

# GET GREAT CLIENTS

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## Dear Subscriber,

This month in Get Great Clients I want to share with you the single most important thing you should know about landing a high-quality client... the one thing they look for that so many freelance consultants lack...

\* Also I'll tell you about Mike Stelzner's new update to his survey of White Paper writers, which I've been reading with interest...

\* And I'll answer a recent question from Karen, one of my coaching students, who wants to know if re-branding is going to hurt her current marketing efforts...

\* And related to that is "big and small changes you make in your marketing"... does anyone really notice??? (I'm making a change right now, with this newsletter. See why I'm dropping HTML in favor of text only...at least for the time being.)

So let's tackle the first subject:

### **What is the single most important thing you should know about how to land a high quality client?**

In a word, it's EMPATHY.

And my copywriting colleagues should know this, because understanding the pains, frustrations, desires, wants, needs, and goals and aspirations of your target audience is the key to higher response rates, more orders...and yes, better clients.

Why is this?

Simply because as human beings, from the moment of birth (and that first slap on the fanny) we are in pain. We are in psychological pain (How can I get out of debt?), emotional pain (I hate this job), and sometimes physical pain (starting with our first moments into this world).

Are we ALWAYS in pain? Of course not. Sometimes we have pleasure, but first the pain must be absent (maybe this is why drugs are so popular!).

Now here comes the clincher: Pain is more powerful than pleasure. The human being will seek to alleviate his pain before he will seek to find pleasure.

The lesson here?

Simply that the freelance consultant who knows her target market's pain... and seeks to SOLVE it... will be the freelance consultant who gets the job.

In lead-generating direct marketing, this is what the "offer" is all about.

As a direct response copywriter who targets marketing directors, I've made it my business to know what their life is like at work. I know a number of "pains" they deal with on a daily or weekly basis, and then I figure out how I can help them solve those pains.

When I think I have a great solution to a problem (e.g., how to increase response rates, shorten sales cycles, gain market share), I write a report (or guide, White Paper, Problem/Solution Recommender, etc.), and I present this free information as an offer to my target.

Being of high quality (I present only to pre-qualified prospects who meet certain criteria), this marketing director recognizes that I too am of high quality, and a "hot lead" is born.

When I share this information with my coaching students, I sometimes point out that most copywriters study every detail of the product or service, and spend very little time delving into the living, breathing pains of the prospect.

This is a terrible mistake, of course, because it is not the product we must convince...it is the prospect. So spend the time it takes to get to know the unique pains of your target audience, then offer them a solution for solving a specific problem.

For freelancers who target business, "pain" is on your side. You might find selling pleasure very profitable in the B2C space, but in B2B, pain is king!

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

Stop taking whatever comes to you and go after what you want! If you're a copywriter, designer, or other marketing freelancer, and would like more information on my coaching service, 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>

### **Chris Recommends**

The "White Paper Writer Industry Report: 2nd Edition" is just out...

Similar in many ways to my Freelance Copywriter Fee & Compensation Surveys, Mike Stelzner focuses on one very important aspect of the copywriting and marketing world... that of the White Paper.

I've written many White Papers myself and they're not only great pay, but they're the cornerstone of any sophisticated

lead-generating business, which is why I teach my coaching students how to create White Papers (or "free reports").

When I wrote the feature article for this issue, I didn't put it together that I'd also be sharing my opinion of Mike's excellent report, but it does dovetail with my earlier message that even we, as freelancers, must create free reports in order to get the attention of the "high quality" clients.

White Papers are a big industry and Mike correctly puts the focus on one of the most important marketing tools of the B2B marketplace.

Whether you're a copywriter writing White Papers for others, or a service freelancer who needs to write one for yourself, it's worth your while to check out the new 2nd Edition of the "White Paper Writer Industry Report," which is an UPDATE to the first edition published in 2005.

Check it out at:

<http://tinyurl.com/ofl7y>

The new Freelance Copywriter Fee & Compensation Survey(tm)  
Volume II PLUS the new Bonus Report, Marketing and Time  
Management for Copywriters

Check out this quote...

