

# Get Great Clients™

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!**

Now in its fourth year, Chris Marlow's GET GREAT CLIENTS mails to 2,278 loyal subscribers in 30 countries.

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## In This Issue

[How to Get 50% or Even 100% of Your pay Up Front](#)

[This Month's Announcements](#)

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[ChrisMarlow@GetGreatClients.com](mailto:ChrisMarlow@GetGreatClients.com)

Dear chris,

If you're a copywriter or other service professional who gets paid in installments, you're going to LOVE this month's issue of **Get Great Clients**.

Copywriter **Pete Savage** is one of my successful past coaching students and this month I'm giving my space to him so he can share with you a way to **get 50% and sometimes 100% of your pay up front!**

It's genius, and I've already modified my own Fee Agreement with Pete's idea...

**Also in this issue:**

\* The winners to last month's **Scavenger Hunt** designed to get you familiar with my new portal at [GetGreatClients.com](http://GetGreatClients.com)...

\* A brief reminder that all of my products are on **SALE** until **Dec. 31, 2007**, and you can **save \$26 each** on the world's most popular pricing guides for copywriters...

\* This month's **Quick Q&A** where I answer this question from my recent teleseminar on niching:

**"How can I match myself to a niche market that's right for me?"**

**PLUS...**

\* A request for help: Do you have a **CONTACT MANAGEMENT SOLUTION** you're happy with? If so, I'd love to know what it is. Simply email your recommendation to me at <mailto:Chris@GetGreatClients.com>

\* The **New Year** is here and some of my cherished coaching students are graduating! If you want to make 2008 your best year yet, **check out my proven and popular coaching program** now, before all slots are taken:

If you're a copywriter, please visit [TheCopywritersCoach.com](http://TheCopywritersCoach.com); if you're a freelancer who also wants to work with the world's best clients, visit [FreelancersCoach.com](http://FreelancersCoach.com).

So let's get going and see what you can learn today in the last **GGC** for 2007...

## **How to get 50% or Even 100% of Your Pay Up Front**

As promised above, here is Pete Savage's email to me (emphasis mine), where he shares a very valuable tip for all service professionals who get paid in installments:

"Dear Chris,

I've got a great tip on invoicing for your readers. It's about some specific language I write into my contracts, and it has **sped up my receivables cycle tremendously this year**. I think all writers or SOHO consultants would benefit from knowing about it.

Back in January of this year I instituted a required 50% deposit on all project work. I put language to that effect into my standard fee agreement and ran with it for a few months.

It worked quite well, but I always felt that it came across as a little heavy, like the client might feel like they were given no choice but to adhere to my policy. So I decided to

soften this up a little by rewriting this section of my fee agreement to create the perception of choice.

Now, at the end of the agreement, just above the line that indicates where the client is to sign off, I have two check boxes, which I introduce with this language:

*For your convenience, two methods of invoicing are available. Please choose your preferred option:*

*Option A: Invoice us in two installments.  
50% of the Total Project Fees is invoiced now. The remaining balance will be invoiced upon project completion or 30 days from project start date (whichever comes first) and is payable net 15 days. Work for this project begins upon my receipt of this initial deposit check.*

*Option B: Invoice us once.  
100% of the Total Project Fees amount is invoiced now, payable 30 days.*

I've used this language for months now, and I regularly get agreements faxed back to me with one of these boxes checked off. The beauty, of course, is that this is truly a win-win situation for both client and copywriter.

**With two invoicing options, the client feels as though they are given a choice in the matter, but BOTH options are great for the copywriter's cash flow! And to my surprise, some clients actually choose Option B.**

(Assumedly because it's less hassle to get a deposit check together quickly, or because they'd rather issue one check instead of two.) Believe me, it's a great feeling to be given permission to send your client an invoice for work you haven't even started yet!

One day last week, in fact, I received a check from a client who selected 'Option B' about 30 days ago. The project was not yet complete, but I was already on my way to the bank to deposit the check!

