

GET GREAT CLIENTS

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A free monthly coaching email newsletter for copywriters and other freelancers who want to land the high-value, high-quality clients!

Mailing to 1,756 loyal subscribers in 27 countries (see countries listing at the end of this ezine)

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NOTICE:

My recent survey of Get Great Clients subscribers revealed that some of you aren't getting all your issues. Best way to prevent missing issues is to add chrismarlow@GetGreatClients.com to your address book or white list (especially if you use a Yahoo! account for this email newsletter)

First let me say "Thank you!" if you participated in last month's survey on how I can improve the Get Great Clients e-newsletter... the turnout was great and I got a lot of good feedback and thanks to you, you'll see some exciting changes in future newsletters!

So let's get right to it...

In this month's issue of Get Great Clients you'll learn about...

* White Papers and Free Reports, and why you're really missing out if you don't have one in your marketing arsenal...

* Also in the main article, new information on how to title your white paper or free report... you MUST read this!

* In this month's Quick Q&A, a cool free online tool that formats line lengths for you (a real time-saver if you have an ezine)...

* Two announcements, and then you can go back to work :)

So let's get started on a most important subject...

HOW TO USE A FREE REPORT OR WHITE PAPER TO ATTRACT YOUR IDEAL CLIENT

Did you know that according to a recent study by MarketingSherpa, a whopping 75 percent of business buyers cited white papers as "somewhat valuable " or "very valuable" when researching vendors?

That means you should have a white paper, "free report," or other bait piece on your website... and its content better be great if you want to favorably influence those who find you.

And before we go further, another new statistic that has important implications for us, as service providers:

According to the same MarketingSherpa study, fully 80 percent of decision-makers felt *they* found the solution they were looking for, versus only 20 percent claiming the solution came to them.

So what this means is that thanks to Google and other Internet resources, decision-makers are doing (oftentimes extensive) research to find the products and people who can help them.

And not only does that mean you should strongly niche yourself with an eye toward keywords, but you should optimize your website, and *for sure* have one heck of an impressive white paper, free report, guidebook, or other information piece that your target will find irresistible!

SO WHAT'S THE DIFFERENCE BETWEEN A WHITE PAPER AND FREE REPORT?

The old pros among my readers know about white papers and free reports, but for the sake of clarity, I'll share my own definition of these sales tools.

White papers, (of which I've written many), are papers that present a business problem and a solution to that problem, while subtly presenting the company (or an individual) as a natural aid to that solution.

White papers are unbiased in tone (although everyone knows what their purpose is), and often contain facts and statistics.

Like the white paper, a "free report" presents a significant business problem faced by the intended reader, and a solution to that problem. However, the free report may contain less hard research, statistics, and fact, and more insight, opinion, history (as it pertains to the subject matter), analysis and logic, and perhaps even a more overt "sell" of the author's services.

Because a white paper or free report is such a powerful tool, almost all of my coaching students create one. The one thing the papers **MUST** do is support my students' respective Unique Selling Propositions (USPs).

After all, when the paper is read by the intended prospect, the point is to have them come away with the thought, "Wow, this copywriter is heads and shoulders above the others I've found, and he

knows that it's all about helping *me* solve *my* marketing problems."

My coaching students have varying success with their free reports and white papers, often getting a 5 percent response when they do mailing campaigns (compare that to the usual 1 percent!).

One of my coaching students in the U.K. reported a 13 percent response to his first mailing into his target market, and another in Canada reported a 20 percent response!

These response rates are from mailings to hand-built lists of 250 to 300 or so, and it's worth noting that non-U.S. countries get less business mail. Could this influence response rates? Perhaps, but why argue with success! There's no doubt that the target markets were receptive to the free reports that were offered in these mailings.

OK, THEN HOW DO I CREATE A WHITE HOT WHITE PAPER OR FREE REPORT?

The first thing you must do is get inside the head of your prospect and understand her biggest business problems. For instance, if you sell to lead-generating technology companies, a common nagging problem is the fact that sales cycles have become longer, impacting return on investment (ROI).

As a copywriter, there are many things you can do to help shorten those sales cycles, like:

- * Market research that takes you inside the head of *their* leads, to find out where they are in the buying cycle, so more appropriate materials can be produced for that buying stage

- * Offer reviews: Are the company's various offers effective enough, or should they be improved?

* Addressing a disconnect between sales and marketing that's adversely affecting marketing messages

The list is long for the ways a copywriter can help a marketing decision-maker attack a marketing problem, and by presenting your ideas in a free report (or white paper if you have lots of stats and facts), you position yourself as a vendor who has real value!

80 PERCENT OF YOUR WHITE PAPER SUCCESS IS IN THE HEADLINE

This statistic has been around for ages (I think I saw it in "How to Make Your Advertising Make Money" by John Caples), but anyone who's been in marketing for any length of time would hardly argue its truth.