"I just ordered your new Writer's Compensation Survey and it has already helped with a client who said my brochure quote was 'too pricey.' Your survey gave me the authority to insist on getting paid appropriately, and he accepted my offer. This alone is worth many times the price of the survey, and I just bought it a few hours ago! Thanks again!" — Jacob Bear, Alternative Health Copywriter, Los Angeles, CA

What more can I say? ... Hundreds of copywriters took a big chunk of their time to share their most valuable business information, answering dozens of questions about their job pricing, marketing, and time management.

Now we have 40 new pricing benchmarks for common copywriting jobs such as copy for autoresponders, press releases, ezines,

SEO Web copy, postcards, articles, large order-gen sites, ghostwriting, phone scripts, and much, much more! So if you need to know what the going rates are, be sure to check out the world's most accurate and comprehensive resource for copy job pricing! Visit:

<http://www.FreelancersBusinessStore.com/Volume2>

\* The Freelance Copywriter Fee & Compensation Survey Volume I PLUS the popular "How to Set Your Copywriting Rates" Bonus Report

In 2005 I came out with Volume I of the Freelance Copywriter Fee & Compensation Survey. It's the world's first and only statistical pricing benchmark for 20 of the most common copywriting jobs, including direct mail packages, Web copy, self-mailers, and more, including information on the different pay conventions (flat rate, bonuses, and royalties).

This Survey Report is literally responsible for saving copywriters tens of thousands of dollars in pricing mistakes.

PLUS it comes with the industry's most popular rate setting guide, "How to Structure Your Copywriting Rates," for FREE!

Find out how to use simple business math and an online tool to calculate the hourly rate that's right for you. Get more info on both Reports at:

<http://www.FreelancersBusinessStore.com>

### **Quick Q&A**

"Will re-branding hurt my current marketing efforts?"

Although she's a copywriter, Karen's current branding makes her look too much like a graphic designer. And although she has an attractive, attention-getting logo, it doesn't differentiate her or support her unique selling proposition.

In our work together I have her making contacts, but these new contacts will see her current branding since it will be a month or two before we're ready to re-brand on a global basis.

My answer was that re-branding will not hurt her marketing efforts for several reasons.

1. Most companies (and service providers), go through a process of re-branding during their growth. I spent a year, thousands of dollars, and incredible amounts of time re-branding my business, and it still isn't quite finished.

I've noticed that Alexandria Brown (the Ezine Queen) and Lorrie Morgan-Ferrero (Red Hot Copy) are currently re-branding. My old agency, Rosen/Brown Direct, re-branded to "AlloyRed."

If you're a big established company with lots of brand equity, re-branding is a real risk.

But for us freelancers, who may need only five clients at any given time, it is not a big concern.

2. This is simple, but you have to eat. You can't stop marketing until everything is perfect. For some industries, December is a bad month for business. But they still come into work, and they still run their ads.

3. If you're in marketing in any way, you've got sympathy on your side. Savvy marketers know all about branding... and they won't hold it against you that you're doing what you have to do to grow.

And speaking of changes... Get Great Clients is now coming to you in text only because new programs for my coaching students are demanding more of my time, and something had to give!

Going back to the tried and true text-only format is giving me precious additional hours I can put toward powerful new ideas I have for helping my coaching students.

So watch future issues for some exciting developments on finding your niche, and then landing the high-quality, high-value clients!

Warmly,

Chris

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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.

You're invited to visit these Chris Marlow sites:

<http://www.CopywritersPricing.com>

Copywriter's 5-part Pricing Toolkit: A PROVEN 9-year system for successful negotiation, including the questions to ask for pricing right and the forms to protect your interests

<http://www.FreelancersBusinessStore.com>

Statistical Copywriter's Pricing Survey (Volume I) offers pricing benchmarks for 10 of the most common copywriting jobs, insight into the different pay conventions, and an unprecedented peek into hourly rate norms, gross income, and other hidden economic and psychographic data of nearly 300 copywriters

<http://www.FreelancersBusinessStore.com/volume2>

Statistical Copywriter's Pricing Survey (Volume II) offers an additional 40 pricing benchmarks not covered in Volume I, in addition to job descriptions and revealing survey information on how over 300 copywriters market and manage their time

<http://www.thecopywriterscoach.com/taa.html>

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Control-busting concepts, copy, offers, and strategies

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