

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!

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Dear chris,

Did you make it to the free teleseminar a couple of weeks ago, where I interviewed former coaching student **Pete Savage**?

On that call he "gave away" one of the marketing secrets I teach the coaching students who take my self-marketing course, the **MARLOW Marketing Method™ for Copywriters**.

Pete shared with us how he put together a "bulky package" while in my program, that has brought him an ROI of thirteen *thousand* percent...

Yes, that's right: **13,000%**!

Specifically, this package was mailed *one* time to just 77 marketing directors, and over the space of one year (2007), that package generated \$64,000 in business for Pete.

[Selling to Big Companies](#)

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[MarketingSherpa's Business Technology Marketing Benchmark Guide 2007-08](#)

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What's more, the package is *still* pulling, and he's now up to \$80,000 he can attribute to that single mailing.

We had a full house on this teleseminar and as many as 100 people who signed up could not get in. *Sorry!!!*

But the good news is, we did record this incredibly informative and sometimes surprising teleseminar. And you can download the MP3 right from this email.

Pete kept his success quiet for all of 2007, and then when his package proved to be an unprecedented phenomenon, he decided to create an eBook showing exactly how he did it, and offering a blueprint anyone can copy.

It's been selling like crazy and people are loving it!

So since Pete has so publicly (and in finite detail) laid out the power of the bulky mailing, I might as well offer my insights and make it the subject matter of this month's **Get Great Clients** ezine.

Read on to discover this agency-level direct marketing tactic that tops all for getting lots of great leads! Then click on the link that will take you to the free MP3 download.

And then check out the **Announcements** section. I'm holding a 2-part workshop very soon on **How to Find the Niche Market That's Right for You!**

The Bulky Package: One of the World's Most Powerful Marketing Tactics

Years ago a client came to me and asked me to fill his seminars with dentists. A tough job because doctors and dentists and other high level service professionals are difficult to get to. So are the CEOs of sizeable companies. Blame those pesky gatekeepers!

One of the ways to get past the gatekeeper is to send something that appears to be private or of high value. For CEOs that might be a dimensional package of some sort, a FedEx delivery, or an envelope that looks like it might be a personal invitation to an event.

As you might guess, curiosity plays a very big role in the success of these types of mailings. For the CEO, a bit of ego-stroking also plays a role, as dimensional mailers to executive-level titles are usually "no expense spared."

If you're a copywriter whose job it is to get in front of a

CEO or other high-level title, it's good to know about "invitation-style" formats, special delivery, and dimensionals.

But if you're a copywriter looking for your own leads, you can create a wildly successful "bulky item" package for as little as one dollar.

Two Success Stories

Getting back to the marketer who wanted me to fill his seats with dentists, for that promotion I included a tea bag in a simple #10 envelope, with copy that read..."fix yourself a cup of this relaxing tea, then enjoy it while considering the possibilities for expanding your practice...".

This promotion filled seats in seminars all over Washington and Oregon for my client, and he used that concept for several years.

Fifteen years later I suggested that one of my students use that idea for her debut mailing to her niche in the health market.

What a smash it was again! In fact, she reported that one year later a prospect approached her at a trade show and said, "We heard about your tea bag mailing but we didn't get one!"

Needless to say, she put one in the mail right away. And let me also share that this copywriter has only been working 1-1/2 years and has more work than she can handle right now!

My second story doesn't involve a bulky item per se, but it does illustrate a challenge where using a FedEx delivery got the job done.

Two years ago I wanted to create a report on what it's *really* like to write copy for non-profits. Not only did I do a survey, but I also realized I needed to interview some big names.

I targeted grand guru Jerry Huntsinger and today's most revered authority, Mal Warwick.

But no matter what I did, the doors were firmly shut in my face.

So I put my copywriter's hat on, wrote a 1-page letter, and FedExed them both on a Friday. The following Monday

morning I got two phone calls within 20 minutes of each other.

BINGO! I secured lengthy interviews with both, and Jerry even offered free information on the niche market to anyone who contacted him. (You can find the report on copywriting for non-profits [HERE](#).)

The 3 Elements of a Very Strong Bulky Package Idea

Over the years I've worked with my coaching students, I've refined the tools we work with.

While the tea bag got attention, I knew we could go even higher in strengthening the concept.

Today I work with my students to accomplish three things in the bulky package:

1. There must be a **free offer** in the sales letter - usually a Free Report or White Paper. The free offer must support the copywriter's Unique Selling Proposition (USP).
2. The bulky item must strongly tie into the **content** of the free offer, which highlights the copywriter's USP.
3. The bulky item must be **overtly relevant** to the overall concept.

