

Get Great Clients™

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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In This Issue

[An Insider's View of the Non-profit Niche](#)

[NEW: Small Group Coaching is Finally Here](#)

My Favorite Resources

NEW BESTSELLER:

[Writing Ebooks for Fun & Profit!](#)

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BRAND NEW!

[How to Make Money as a Freelance Fundraising Copywriter](#)

[Nick Osborne's Million Dollar Secrets to Online Copywriting](#)

[The AWAI 6-figure Copywriting Course](#)

[The Freelance Copywriter's \\$64,000 Direct Mail Self-Promotion Package](#)

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Dear chris,

Have you ever wondered what it would be like to write copy for the **non-profit niche** - a niche so huge that it accounts for **2%** of the U.S. Gross National Product?

If so, you don't have to wonder any longer. Non-profit copywriter **Mary Guinane McNamara** has written an article specifically for you and my other **Get Great Clients** readers, and it's a real eye-opener!

Also...

* One of my past coaching students (and success stories) is selling his 2002 **Directory of Mailers** catalog. I guess he doesn't need it anymore!

This is a great resource to have for building a targeted list of clients. In fact, it's the bible of the industry. Price is **\$100 USD**, shipping is **FREE**. Brand new they go for **\$700**. For serious inquiries, email telsave@aol.com.

* Congrats to past coaching student **Peter Fogel** for his article in the esteemed publication "Inside Direct Mail," **How to Get the Best ROI from Your Copywriter in Recessionary Times**, as well as his [video interview](#) with the Jim & Jade TV show, selling his career-change book on how to reinvent yourself... help for the mid-life crisis! (Be sure to wait for the advertisement to pass.)

[Design to Sell](#)

[MarketingSherpa Landing Page Handbook](#)

[Influence: The Psychology of Persuasion](#)

[Selling to Big Companies](#)

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

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

Quick Links

[My Website](#)

[Products](#)

[Services](#)

* And great news for this year's [AWAI Bootcamp](#) attendees... I'll be there with a workshop on **How to Find the Niche That's Right for You!** Many of my past and current coaching students will be there. Will you?

* I'm so excited! My **MARLOW Marketing Method™ for Copywriters** self-marketing course is now offered in a Small Group Coaching format option that saves you thousands! The first group is already underway. To learn more, visit my [coaching site](#).

* I'm all hooked up! Visit my [blog](#) for some eye-opening information on finding clients using social media; and if you're on [Twitter](#), [Facebook](#), or [SelfGrowth.com](#), look me up and add me to your network!

And now let's take a peek into the *real world* of writing for non-profits, thanks to **Mary Guinane McNamara** and her editorial partner, **Bob Bly**...

THIS MONTH'S ARTICLE...

UNRAVELING THE UNKNOWNNS OF WRITING FOR THE FUNDRAISING NICHE

People often misconstrue the term "non-profit" to mean that an organization is broke or operates on a shoestring budget.

Perhaps it's that same misconception that makes copywriters shy away from working in the non-profit niche for fear their efforts would be personally fulfilling, but their wallets left unrewarded.

In hopes of clearing up a few of the mysteries surrounding the fundraising niche, I wanted to share why I've dubbed fundraising the **Polite, Personal and Profitable** niche of copywriting.

Though I've specialized in fundraising copy for many years now, my first forays into copywriting were as a generalist and I dabbled in many different niches.

Like many, I found the cold calling routine a necessary evil in drumming up my first clients. It wasn't until I began calling potential clients in the fundraising arena that I stopped dreading the process.

Perhaps it's because the bigger problems of the world - hunger, cancer and homelessness to name a few - are sitting on their desks that those who hire fundraising freelancers are so kind.

There's a definite camaraderie among those who serve the non-profit arena and a shared view that others in their niche are partners in making the world a better place.

Whether copywriters are hired directly by non-profit organizations or agencies who handle fundraising direct mail clients, they benefit from the politeness of the niche by being considered a welcome member of the team and not just another person calling up to sell something.

And, unbeknownst to many, large non-profit organizations mail millions of pieces each year... something that's impossible to do on the shoestring budget many assume they have.

It's those many problems of the world (from which none of us are completely safe) that fundraising copywriters are asked to craft appeals. To do so, writers must be open to digging a little deeper emotionally than some are comfortable doing.

Face it, it's impossible to write about the need for money to help a child fight cancer and not be emotional!

But, fundraising copywriters don't have endless pages to convince their reader to give and often no list of tangible product benefits to offer in return for their response.

The finesse in fundraising copy is to write about someone else's needs in a way that answers the donor's desire to give rather than receive... and often in 700 words or less!

Finally, copywriters who master writing fundraising appeals get the best of both worlds... work that is personally fulfilling and profitable. Because percentage-based fundraising is frowned upon and considered by many to be unethical, fundraising copywriters don't receive the royalties of other niches.

But, with experience and shorter copy projects, writers can easily become very prolific doing work that is quite enjoyable.

My first projects as a newbie in the niche took many,

many hours getting to know the client and nervously reworking initial drafts. These days, while I spread the research, writing and proofing of a project out over a few days, my total time investment in a single letter is often less than a day's work at a handsome hourly wage.

While other niches tout their sales numbers and shout mailing results from the mountain tops, the fundraising niche is rather quietly raising billions of dollars each year.

Most of us would have to win the lottery to be able to donate thousands of dollars each year to our favorite charities, but fundraising copywriters are able to add to the coffers of their clients with every project. And, don't we all want to know that a job well done can truly make a difference in the world?

* * *

Folks...

Mary Guinane McNamara is the author of "[How to Make Money as a Freelance Fundraising Copywriter](#)," an ebook edited by Bob Bly that will be invaluable to you if the non-profit niche is anywhere on your radar.

Mary's written for the Vietnam Veterans Memorial, MADD, Friends of the World Food Program, Guide Dogs for the Blind and many other notable non-profits!

To learn more about copywriting in the fundraising arena or to sign up for Mary's blog, visit www.twacopywriting.com.



TOP RECOMMENDATIONS

* The [MARLOW Marketing Method™ for Copywriters](#): the world's leading self-marketing program for copywriters who want to work with the high-value, high-quality clients, and then go on to become information marketers or "gurus" in their marketplace!

* [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: chris@getgreatclients.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™

74800 San Cristoval Circle
Palm Desert, CA 92260
Phone: 760-340-2045
Fax: 760-406-6200
Email: ChrisMarlow@GetGreatClients.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.

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