And now, thanks to the MarketingSherpa survey report I've been quoting, we also know that the **first** word in a report title is the most important; other key findings include:

- * Straightforward, to-the-point, non-hypey titles work best
- * Shorter is better
- * Pay attention to likely keywords, so your title appears in search results
- * Using a colon helps your two-part title stay intact in search results (e.g., Technology Sector Sales Cycles: How CRM Systems are Meeting the Challenge)

In addition to these tips, I have a short list of title "requirements" my students and I use as we perfect them:

Does the title...

1. Select the audience so the audience knows **this** is for **them**
2. Imply the solution to a problem of high interest to the target

3. Contain an obvious benefit to the target reader
4. Imply newness
5. Use the power of curiosity
6. Convey urgency
7. Support your unique selling proposition

I don't think I've seen a time when we managed all seven in a title, but popping down this list sure has helped us find weaknesses, strengthen, and refine.

So here you have it... a short primer on why you really **MUST** have a great offer on your site, and why it should be a white paper or free report. But before I end this missive, I want to share a statistical quote from Mike Stelzner's book, "Writing White Papers: How to Capture Readers and Keep Them Engaged"...

"The use of white papers is exploding. In 2001, a Google(tm) search on the phrase white papers returned a mere 1 million responses. By 2006 that number was a whopping 329 million!"

I read Mike's book this week and I highly recommend it, even if you're an old pro because some things do change in marketing, and hot offers is one of them. You can find the book here:

<http://www.tinyurl.com/2n5yx7>

Also Mike is conducting a 1-day Seminar in San Diego, CA September 21, 2007 and he's only taking 25 registrants. Find out more about "Creating and Marketing Winning White Papers" at this link:

<http://www.tinyurl.com/32jbgj>

And finally, the MarketingSherpa survey report I've been quoting is the "Business Technology Marketing Benchmark Guide 2007-2008."

It's loaded with statistics revealing how business buyers find their solutions, what kind of media works best (hint: you should be writing articles for the mainstream press!), what works best for home page layouts and elements, buying trends, marketing trends, and so much more you can use to market yourself better; and if you're a copywriter, to market your clients better too!

If you're not in technology, don't be put off by the title. Even though MarketingSherpa surveys technology decision-makers and influencers, it only makes sense to extrapolate the data for other markets.

For instance, new information is telling us that 64 percent of decision-makers are looking at our emails and websites on their Blackberries... but 91.4 percent of B2B marketers didn't think mobile marketing applied to them.

So what does this mean to us? Simply that we'd better start thinking about how our websites and emails show up in this medium. It's knowledge like this that can put you on the map with the high-quality, high-value client!

Check out the "Technology Marketing Benchmark Guide" here:

<http://tinyurl.com/2y7ubj>

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THIS MONTH'S ANNOUNCEMENTS

* One Marketing Coaching time slot is open

While Jeff and I will probably keep working together on an "as needed" basis, my journalist-turned-copywriter coaching student is finishing my Full Course program in two weeks. That means an open spot.

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

In this Q&A, *I* get to be the one to ask the question AND to answer it!

And my question is, "Chris, how do I get nice, even margins and consistent line lengths for my text-only email newsletters?"

And my answer is, "Hire Cheryl Dillard to be your new Marketing Director!"

For years now I've pulled my hair out every month trying to get perfect margins on this ezine. But now it's EASY with an online tool Cheryl found. Just drop your text into the box, select your character line length (I used 50 for this issue),

push the button, and presto!

An instantly beautiful newsletter with no need for hard returns! (Please let me know if your copy did NOT come across looking gorgeous :)

Check out this free email formatting utility at:

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

CHRIS RECOMMENDS

Need help with pricing your services? Check out the world's most comprehensive pricing benchmarks for copywriters at:

<http://www.FreelancersBusinessStore.com>

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

Another pricing resource contains my Copywriter's Pricing Teleseminar mp3, transcript, and formula for pricing any job correctly:

<http://www.CopywritersPricing.com>

And one more product for copywriters who want to know the TRUTH about copywriting for non-profits:

<http://www.ChrisNotesReports.com>

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

To your freelance success,

Chris
Achieving Goals Through Trusted Advice(tm)

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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.FreelancersMarketingForum.com>

Free forum for sharing self-marketing hits, misses, and resources

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

Trusted Advisors Alliance; individuals who have proven themselves as trustworthy and principled in business.

<http://www.ChrisMarlow.com>

Control-busting concepts, copy, offers, and strategies

<http://www.TheCopywritersCoach.com>

Marketing Coaching for Marketing Professionals

<http://www.FreelancersCoach.com>

Marketing Coaching for Service Professionals

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