a creative director, marketing director, business owner, or any other title that hires copywriters, who would *you* rather work with?

Someone who wants to "take orders" from you? Or someone who has taken the time to understand the **pains** of your work life or the **challenges** of your job, and has ideas for **solving your problems**?

As with any target market, the copywriter will do her best copywriting work when she understands the primary motivations of her target market.

And when it comes to marketing to those who would hire the copywriter, it just makes sense to treat them with the same respect you would give any other target market.

This is why I teach my coaching students to create a white paper or free report as their "offer" to their niched prospect list.

Through research, my coaching students come to understand the "pains" of their target audience, and then they put together content designed to solve a problem, or add valuable insight into a marketing challenge unique to that marketplace.

The problem-solving content is subtly *linked* to the copywriter's unique selling proposition, so the prospect walks away thinking, "this copywriter is the *perfect* copywriter for my niche, and he can help me solve my marketing problems."

Copywriters who have written lead-generating campaigns for sophisticated marketers or direct response agencies will recognize this strategy as par for the course.

So to get yourself a stream of high-quality, high-value leads, you must first create your own list of hand-picked prospects who are individually qualified (by you), to be on your list.

Then, to get their rapt attention, *prove* to them that you understand their **challenges**, **frustrations**, and **pains**.

Traditionally this is done through a white paper or free report. And just as with *any* lead-generation program, your response rate and success will depend on how well you know your target market's pain, and how well you present yourself as a *solution* to a pain your target market is experiencing.

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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

### Secure your spot at my Coaching Workshop on 'How to Find the Niche Market That's Right for You!'

This is an unprecedented opportunity that may not be repeated again. Learn more about this exciting event [HERE](#).

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**Learn From Top Copywriters and Marketers for FREE** - Master copywriter **David Deutsch** has gathered together some of the biggest names in direct marketing... EIGHTEEN to be exact.

Names like Jay Abraham, Herschell Gordon-Lewis, Clayton Makepeace, Dan Kennedy, Joe Sugarman...and many more! Attend his free Teleseminar and learn from the best for FREE! Simply click [HERE](#)

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### Coaching time slots are open once again...

If you want to create a marketing machine that attracts the high value, high quality clients, the **MARLOW Marketing Method™ for Copywriters** is for you!

Check out the details [HERE](#)

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**One FREE Coffee Klatch session** - If you've completed a coaching program with me, you're invited to try our Coffee Klatch group coaching for **FREE!** Just email me at [chris@getgreatclients.com](mailto:chris@getgreatclients.com) and I'll send you the call in information. To learn more about the Coffee Klatch, go [HERE](#)

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**New eBooks** - Seems like everyone is talking about two new eBooks that have some things in common.

**The Freelance Copywriter's \$64,000 Direct Mail Promotion Package**, by Pete Savage, is selling like hotcakes. Everyone I've talked to, who has purchased the book, is LOVING it. You can find out more about it [HERE](#)

And in another new eBook that's making waves, 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*. This is a book that's filling a need! Check it out [HERE](#)

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The world's leading **Pricing Guides** take the stress out of pricing and negotiating your copywriting work, not to mention saving you thousands on easy-to-make mistakes. For pricing on 20 common copy jobs, go [HERE](#). For 40 more, go [HERE](#)

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

## Post Script

We broke longstanding records here this week for heat, in the Palm Springs area. And although we're going into what I call our "winter" here in the desert, what with temperatures reaching as high as 120 degrees, it's still a stunning resort area with LOTS of air conditioning.

So if you come to Palm Springs in the summer or *any time of the year*, give me a call! I LOVE to meet my copywriting friends, colleagues, and subscribers.

Write this down and put it in your wallet: Chris Marlow, **760-340-2045**, Palm Desert, CA. Call me...I *mean* it!

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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