

# 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 2,600 loyal subscribers in more than 30 countries.

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Dear chris,

**SOLD OUT!**

The **American Writers & Artists Institute (AWAI) 2008 Fast Track to Copywriting Success Bootcamp** is sold out *two months* in advance! (What recession?)

I like to fantasize that the rush on signing up for the AWAI Bootcamp has something to do with me, where I'm revealing my **secret formula** for helping my coaching students find the niche that's right for them!

But enough about that...another major event for copywriters is about to happen, and you'll want to *move fast* to get in the door before the curtain closes on the **early bird discount of \$200 USD**.

In just **four days** (September 25) the window closes on savings for the first "online summit" for **building your business** as a copywriter. As you know, that's what this ezine (and my [industry-leading coaching program](#)) is all about - building your highest-level copywriting business!

So I'm excited to announce a major event - coming quickly down the pike - that you will surely benefit from. For more info, simply click [HERE](#).

This month I'm putting the finishing touches on the

[Design to Sell](#)

[MarketingSherpa Landing Page Handbook](#)

[Influence: The Psychology of Persuasion](#)

[Selling to Big Companies](#)

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

## Quick Links

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### MARLOW Marketing Method™ for Copywriters

comprehensive Audio and Workbook Training System for building your ideal business. There isn't anything even remotely like it on the market for attracting the high-quality, high-value clients.

It's taken **five years** to perfect and **one full year** to codify. It debuts at the AWAI Bootcamp in November and the official launch is in January. Now my acclaimed coaching program will be available to practically everyone, so watch for more news in the future!

Since I'm busy with coaching, putting my Workbook Training System together, and preparing my "Niche Detective" workshop for the AWAI Bootcamp, the timing's right to hand over this month's featured article to copywriting guru **Don Hauptman**.

Don is most famous for his series of uber-successful ads, "Speak German [English, French] Like a Diplomat." More recently Don authored one of the best ebooks I've seen on how to expand your copywriting business.

Don has written an article just for *you*, my dear **Get Great Clients** reader. From a list of topic ideas, I picked the one on how you can become a highly-paid consultant. Don's done it all, and I thank him for taking the time to write this article for me and for you.

*Take it away Don...*

### THIS MONTH'S ARTICLE...

## COPYWRITERS CAN BECOME CONSULTANTS - AND REAP THE REWARDS!

By Don Hauptman

If you've been a successful copywriter for a while, you may be able to consult as well. This sideline is lucrative, it requires less time and effort than writing, and it can be a welcome break from writing, giving you a fresh perspective and increasing your marketing knowledge.

Throughout my 30-year career as a copywriter, I routinely served as a "creative consultant" to client companies. I charged between \$4,000 and \$7,500 per job.

I always found the experience rewarding. I first took this step when my clients, mostly newsletter publishers, began saying things such as "We want you to show us how to improve our marketing." Or "Explain to me and my direct-mail guy how we can write packages ourselves that will pull better." Or "Spend a day with us as a coach."

What is a consulting assignment like for a copywriter? Here's an example from my own experience...

Ira Mayer, the founder and CEO of EPM Communications, a publisher of newsletters, directories, and conferences on entertainment marketing and market research, invited me to help improve the company's direct-mail campaigns.

At the firm's headquarters, I met with Ira and a group of his employees and offered a wide range of solutions and ideas. Based on information he sent me in advance, I had prepared a memo that supplied talking points for the meeting. I also brought copies of relevant materials from my files, including successful promotions I and others had written; they contained lessons that the company could apply.

I reviewed and critiqued selected promotions and addressed specific questions and problems that Ira had told me were of most concern.

Recently, Ira recalled, "That was a very valuable day. There's rarely a time I'm writing copy that I don't think back to it. The experience has informed every bit of copywriting I've done since.

"Take the issue of emphasizing benefits over features. Everyone says this, but you showed us how. You gave us specifics to make it happen. It became routine both in my own writing and when I work with copywriters, staff or outside."

I particularly relished this sentence in a message Ira sent me shortly after our consulting session: "As I write, I have a tiny representation of you on my shoulder!"

For some consulting assignments, especially when I couldn't visit the client's office, I prepared a detailed written report. It usually focused on a specific product and the direct-mail promotions for it. I developed a standard format for these memos, in four parts:

- In **Part 1**, an overview, I discussed the market, competition, and the positioning of the product.

- In **Part 2**, I submitted detailed critiques of several direct-mail packages - past, current, or (when in draft manuscript form) future.
- In **Part 3**, I outlined my own ideas for new package concepts, supplying rough envelope teasers, my rationales for them, and a summary of how each might be executed.
- In **Part 4**, I offered copy suggestions for the sales letter and other package components, along with additional ideas that would help the client improve the marketing of the product.

Though the document outlined above may appear complex, it required a lot less time than copywriting. Moreover, it was much less arduous. For me, evaluating promotions and coming up with better ideas is the easy and enjoyable part. It's writing copy - and revising it repeatedly until it's perfect-that's time consuming and exhausting. That may be one reason copywriters are so well paid!

Again, it's worth emphasizing that for these projects, I didn't write a package, which would have taken far more of my time and would have required me to charge more. But the fee covered my review and comments on one or more packages that the client developed based on my ideas and recommendations.

Can *you* expand your practice into consulting? It's certainly a realistic option. Are you good at what you do, and do you have the ability and the enthusiasm to communicate your knowledge?

If you have skills and experience to share, this is a transition you can probably make quickly. Think about what sort of information and advice and intelligence you're capable of offering, its value, what you could charge. Would your existing clients be interested in such services? How about prospective ones?

To break in, here's one strategy: Listen carefully to your clients' complaints. Can you identify their "pain" - the nagging marketing needs and problems that are not being addressed? Can you offer solutions?

You might be hesitant to call yourself a consultant, especially if you've never done it before. But there's no special mystique to consulting. The only question is whether you have valuable knowledge to share - and

whether others are willing to pay for it. If so...you're a consultant!

\* \* \* \* \*

Thanks Don, from myself and my readers! Your advice is inspiring and motivating!

Folks, Don is the author of the recently published ebook [The Versatile Freelancer: How Writers and Other Creative Professionals Can Generate More Income by Seizing New Opportunities in Critiquing, Consulting, Training, and Presenting.](#)

The book, from which the above article was adapted, contains much more about how to break into consulting, including how to generate assignments, what to charge, the skills required, what consulting clients want, how to prepare for a consultation, the pros and cons of retainer arrangements, whether people try to "pick the brains" of consultants without paying them...plus advice on diversifying into other rewarding sideline professional activities.

**The Versatile Freelancer** comes with a free bonus and an unconditional money-back guarantee. I highly recommend it. For complete details, click [HERE](#).

**Did you like this article? If so, please forward to a friend:**



## COACHING FOR LANDING THE HIGH QUALITY CLIENTS

\* 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!

**NEW:** Affordable [Small Group](#) coaching! But hurry - there's room for only **ONE more student** in Small Group Coaching. New groups won't start again until "next year," January 2009!

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

\* **NICHE NEWS** at my blog. Sign up for an RSS Feed at my [blog](#) if you want to know about *emerging, lucrative,* and *hidden* niche markets!

\* **Reminder:** All newsletters and articles posted at the [GetGreatClients.com](http://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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#### **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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