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with the MARLOW Marketing Method™



Now in its fifth year, Chris Marlow's GET GREAT CLIENTS focuses on how to land the high-quality, high-value clients. GGC mails to 2,400 loyal subscribers in 31 countries.

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Dear chris,

Great News!

I have secured a **FREE Teleseminar** with master copywriter **Nick Osborne** for this Wednesday! I've been reading his new course for online copywriting and I tell you, this is stuff you simply MUST know.

Nick has made a scientific (and intuitive) study of the online space and what works, ever since he decided to niche into online a decade ago. And what he will reveal will change how you write copy for online, I guarantee it!

Very few copywriters know the online marketing secrets that Nick knows. So sign up now for [Million Dollar Secrets to Online Copywriting](#). Spaces are limited!

And for this month's article, I'm giving the floor to nutraceuticals copywriter **Pam Magnuson**. One of Pam's clients gave her grief over the long copy vs. short copy argument.

So what did she do? Knowing that this client reads her ezine, she made the long copy vs. short copy debate the subject of last month's **Nutraceutical Direct Marketing Letter**.

Ha ha! Suddenly her client wasn't arguing any more. Way

[S.U.R.E.-Fire Direct Response Marketing](#)

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

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to go Pam! Not only have you shown us how to use the ezine for more than just lead nurturing, but your article is the best I've seen on the subject. I and my **Get Great Clients** readers thank you for sharing!

THIS MONTH'S ARTICLE...

THE DEBATE RAGES ON: SHORT COPY OR LONG COPY?

Everyone has an opinion on this subject. Some people think **short copy** is best because people will read it in a hurry. They believe the reader won't take the time to scroll all the way down to the bottom of long copy.

Some marketers believe **long copy** is best. It gives you space and time to tell your story. You can detail all the benefits of the product. You have time to really dig down into the meat of why your consumer should buy your product.

Eye tracking studies and surveys show readers do read long copy in certain situations. The requirement is that the copy must be well written. If it's not, the short copy advocates will win the debate because the reader will get bored and click out.

The truth of it is, both sides are right, to some degree. There is a time and place for everything. But, there is no hard and fast rule.

BENEFITS OF SHORT COPY

Short copy is good in space ads. It's necessary for email blasts. It's good on landing pages.

Short copy is like a teaser. It tweaks curiosity so the reader wants to learn more.

Short copy is for the reader who's in a hurry and the person who is simply scanning a page. Its primary purpose is to attract attention and arouse interest. Often you'll provide a link to the page where all the rest of the information is.

The copywriter who is writing short copy must choose the content and language carefully. In a few words, he must convey the appropriate emotion, create urgency, and instill desire for the product.

This is often done with bullet points, because they're short, concise and they put your message out fast. Headlines and subheads should each tell the story you want the reader to know.

BENEFITS OF LONG COPY

Long copy is appropriate for web sites, direct mail packages, and marketing products such as case studies, white papers, and technical reports.

Long copy is for the reader who is looking for information. With the evolution of the Internet, people are becoming information addicts.

Long copy really shines on websites. Remember, the reader is coming to your site (rather than you sending out an email blast to him). He's there because he chose to be there. Your reader is looking for information. He doesn't want a few headlines and three or four bullets. He wants the whole story.

The big advantage of long copy is that you can develop several benefits in a meaningful way. With short copy you have to focus on only a few benefits, and hope you focused on the strongest ones.

Your goal with web site copy is for your reader to become engaged with your message. You want to seduce him deeper and deeper into the site, until he reaches the contact or order page.

The content of long copy can be filled with persuasive copy, examples, and testimonials from users. If the copy has rich content, the reader will find it so interesting, he won't notice how long it might be. He'll feel he's really learning something of value.

Modern marketers no longer use "click here to continue." They run the copy right down the page. The point is to not interrupt the reader's absorption of your message. When they have to click to "continue," the spell you've carefully woven is broken. Then, they'll often click out instead of continuing.

CASE STUDIES, WHITE PAPERS, TECHNICAL REPORTS

It's obvious that these papers need long copy. They must stay to the objective, and include as much proof as

possible. Footnotes are good here, and in some cases, so are testimonials.

So the next time you hear the great debate about long or short copy, you can smile because you'll know the answer. It all depends on what your project is.

- Short copy for space ads, quick email blasts, landing pages;
- Long copy for web sites, direct mail packages, case studies, white papers and technical reports.

Apply this knowledge to your 2008 marketing campaigns, and watch your results. You'll be glad you did.

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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.

RECOMMENDATIONS

* The [MARLOW Marketing Method™ for Copywriters](#): the world's leading self-marketing program for copywriters and other service professionals

* [Coffee Klatch](#): A twice-monthly get-together of current and past **MARLOW Marketing Method™** coaching students. Thinking of joining? Try one session FREE! Email me for call in times: <mailto:chris@chrismarlow.com>

* [Million Dollar Secrets to Online Copywriting](#), by **Nick Osborne**.

* [The Freelance Copywriter's \\$64,000 Direct Mail Promotion Package](#), by **Pete Savage**. The most successful self-promo I've ever seen!

* [Stop Wishing and Start Earning](#), by **Ed Gandia**. Reveals his formula for going from full-time employee to \$163,000 in his first year of freelancing, at *low risk*.

* The [Freelance Copywriter Fee & Compensation Survey Volume I](#): The world's only **statistical** pricing benchmarks for 20 common copywriting jobs.

* The [Freelance Copywriter Fee & Compensation Survey Volume II](#): The world's only **statistical** pricing benchmarks for 40 *more* common copywriting jobs!

* **Reminder**: All newsletters and articles posted at the [GetGreatClients.com](#) website and are available for you to use in your own newsletters and blog posts.



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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