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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

Dear Cheryl,

Do you read John Forde's fabulous newsletter, The Copywriter's Roundtable (CWRT)?

If so, you may have seen my article in last week's issue of the CWRT that reveals (from my perspective, and the perspective of my survey participants), the top five niches for copywriters.

The response from John's readers was so positive that I'm reprinting the article here to share with you. (Apologies if you've already read this article in the CWRT!)

For this month's **Quick Q&A**, I answer the question, "What's the difference between a resume and a bio (biography)?" It's big...

So let's get to it... Introducing (verbatim), the article in John Forde's newsletter that created such a flurry of responses last week...

The Top FIVE Niches for Copywriters

As a copywriter's coach, I've been helping copywriters find the niche that's right for them since 2003. Because I've worked in almost all the niches open to copywriters, I've always felt confident in my advice.

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But after working intensely with copywriters for four years, I find I've developed insights and perspectives I didn't have before, which have deepened my understanding of the niches *and* given me a clearer view of their respective personalities.

What follows is my own take on the safest and most lucrative niches for copywriters, using experience, logic, statistics from my two Fee & Compensation Survey Reports for copywriters, a touch of online research, and a little deductive reasoning.

What are the "really big" niches for copywriters?

I think most would agree on a few of them. Health is big. And so is BizOp (business opportunities). Another is financial. And in my opinion, there are two more "really big" niches for copywriters. Can you guess what they are?

One is sex, dating and relationships. (One of my past coaching students is doing very well in the dating niche.) So that makes four.

And so far, have you noticed? All of the "really big" niches have something in common: Each also happens to "service" the really big needs of us humans...

- Sex and relationships, so we can procreate and keep the species going... and fulfill the human need for love, companionship, and community;
- Money, so we can have the things we need in order to live, like food and shelter... plus maybe some of the little extras we don't need but still desire;
- Business opportunities, so we can realize our full potential, enjoy our work lives, and fulfill the desire to shape our own destinies;
- And health. Few would argue that good health is "big" because if you have a serious health challenge, correcting it comes before everything else.

So that's the first four. What's the fifth big niche market for copywriters?

Technology!

According to **Volume I** of my **Freelance Copywriter Fee & Compensation Survey** (published in 2005), where nearly 300 copywriters shared their most intimate economic information,

technology was revealed to be *the most popular* business category to work in.

In 2007, when I came out with **Volume II** of the **Freelance Copywriter Fee & Compensation Survey** (which is not an update but a companion to Volume I), 234 copywriters revealed technology as *the most lucrative* business category to work in (36.8 percent).

Marcom was a close second at 35.5 percent, and "banking and investment" was third, at 26.1 percent. (Respondents could select more than one niche.)

Because I like things tied up in nice, neat, logical little packages, it bugs me that technology doesn't "fit in" with health, money, work, and sex and relationships.

These first four are things that have been at the center of human life since the advent of civilization.

So how does something as cold and impersonal as technology edge its way in?

Perhaps the answer lies in a little technology 101 education.

"Technology is a broad concept that deals with a species' usage and knowledge of tools and crafts," says Wikipedia, "and how it affects a species' ability to control and adapt to its environment."

Wikipedia goes on to say that "The human race's use of technology began with the conversion of natural resources into simple tools" and cites the prehistoric discovery of the ability to control fire as an early use of "technology."

Use of the wheel for transportation also was an early use of technology that greatly enhanced humanity's ability to control its environment.

So it could be said that technology is not a "black sheep" amongst human motivators after all, but an expression of our innate need to control.

So... if technology is not only the most popular but the most lucrative of the niches for copywriters according to my surveys...

Does that mean that, before all else, we're control freaks?
Something to ponder :)

For those of us who write copy for technology clients...

typically hardware, software, and telecom... would it be worth keeping in mind that at the root of it all is the need and desire to *control our environment*?

In business-to-business copywriting, and especially in software, emphasis is often on productivity gains, which leads to greater profitability.

Thus it often comes back to ROI (return on investment) as a dominant sales theme.

But how many copywriters have analyzed the technology market from this direction?