Anyone who has done work for large companies knows that some of them can take forever to process your invoice. **This little technique is a great way to get your invoice into their payables stream an extra 15 to 30 days early, depending on how you're currently invoicing.**

I would encourage your readers to try this out and see what happens. And what better excuse than the start of a

new year to adopt a 'new policy'?"

Thanks Pete!

Pete is not only a smart businessman, but he also offers **B2B Marketing in Minutes**, a monthly e-newsletter with excellent content.

Plus when you sign up for his e-newsletter, you'll get an instant download of lots of recently published reports of interest to copywriters. Sign up at [petesavage.com](http://petesavage.com).

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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, which is right below.

### **This Month's Announcements**

#### **PRICES SLASHED**

To celebrate the new **Get Great Clients Portal** we're slashing the price on both *Freelance Copywriter Fee & Compensation Surveys* ([volume I](#) and [volume II](#)) from \$125 USD to \$99 USD each! Buy one and **save \$26**, buy both and save a whopping **\$52** US dollars! Get the world's most comprehensive set of pricing benchmarks for copywriters (60 jobs in all), for just **\$198!** (Sorry, no price adjustments for prior purchases.)

We're also slashing the price on the [5-part Pricing Toolkit](#)

[for Copywriters](#) by 20% (**\$39 USD** instead of \$49), and [The Truth About Copywriting for Non-profits](#) (**\$29 USD** instead of \$39).

### SCAVENGER HUNT WINNERS

Last month we had a **Scavenger Hunt** where readers were invited to scour the [Get Great Clients](#) portal and find the meaning of the **MARLOW** acronym in the **MARLOW Marketing Method™**. (Find it at the bottom of the page at my [Copywriters Coaching site](#).)

Responses came in fast and furious for the two FREE coaching sessions and ONE Free walk through the Get Great Clients Store for up to **\$100** in FREE books and reports - a total of **\$600** in give-aways.

And the winners were...

**First place:** Current coaching student **Karen Kanakanui**, who chose one free 45-minute coaching session valued at \$250

**Second place:** **Heidi Tran**, who snapped up the other free coaching session

**Third place:** **Kathleen Hanover**, who took home four books from the Get Great Clients Store as well as my [5-part Pricing Toolkit for Copywriters](#).

There are lots of books, reports, and other information available for the freelancer who wants to do a better job at marketing. In fact, it's overwhelming!

The books and reports available at the [Get Great Clients Store](#) represent those that I feel serve my coaching students best. Some are required reading. And most of the books and reports are on my own bookshelf.

If you understand that these are **hand-picked** for my students, then you'll see the value of going to the [Get Great Clients Store](#) when you want to obtain information that can help you in your marketing!

### QUICK Q&A: How can I match myself to a niche market that's right for me?

Most people who go into business for themselves automatically look at their background and work accomplishments to see where they might fit best.

But in my work with my coaching students we go much

deeper than that. Here are **three ways** copywriters can niche themselves into a marketplace of many niches and opportunities:

**1.** As mentioned, **vertical niches** are a very common way for a copywriter to niche (think technology, health, education, agencies); vertical niches are very common to our way of breaking things down in business.

**2.** You can also niche by **format** (e.g., white papers, case studies, annual reports, magalogs, the Internet, and more); this would allow you to work in vertical *or* horizontal markets.

What's a horizontal market?

A marcom (marketing communications) copywriter can work in horizontal markets, say for an HMO, a lumber company, and technology, because all are big enough to have large "marcom" departments. They constitute many industries with one thing in common (e.g., marcom departments).

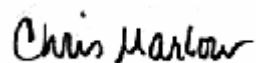
**3.** And you can niche according to your unique **talents** or **passions**. This is a very rewarding way to niche that is often overlooked. The usual objection is, "But I haven't worked in the niche I'm passionate about!"

It doesn't matter that you haven't worked in a niche you're passionate about, or that you haven't earned money yet with your unique talents; **in my coaching I show my students how to position themselves successfully in any niche.**

Direct marketing is a very big discipline and there are *many* ways to match you to the niche that's ideal for you!

That's it for this month's issue of **Get Great Clients**.

To your freelance success,



**Achieving Goals Through Trusted Advice™**

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