I keep thinking about all of the fabulous bulky package concepts sitting here in my office and I wish I could share them with you.

But they're the result of much work between my students and myself, and I'm sure that like Pete, they want to hold them close to the vest.

The good news is, Pete recognized what he had in a bulky package concept and decided to share. You can find out how he put his bulky package concept together following the three bulky package "rules" above.

Click [HERE](#) to download the **FREE MP3** from the recent teleseminar. It runs 49 information-packed minutes and I guarantee it will be worth every second of your time.

The MP3 takes almost four minutes to download, but you can start listening to it right away since the MP3 streams the audio.

You need QuickTime to listen to the MP3 so if you don't have it, click [HERE](#) for a free download.

Then come back and finish the newsletter...I have more good stuff below!

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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, visit her coaching site for [copywriters](#) or her coaching site for [other service professionals](#).

This Month's Announcements

Secure your spot at my Coaching Workshop on 'How to Find the Niche Market That's Right for You!'

After working in many niche markets and placing my coaching students in many niche markets - some of them unusual, "hidden," or even *created* - I'm quite confident that no one knows more about the niche markets for copywriters than I do.

So I'm doing something I've not done before and that is offer a paid 2-part workshop where I lecture on the many different niche markets for copywriters, and actually give attendees the Niche Module from my **MARLOW Marketing Method™ for Copywriters** program.

Attendees will listen to a recorded lecture on "How to Find the Niche Market That's Right For You," and then they can use the electronic "Find Your Niche" workbook module from

my **MARLOW Marketing Method** program to find their niche (or at least narrow it down to a few possibilities).

A week later we'll all enjoy a live group coaching session via teleseminar for a questions and answers period, and confirmation that the niches chosen are indeed safe niches, and profitable.

This is an unprecedented opportunity that may not be repeated again. Learn more about this exciting event [HERE](#).

Coaching time slots are open once again...

I have many graduating students in the next month or two so it's time to announce time slots. If you want to create a marketing machine that attracts the high value, high quality clients, the **MARLOW Marketing Method™ for Copywriters** is for you!

Check out the details [HERE](#).

Coffee Klatch - A new low-cost subscription program for my past and present coaching students enrolled in the **MARLOW Marketing Method™ for Copywriters**.

If you've completed a coaching program with me, you're invited to join our group! [More info HERE](#)

The World's Leading Pricing Guides take the stress out of pricing and negotiating your copywriting work, not to mention saving you thousands on easy-to-make mistakes. For pricing on 20 common copy jobs, go [HERE](#). For 40 more, go [HERE](#).

New eBook - Past student, **Ed Gandia**, reveals his formula for going from full-time employee to **\$163,000 in his first year of freelancing**, at *low risk*. Sales are very good, proving that this is a book that fills a need. [Check it out HERE](#)

New eBook - My esteemed colleague, copywriter **Nick**

Usborne, reveals his personal formula for earning more through **higher productivity**. [More info HERE](#)

* * *

New Guidebook - Past coaching student, **Pam Foster**, has created an in-depth guidebook for **website creation** and **SEO** that's especially useful for small businesses. [Details HERE](#)

* * *

Plus a reminder: All past **Get Great Clients** and **Freelancers Business Bulletin** newsletters and articles are posted at the [GetGreatClients](#) website and are available for you to use in your own newsletters and blog posts.

Post Script

Congratulations to past coaching student **Chris Haddad**...

In my coaching program one of the modules is called **Integrated Marketing**. That's where we talk about other forms of marketing that will work alongside a direct mailing.

Hardly any of my students picks publicity as one of their marketing methods. But Chris sent me an email that really got my notice!

Here you see Chris on the front cover of **Seattle Business Monthly**. The article was on shared office space.



So did Chris get anything from this publicity boon?

Says Chris, and I quote:

What's been interesting so far is that the publicity has been an incredible "relationship reactivator."

Folks that I was talking to months (and even years ago) have come crawling out of the woodwork to strike up conversation again and several dormant projects have come back to the fore.

It's also been a great credibility booster. I'm in the middle of negotiating a licensing deal with a potential client and being able to say "I'm on the cover of Seattle Business Monthly" instantly makes them take me much, much more seriously.

Shortly after receiving this email I got another from Chris:

Just got a call from someone looking for "Chris at that office nomads place. So there you go. Actual work."

Chris, you're now my poster boy for publicity as a marketing tool!

Anyone who wants to get in touch with Chris Haddad can do so [HERE](#).

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

To your freelance success,

Chris Marlow

Achieving Goals Through Trusted Advice™

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