

# FREELANCER'S BUSINESS BULLETIN

October 2005

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**Dear Subscriber,**

Welcome to the October 2005 issue of Chris Marlow's Freelancer's Business Bulletin (FBB).

This month I'll share with you the two most powerful marketing methods I've found for the copywriter. And they are (drum roll please)...direct mail and...

Networking!

In my coaching program I have my students go through an intensive 24-session web/mail marketing program that gets them the high quality leads they need for financial and professional success.

However, as one of my previous students, Ed Gandia, just reminded me, networking is also a very strong marketing tool.

In fact, it was networking that got me my first clients, and it was direct mail that got me the right clients during the second phase of my freelance career.

**Here's what you need to know about networking...**

Rule number one: Avoid the Chamber of Commerce!

Almost every copywriter I know (including me), automatically puts the Chamber of Commerce on the short list of good places to network. And almost every copywriter (myself included), is disappointed with the results.

Now I'm not saying the local Chamber is always a losing

proposition; I have ONE past student who said Chamber networking paid off for him, but 99 percent of the copywriters I talk with agree the businesses found there are just too small (and usually clueless about direct marketing).

What's more, the Chamber is comprised of many types of business, so niching is not possible.

Much better to go to events and meetings that focus on marketing, like a local Direct Marketing Association and the American Marketing Association. This is where you'll find marketing directors, direct marketers, and marketing-related vendors likely to have a high interest in copywriting services.

When I first started my freelance career I joined the Oregon Direct Marketing Association and took every opportunity I could to get my name known.

I wrote the newsletter (and placed a free ad in the classifieds); I wrote the press releases and I accepted responsibilities for putting on the yearly conference. I even gave a speech on the proper elements of a good sales letter. And I put myself on the board.

All of this led to my first freelance clients: mini-cataloger and manufacturer Stash Tea, LawnPro, a small landscape maintenance firm, and an ad agency that locked me in a tiny room on site, as though to prevent me from making a personal call on their dime. Not the best clients, but it gave me my start.

Over the years, technology has made niche marketing the smart way to go, and for that reason I also highly recommend that you seek groups, organizations, trade shows, and associations that pertain to your niche.

Pam, one of my current students, is niching into a very specialized area of the alternative health field. Within her unique niche she's found huge trade shows she can attend, and is now making calls to vendors to introduce herself and let them know she'll be stopping by their booth. The positive response she's been getting has us both

very excited!

Many copywriters find it difficult to network simply because they live remotely. For them, I like to point out online alternatives.

For instance, as a specialist in software who lives in California's remote Palm Desert (near Palm Springs), I must seek online opportunities to network.

To this end I've participated in marketing forums on SoftwareCEO, a popular site for software execs. And I've also written articles for its newsletter.

I can report that networking on SoftwareCEO has paid off nicely, as a large chunk of last year's income came from a client who saw my name there.

Online networking has another plus, and that's that it's an especially attractive route to take if you're shy and have a difficult time of meeting people.

With online networking, all you have to do is answer a question, provide an opinion, or share a resource. It takes just a few minutes, you don't have to dress up, or travel anywhere, and it doesn't cost a thing!

In summary, there are many ways for copywriters to market themselves. Public speaking, writing articles, cold calling, running ads, and so on.

But most copywriters have neither the time nor the finances for multiple marketing efforts; most pick one or two methods that appeal to them, and work hard at making them effective.

One thing is sure: I wouldn't be where I am now without networking. I found my copywriting mentor via networking and he taught me everything he knew.

With networking I made the connections that got me an agency job that changed the course of my career...and my life.

Reflecting on what networking has done for my career, I must wholeheartedly encourage my ambitious freelance friends to take advantage of its benefits.

I've often thought that in any business, it's the PEOPLE who make things happen. With networking, you can capitalize on this truism.

You can develop relationships that last a lifetime...gain experiences that greatly impact your career...and enjoy rewards far beyond your initial imagination.

I encourage you to find networking opportunities, both online and off. Network consistently and I guarantee that when you're "fat and happy," you'll attribute some of your success to networking.

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Another smart online opportunity...Lorrie Morgan-Ferraro's bootcamp for high-powered copywriting

When I saw the promotion for Lorrie Morgan-Ferraro's "Red Hot Copywriting Bootcamp" I was intrigued enough to ask her for more information.

This is what she emailed to me:

"It's a 6 week teleseminar with an online learning campus, teamwork and outside assignments guaranteed to boost ANYONE'S copywriting skills (from novice to expert).

"In the last classes we do live online critiques which is a great learning tool. I have desktop sharing software (they don't download anything) where they watch live as I make changes to copy and explain why. It's very powerful."

Check it out, but do it fast. Class starts soon...this Tuesday, October 18. Go to:

<http://www.kickstartcart.com/app/aftrack.asp?afid=293220&u=www.red-hot-copy.com/rhcbootcamp.htm>

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Do you charge for your copywriting services? Do you buy copywriting services?

My pivotal survey of nearly 300 freelance copywriters offers statistical guidance on 20 common copywriting jobs, including:

- \* print sale letters
- \* web site copy
- \* email letters
- \* self-mailers
- \* full mailer packages

Quit struggling over the negotiation process. Use these powerful benchmarks to make smart business decisions!

Check it out at:

<http://FreelancersBusinessStore.com>

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Coaching time slots are available!

if you want to put together a proven program for getting the RIGHT kind of clients and earning your highest potential, check out my coaching program at <http://www.TheCopywritersCoach.com>

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A valuable tip from copywriter Lea Pierce...

In the August issue of the Freelancer's Business Bulletin I offered advice on what to do when a client suddenly stops communicating right when it's time to move forward on a job.

Santa Rosa copywriter Lea Pierce wrote in to add to my advice. She says she prevents the silence syndrome by following up her emails with a phone call. Right on Lea! Technology isn't perfect, and we can't always assume a client receives our email!

Don't miss a single issue of the Freelancer's Business Bulletin...

Our new content management system reveals that the Freelancer's Business Bulletin has been "spam rejected" by 2 percent of subscribers. To make sure you always receive your free issue, add "Chris Marlow" to your address book.

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Other 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? It may become a newsletter topic if you send it to:  
chris@chrismarlow.com

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

To your freelance success,

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Veteran freelancer and award-winning copywriter, Chris Marlow has written for the nation's leading businesses for over 20 years. Visit her copywriting site at:  
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Chris 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:  
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