

# Get Great Clients™

with the MARLOW Marketing Method™



Now in its fifth year, Chris Marlow's GET GREAT CLIENTS focuses on how to land the high-quality, high-value clients. GGC mails to 2,400 loyal subscribers in 31 countries.

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[The TRUTH About Copywriting for Non-profits](#)

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

Dear chris,

**What do potential clients LOVE to hear? You'll find out in this month's article!**

Plus I have some special announcements I think you'll want to know about. So let's pop though them, and then get right to the meat and potatoes...

\* First of all, congrats to coaching student **Celine**, who just landed her first client - a global training company with 100 employees - in her first mailing campaign! You're the "gunslinger" your marketing says you are, Celine!

\* Past coaching students **Ed Gandia** and **Pete Savage** have created a blog that focuses on the business aspect of copywriting. It's loaded with great content from Ed, Pete, and other successful freelancers you can learn from. I highly recommend it. Visit: <http://www.TheWealthyFreelancer.com>

\* The winner in last month's drawing is **Bonnie Ayers Namkung!** Thank you *and everyone else* who sent referrals of talented, ethical designers and webmasters!

I'm still working through the list! Bonnie, watch your mail this week for your free copy of Russell Kern's now out-of-print "SURE-Fire Direct Response Marketing" book and **mystery gift!** (Look [HERE](#) to see how your name was picked :)

\* There's danger afoot in the field of nutraceuticals and

[Writing White Papers](#)

[MarketingSherpa's Search Marketing Benchmark Guide 2008](#)

[Design to Sell](#)

[MarketingSherpa Landing Page Handbook](#)

[Influence: The Psychology of Persuasion](#)

[Selling to Big Companies](#)

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

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nutritional supplements, and copywriters may soon be at risk!

Past coaching student **Pam Magnuson** is about to come out with "What to Say When You Can't Say Anything," an industry first designed to keep copywriters from *getting sued* and businesses from *going out of business* due to (often unsuspected) marketing violations against FDA rules. Keep tuned... you'll hear more about this very important new publication here!

\* Did you know I'm speaking at this year's [AWAI Bootcamp](#)? I'll be there with a workshop on **How to Find the Niche That's Right for You!** [Sign up now](#), before the money-saving deadline ends in just a few days, and save **\$200** big ones!

\* Copywriting legend **Don Hauptman** has just written an ebook that you simply *must* have if you want to know the many ways you can add additional income to your copywriting business. Watch for a review of this extremely meaty ebook from me soon. In the meantime, learn more about the "The Versatile Freelancer" here:

<http://www.awaionline.com/marlow/versatilefreelancer/>

\* Hook up with me at my [blog](#), on [Twitter](#), [Facebook](#), or [SelfGrowth.com](#)!

And now let's get down to business. **Just what DO potential clients love to hear?**

## THIS MONTH'S ARTICLE...

### WHAT POTENTIAL CLIENTS LOVE TO HEAR

This month's article is very much inspired by my coaching students, many of whom are brand new copywriters. Often they feel they're lacking in background that will help them establish credibility in their new copywriting career.

Before I move on, let me say that after five years, I've yet to work with a new copywriter who has virtually "nothing" to work with when it comes to crafting a message of credibility.

Direct marketing is many faceted, and as long as you're not a "babe in the manger," you DO have talents, experience, and knowledge that will be valuable to a business that's trying to sell to a market you understand.

So that said, let's get into **FIVE things** you may have in your background **that marketers love to hear**. And if you possess more than one of these... well, congratulations. You'll have *no excuse* for not making it as a copywriter!

So here we go... the top five things potential clients love to hear about your background (in no particular order):

**1. You have a background in sales.** You've probably heard the phrase that copywriting is "salesmanship in print." And so it is! Therefore, if you've had any experience whatsoever in selling anything... from dresses at Macy's to call center sales to selling cars, your prospect will perceive that you have a foundation in sales.

Do you have to have been good at it? No, but of course it would help. At 19 years old, I sold Cutco Cutlery door to door with my boyfriend, made one sale, and quit.

I also sold makeup at Nordstrom once, a job I hated and consistently underperformed in. Yet I've had a long successful career as a copywriter, won the industry's top awards and created many controls for high profile marketers.

**2. You have a background in marketing.** Once you learn copywriting, then you need to learn marketing. If you already know marketing, then you have the obvious advantage of being able to help your client at a deeper level.

You can advise on strategy and make recommendations. You can offer ideas, spot opportunities and prevent disasters. Instead of being an order taker, you can be a problem solver. Clients love to hear that you have a background in marketing for all these reasons. Plus the pay is better when you can offer these skills.

**3. You have a background or education in psychology.** Sales is all about getting inside the head of your prospect. Whether you're selling to an individual or a group, your first job as a copywriter is to understand the psychology of your target so well that your communication is "right on."

In fact, this is the most important skill a copywriter brings to the table. After all, what happens to a campaign when the message is off... even slightly? Marketers love to see an education in psychology in a copywriter's bio. And if you can add sales experience as well... well, that's icing on the cake!

**4. You're a problem solver.** Marketing hats prefer to work with problem-solvers. This is one of the reasons my coaching students create case studies of past accomplishments that show their ability to solve problems that result in a desired outcome.

When I work with a new copywriter I show them the difference between being an order-taker and a problem-solver. Even though the client may want you to fill an order (e.g., write a simple press

release), you can also help with more complex jobs if you know how to be a problem-solver.

**5. You've owned your own business.** No one understands the perils and risks of marketing like the small business owner, who can't afford to make too many mistakes.

Marketing decision-makers love copywriters who've had to live and die by their own successes and failures. No matter what type of business you've had - from tutoring kids in your home to small engine repair - having to fend for yourself goes a long way towards building credibility in the eyes of the marketer.

What if you don't have any of this in your background? Don't despair! I've never worked with a copywriter who had a blank slate for history.

The world of copywriting and marketing is rich with complexities, and matching aspects of your background with values found in this business is only a matter of brainstorming.

After going through this process with me only weeks ago, one of my students remarked, (and I paraphrase), "I'm so amazed now at how I fit into copywriting. I just couldn't see before how my military service in espionage could help me here!"

**Did you like this article? If so, please forward to a friend:**



## COACHING FOR LANDING THE HIGH QUALITY CLIENTS

\* The [MARLOW Marketing Method™ for Copywriters](#): the world's leading self-marketing program for copywriters who want to work with the high-value, high-quality clients, and then go on to become information marketers or "gurus" in their marketplace! **NEW**: Affordable [Small Group](#) coaching!

\* [Coffee Klatch](#): A twice-monthly get-together of current and past **MARLOW Marketing Method™** coaching students. Thinking of joining? Try one session **FREE**! Email me for call in times: [chris@getgreatclients.com](mailto:chris@getgreatclients.com)

\* **Reminder**: All newsletters and articles posted at the [GetGreatClients.com](#) website and are available for you to use in your own newsletters and blog posts.



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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#### **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.

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