In trying to figure out why technology is such a big market for copywriters, we may have stumbled upon an underlying, underused motivation: *the human need to maximize control in life and in business.*

It's something worth testing!

So there you have it... my take on the five biggest and safest niches for copywriters: health, finance, business opportunities, sex and relationships, and technology.

All addressing some vital need of the human species.

And all tied up in a nice, neat, little package.

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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, see the Announcements section of this ezine.

This Month's Announcements

Next month: A "Search Engine Optimization for White Papers" Teleclass with Dianna Huff.

In the world of business-to-business (B2B), white papers are incredibly powerful lead-generation tools. In fact, I have all my **Full Course** coaching students create a white paper for their own lead-generation efforts.

And what's really cool is that you can submit your white paper to the search engines, and really get it out there. BUT - as you surely know - you will do much better to include search engine optimization (SEO) tactics in your white paper, so the right people can find it in their web searches.

This is sure to be a really, really valuable teleclass, and it's only \$29 USD. I'll be there. Will you?

Check class details at:

<http://www.whitepapersource.com/cmd.php?Clk=2106183>

The Get Great Clients blog is up! I've decided to offer a mix of business and pleasure at my new blog. Be sure to visit and tell me what you're up to! Visit:

<http://www.GetGreatClients.com/blog>

Sign Up for The Copywriter's Roundtable

I mentioned John Forde's wonderful ezine earlier in this newsletter, but didn't tell you how to subscribe. John's in the middle of making changes so this link is only temporary. Right now you can sign up for his weekly ezine here:

<http://www.agoramail.net/add.cfm?list=crtable>

Coaching

If you're a copywriter, designer, or other marketing freelancer, and would like more information on my coaching, visit:

<http://www.TheCopywritersCoach.com>

If you're a professional service provider who needs to start off the right way, or who needs better clients, please visit:

<http://www.FreelancersCoach.com>

QUICK Q&A: What's the difference between a resume and a business bio?

This is an especially important tip for new freelancers who are sometimes unaware of the important distinction between a resume and a bio.

In a nutshell, a resume says "I'm looking for work as an employee," while a biography says, "I'm a consultant."

Also, aside from a business card and stationery, your bio is the most important business document you have. So it's important to work hard on your bio, making sure it clearly reveals your niche and your unique selling proposition (USP) for that niche.

What if you have more than one niche? Then you can go one of two ways. You can craft two different bios and use each when appropriate. Or you can craft one bio that presents you as capable in any niche, but specializing in one niche in particular.

In my case, I have one bio that presents me capable in any niche, but specializing in one niche in particular (software). However, I have two sets of stationery: one that says "Superior Sales Copy" and one that says "Superior Software Copy." Same thing goes for the email signature file. They don't cost anything, so I have several sig files customized for my various niches and audiences.

Chris Recommends

Do you have ChrisMarlow@GetGreatClients.com in your address book?

If not, *please take the time to add me now*, because in the very near future I'll be making an important announcement. Soon I'll share with you a URL that I hope you'll visit often.

This URL will be "**all things self-marketing and copywriting**." For quite some time it's been my dream to create a portal where copywriters and freelancers can go to find virtually everything they need to marketing themselves appropriately.

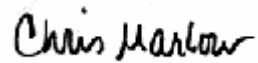
After months of hard work, we're ready to unveil this exciting resource! And I really want to be sure you receive the special announcement that will come your way in the next few weeks.

So add me to your white list now:

ChrisMarlow@GetGreatClients.com

That's it for this month's issue...

To your freelance success,



Achieving Goals Through Trusted Advice™

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Veteran copywriter Chris Marlow has written for the nation's leading direct response agencies, Fortune 500 companies, and large and small businesses for more than two decades.

Today she devotes considerable time to coaching copywriters, designers, coaches, and other service professionals on how to land the high-quality, high-value clients.

An expert at niche development and job pricing, Chris also creates information products that are based on facts, interviews, and research that freelancers can trust in and rely on. A member of the [Trusted Advisor's Alliance](#), Chris puts honesty and integrity first in every business exchange.

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