

FREELANCER'S BUSINESS BULLETIN

Special Issue December 2005

Dear Subscriber,

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

This month I'll answer a question I've been asked twice since the last issue of the FBB.

And that question is:

"Can I transition into copywriting by moonlighting?"

That's a question I don't take lightly (actually, I don't take ANY question lightly).

But as a copywriter's coach and "trusted advisor" I realize that life-altering actions could take place based on my response.

There's a lot of overtly self-serving marketing taking place in the "new copywriter's space" of the Internet, and I don't want to add to that.

So permit me to give you my very considered perspective on the question...

"Can I transition into copywriting by moonlighting?"

I'm happy to report that the answer to that question is "yes"...but with caveats.

Many people who want to transition into copywriting hold full time jobs and have the responsibility of families. That doesn't leave much time for copywriting, and copywriting IS time-intensive.

Although I advise my coaching students to look for national and international clients, I'd advise a moonlighting copywriter to look for local clients.

It's often easier to land a local client simply because you can meet with him. (This eventually becomes a liability however, because meetings are unnecessary time-wasters, and the client will often tell you to "stop by and pick up the check.")

Another question you'll need to ask yourself if you want to moonlight is whether you can communicate with your client during working hours.

If you're absolutely unable to return a call or respond to an email during regular working hours, it's going to be really tough to create a relationship that works.

That said, most people have at least a lunch break where communication needs can be handled.

Another reason I suggest local clients for the moonlighter is that to work for non-local companies you need good marketing materials, and today it's almost essential to have a Web site. By working local you can get by with letterhead and business cards.

If you're thinking about "throwing a site together," don't do it! A hastily conceived site will look it, and will damage your "portfolio"...because it's a reflection of the kind of work you'll do for the client. Best to do it right the first time.

Many new copywriters fail to think of people they know who have businesses that could use a Web site or sales letter.

Friends and family are more likely to be flexible and understanding about time and career-transition issues. So be sure to consider opportunities that are even "closer to home" than local prospects if you want to moonlight.

Greg, one of my readers, also asked if there are particular markets that have longer turn-around times so he could feel confident he'd never miss a deadline.

My Answer:

Business-to-Consumer (B2C) copywriting has more order-generating work than Business-to-Business (B2B), and that usually requires longer copy.

Companies that need long copy to sell their product or service usually understand that it will take weeks or months to complete a large project.

But you still have to put the hours in. And it's a lot harder to estimate your time on a large job than a small one.

What's a small job?

There's lots of jobs you can do in direct response copywriting that you can do in a day or two. For instance, in the Business-to-Business space, you'll find a preponderance of lead-generating work.

Lead-gen work is much lighter work because all you have to do is get the prospect to raise her hand. In fact, there's a rule of thumb to tell ONLY enough to get interest...you don't want to give so much information that the prospect can decide without the aid of a "next step" (usually contact by a salesperson).

You can get paid a tidy sum for a 2-page lead-gen sales letter (say \$2,000) and knock it out in a day or two.

The most important thing to remember when you pick up moonlighting jobs is to estimate your time, and then DOUBLE it.

ALERT! PRICE IS GOING UP ON THE 2005 FREELANCE COPYWRITERS FEE & COMPENSATION SURVEY(tm)

The Survey Report that's taken the freelance copywriting industry by storm is available to you now at the lowest price you'll ever see...just \$125 USD...but the Introductory Period is about to expire!

Pricing expert Marlene Jensen gave it a \$250 price tag, but

I've kept it low to make it more accessible to new copywriters.

Get your copy now before the price goes up to \$147 and stays there! Let this survey of nearly 300 freelance copywriters give you statistical guidance on 20 common copywriting jobs, including:

- * sale letters
- * home page copy
- * email letters
- * self-mailers
- * full mailer packages
- * catalog copy
- * magalogs
- * concepting
- * newsletters

This seminal Survey has already saved thousands for others just like you (read some of the testimonials on my site!).

So save some money by purchasing a Copywriter Pricing Report NOW that you may want or need later...but at a higher price.

Get your copy now at:
<http://FreelancersBusinessStore.com>

ANOTHER BIG ANNOUNCEMENT

The Freelancer's Business Bulletin does not publish in December. (I take a break!)

Look for your next issue mid-January, 2006...and note that the name is changing!

Beginning in 2006 the Freelancer's Business Bulletin will become the Copywriter's Business Bulletin, to better reflect my subscriber base. (And also for keyword advantages :)

What's important: Make sure you have my name "Chris

Marlow"

in your address book. Subscribers sometimes tell me they aren't getting the Bulletin and when I investigate, I find their ISP has blocked the newsletter as spam!

Put me on your white list to ensure continued receipt of the (new, but essentially the same) Copywriter's Business Bulletin.

ONE MORE BIG ANNOUNCEMENT

In my 20 plus years as a copywriter, I must say that Bob Bly is the most enduring and accomplished copywriter I know, having written for over 100 clients in dozens of industries, authored more than 60 books, and spoken to countless business, media, and copywriting groups in addition to his work as copywriter.

That's why I can unequivocally recommend his upcoming "World's Best-Kept Copywriting Secrets" Boot Camp, slated for February 24 through 26 in Las Vegas, Nevada.

There's lots to pick from these days for learning the art and science of copywriting, not all of it worth the price.

Bob's time and success in this business, and his staying power, makes him a safe choice for furthering your direct marketing education. And the fee for his seminar is VERY reasonable!

Learn what Bob has in store for you at:

<http://tinyurl.com/858c4>

Coaching time slots are available (but there aren't many left)

If you want to put together a proven program for getting the RIGHT kind of clients and earning your highest potential in 2006, check out my coaching program at

<http://www.TheCopywritersCoach.com>

A small but important announcement

We'll be conducting our annual list cleaning in December. Please watch for an email from Chris Marlow asking you to re-subscribe so you can receive this newsletter for free through 2006.

Other stuff:

*** Send this newsletter to your copywriter friends!

*** 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,

Chris Marlow

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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:
<http://www.chrismarlow.com>

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:
<http://www.TheCopywritersCoach.com>