

Get Great Clients™

with the MARLOW Marketing Method™

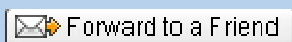


Now in its fifth year, Chris Marlow's **Get Great Clients** focuses on how to land the high-quality, high-value clients using agency-level branding, targeting, and Integrated Marketing techniques.

GGC mails to more than 2,800 subscribers in over 30 countries. You've received this ezine because you or one of your agents accepted a Chris Marlow product or invitation to sign up. If you would like to unsubscribe, simply scroll to the bottom of this ezine for easy instructions and an immediate "unsubscribe."

ISSN 1936-7074 Volume 5, Issue 8 October 2008

Not a subscriber? Sign up here:



To ensure that future emails make it into your inbox, please take a moment to add me to your address book or white list: chrismarlow@GetGreatClients.com

My Favorite Resources

BRAND NEW FOR HEALTH COPYWRITERS AND MARKETERS:

[How to Avoid FDA Lawsuits and Scrutiny](#)

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

[Writing for Niche Markets](#)

[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](#)

[Stop Wishing and Start Earning](#)

Dear chris,

Are you a new subscriber? If so, welcome! I have many new subscribers this month, and I can't wait to share this month's article on **The Big Daddy of All Marketing for Getting Clients**.

Important: If you're attending the **AWAI Fast Track to Copywriting Success** bootcamp in November, do plan to attend my intensive 90-minute workshop, **Niche Detective School: How to Find the Target Market That's Right for You!**

It's a real hands-on workshop that gives you all the tools - right from my coaching program - for honing in on your niche.

Plus I'll be hosting a "Meet Chris" event with hors d'oeuvres right after the workshop, so plan to visit with me the evening of November 13! More on this at bootcamp.

Also, before we dive into this month's topic, I'm thrilled to announce a sorely needed new reference for health marketers and health copywriters, written by past coaching student **Pam Magnuson**.

[Writing White Papers](#)

[MarketingSherpa's Search Marketing Benchmark Guide 2008](#)

[Creating and Marketing Winning White Papers DVD](#)

[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

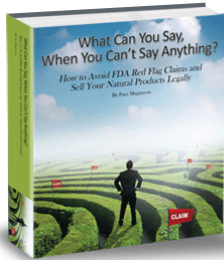
[My Website](#)

[Products](#)

[Services](#)

Just out is [What Can You Say When You Can't Say Anything: How to Avoid FDA Red Flag Claims and Sell Your Natural Products Legally](#).

The FDA lurks at trade shows and has hired thousands of new agents to surf the Internet looking for "illegal claims."



And now they're threatening to hold those of us who write the materials legally responsible as well. If you're in the health niche, I urge you to read what Pam has to say about what's going on with the [FDA and you](#). Truth is, every day, good but uninformed marketers are going down with the

charlatans. This is stuff you need to know in order to protect yourself as well as your client.

Also, the **MARLOW Marketing Method™ for Copywriters** is coming out in workbook and CD format! It's HUGE at nearly 400 pages, with four CDs containing 24 audio lessons to accompany the lessons in the course.

It will debut at AWAI's bootcamp and then I take a long vacation to Cancun (*aaahh...finally!*).

If you've even wanted to take my private coaching program for targeting and landing the high quality clients and the price was a barrier...well, no longer! Watch for more information on this incredibly powerful, proven and complete **Marketing Training System** in future newsletters!

So let's get to the main topic for this month's newsletter...

The Big Daddy of All Marketing for Getting Clients

Quick...

What is your marketing plan?

If you don't have one, or if you couldn't answer quickly, this is your lucky day. What follows is a bulleted list of marketing you should be doing. From this list you should have no less than three marketing initiatives, and as many as six.

This is called an **Integrated Marketing Plan**, and it's the big daddy of them all. If you were to walk into a direct

response agency and say, "I have all the money in the world, give me your best marketing for getting clients as quickly as possible," you would be handed an Integrated Marketing Plan.

In my coaching program, all my students leave with a plan that is right for them personally, and that is right for their niche.

To get your business up to speed as fast as possible, you'll want the optimum mix of marketing tactics that follow:

- **Lead-generating website.** Most copywriters have one, but many don't use lead-generation techniques. (To learn how, keep watching this newsletter for a FREE teleseminar interview I'm doing on Nov. 25, 2008).
- **Mailing list:** My students are taught how to cherry-pick the clients they want to work with so they don't have to take what comes to them.
- **Lead-generating mailing campaign:** Statistically, direct mail is still the most effective tactic for building a consulting business. But for most copywriters it works best alongside other tactics.
- **Article marketing:** According to MarketingSherpa statistics, decision-makers place very high value on those who are published in trade press, and even more on those who are published in general business press.
- **Networking:** At events and meetings within your niche, and without, as long as marketing decision-makers are there.
- **Cold calling:** Generally unpopular, but some copywriters have no problem with it. So if you can do it, then do it! It's the fastest way to build a business.
- **Blogging:** This is a relatively new marketing tactic, but if you're in a niche where you can capitalize on controversy, or where you can be a monitor of trends, you can build a powerful following.
- **Email marketing:** Email your prospects, if you can get their email from business directories, websites, or even the telephone receptionist. And if you can join an association that lets members email each other, you've hit the mother lode!
- **Public speaking:** One of the best ways to get clients

fast. Just be sure you speak in front of an audience that can produce quality clients and not groups like the Chamber of Commerce, where the pickin's are slim to none.

· **Ezine:** Once you're built your list large enough, this is all the marketing you may need to do!

These are the most effective marketing *tactics*, but the most effective *marketing* is **Integrated Marketing**. That's the "big daddy." Select three to six tactics from the above list and work them simultaneously so you're always in front of your audience.

Your website doesn't count as a tactic, it is simply a tool. It becomes a tactic when you use it in conjunction with a campaign.

Here's a bonus tactic: **Teleseminars**. When you get your ezine list built up, host a free 20-minute teleseminar on a hot topic. Using a free conference call solution (I use freeconferencecall.com), plus a blast to your list, the event is practically cost free!

Even if you have only 10 prospects show up, that's nearly as powerful as having a face-to-face, which of course is the most powerful marketing tactic of all.

Addendum

The World's Only Statistical Pricing Benchmarks for Copywriters...

[Volume I - pricing for 20 common copywriting jobs](#)

[Volume II - pricing for 40 more copywriting jobs](#)

Group Coaching...

For information on the world's leading self-marketing program for copywriters, [click here](#).

More and more frequently, I'll be sharing information on the niches for copywriters - new niches, emerging niches, and traditional niches - at my [Get Great Clients blog](#).

Blog on Niches and Marketing Trends for Copywriters...

Why not sign up for the **RSS Feed** now so you can add the

blog to you bookmarks? That way you can click on a link in your browser toolbar and see what the new topics are.

You can find the **RSS Feed** in the address bar (the URL bar) of your browser. Look for an orange icon in the far right corner.

There's a [new post](#) at the **Get Great Clients** blog now, on what may be a very profitable niche for online copywriters!



To your freelance success,

Chris Marlow
Achieving Goals Through Trusted Advice™

Phone: 760-340-2045

Fax: 760-406-6200

Email: ChrisMarlow@GetGreatClients.com

Member of the [Trusted Advisor's Alliance](#)

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.

* * * * *

PRIVACY POLICY: This is a reminder that your email address will not be sold or shared with outside companies or individuals who are not involved in the creation and distribution of this newsletter.