

FREELANCER'S BUSINESS BULLETIN

October 2004

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Dear Subscriber,

Welcome to the October 2004 issue of Chris Marlow's Freelancer's Business Bulletin (FBB).

This month you'll discover the absolute fastest way to gain a new copywriting client!

And the Secret Is...

Cold calling!

As is often the case, the shortest way to success is the most distasteful. But I can tell you from personal experience that making that call (until you get enough clients), can shave months off your start-up marketing efforts.

When I first began freelancing, I combined direct mail with follow-up phone calls, so I wasn't "hard core" cold calling. But even then I remember mailing 100 letters and getting no response. However, I always followed up those letters with a call until I got so busy fulfilling requests for my background materials, that I couldn't make any more calls.

I always kept track of who I mailed to and who I followed up with. (At the time, I kept track of my campaigns with ACT contact management software).

To understand how powerful it is to make those follow-up phone calls, I recall that my most successful campaign mailed out 100 names with no responses from the letter

call to action.

However, after making some follow-up calls, I had 12 viable potential new clients on my list! And with the statistical rule of thumb that one in 10 will convert, I knew that one of them would become a new client.

Cold Calling is Faster and Cheaper

Conducting a direct mail campaign and then following up the names you most want to work for is a very effective way to gain clients, as long as you have unique positioning, a very strong offer, and a very good list. (Some of my students get about 10 responses from their very first mailing!)

However, cold calling a good list will yield faster results at less cost, as long as you do it right.

In today's world, direct marketing is a person-to-person activity. You need to have a good reason for contacting someone...a reason that offers them an immediate promise of benefit.

For instance, I teach my coaching students to create a Unique Selling Proposition (USP) for themselves, and then contact only those companies that strongly relate to that USP. The phone conversation might go something like this:

Copywriter: "I've been looking at your Web site for some time now and have been planning to call to check the spelling of your name and make sure you're at the Houston office so I can send you a letter..."

Potential Client (who is flattered and curious): "Why have you been looking at our site?"

Copywriter: "Because you direct market Corvette parts and accessories and I am the world's only copywriter specializing solely in exotic cars. I felt that we were well matched."

Potential Client: "Yes, it would seem so. We have to

write most of our copy in house because we can't find anyone who can talk 'corvette' or handle the technical aspect of the writing..."

A "master salesman" knows that the highest conversion rates come from face-to-face selling. For the master copywriter, the corollary is one-to-one communication.

Marketing directors and agency creative directors understand the sales process and have heightened respect for the copywriter who follows its tenets...as long as the message is relevant.

So if you've got the gift of aggressiveness, try cold calling. I promise that it will evolve from awkward and intimidating to fun and exciting in about 10 calls. (In fact, the last time I cold called I got a "live one" on call number 10.)

If you think like a salesman and view it as a numbers game ("I must get nine "no's" so I can get to the one "yes"), you can become so engrossed in the process that getting a copy job feels like an interruption.

Update on the soon-to-be-released 2005 FREELANCE COPYWRITER FEE & COMPENSATION SURVEY — the world's first and only comprehensive survey on copywriter fees and economics...

After months of compiling and analyzing Survey results, and obtaining additional information on copywriter pricing from industry experts, the Survey is now in production.

Slated for worldwide release in January 2005, the 2005 FREELANCE COPYWRITER FEE & COMPENSATION SURVEY will be offered to Freelancer's Business Bulletin subscribers before anyone else, in a special edition announcement of this newsletter. Watch for it in December!

Special Announcements:

*** JOHN AND KEVIN FINN of Finn Communications in Redondo Beach, California, are agents to copywriters who work on commission only and/or earn incomes in the \$200,000 to \$1,000,000+ range.

If you fit this category, please contact John at john@johnfinn.com or Kevin at kevin@finncom.com, or call 310-373-0743. If there's a "fit," John and Kevin will thank you with a recently published marketing encyclopedia by Jay Abraham valued at \$10,000.

Other Important Stuff:

*** Send this newsletter to your freelance friends! The Freelancer's Business Bulletin was conceived for copywriters, but contains the same information any business freelancer can use to build their business.

*** Got a burning question about some aspect of building your freelance business? Send it to chris@chrismarlow.com and it may become a newsletter topic!

*** Did a friend send you this newsletter? Get your own subscription at <http://www.TheCopywritersCoach.com> where you'll also get the valuable complimentary Report, "The Secret to Successful Projects Every Time - Guaranteed!"

To your freelance prosperity,

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Veteran freelancer and award-winning copywriter, Chris Marlow has written for the nation's leading businesses for over 20 years. She also offers business coaching and master-level copywriting to new and aspiring copywriters and other business freelancers who want to accelerate their success.

Check out the benefits of coaching at:
<http://www.TheCopywritersCoach.com>

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