

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'd like to unsubscribe, simply scroll to the bottom of this ezine for easy instructions and an immediate "unsubscribe."

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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 Usborne's Million Dollar Secrets to Online Copywriting](#)

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

Dear chris,

Do you have a home page?

Sure you do, unless you're just starting your business or you work local only...*or* you're so entrenched with long-term clients you don't even need business cards.

But most of us need the business that comes from our websites. So I'm always surprised when I see home pages that commit marketing sins so heinous you can practically see the potential clients running away!

Before I get to the short list of sins, however, I want to say what a thrill it was for me to meet so many past and present (and future) coaching students at the **AWAI Fast Track to Copywriting Success** Bootcamp last week! The connection I feel with you is so deepened.

I also want to say how gratifying it was to share with several hundred copywriters the proprietary system for "niche finding" I created for my coaching students.

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

[Stop Wishing and Start Earning](#)

[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](#)

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I've had feedback from a number of attendees that they found their niche in just 90 minutes. Fantastic! It took *me* 10 years to find the niche that met all my business requirements!

Attendees were also able to advance-purchase my new Home Study Course for self-marketing, the **MARLOW Marketing Method™ for Copywriters**. Watch this newsletter for its general release in January, and other exciting programs and events that will help you target and land the high-quality, high-value clients.

Also I want to congratulate **Hans Jonassen**, who sent me a list of FIVE controls he's created for his supplements client since we began working together. All were in the triple digits for ROI improvement. Keep it up Hans! You're amazing!

So let's get onto the subject of this month's newsletter...

The 3 Biggest Home Page Sins: How to Make Quality Clients Run the Other Direction - Guaranteed!

If your business depends on leads, you need to read this month's article. Here are the three biggest sins you can commit on your website's home page...sins that will lose you untold amounts of business from quality clients, and attract those you don't want.

Here, without any sugarcoating, are the major mistakes I see in the websites of new coaching students:

SIN #1: Your home page has no offer. Offers are the chattel for all sales, whether order-generating or lead-generating.

If you want to attract a great client, you need to look like the kind of consultant they're used to working with...and high quality clients work with consultants who know the process for attracting the right kind of clients, and then screening them for credibility.

The process for lead-generation is to have an attractive offer on your home page.

An offer can be a Free Report, White Paper, or something else that *solves a problem* for your target audience. A good offer also demonstrates why *you* are the best

consultant for the job and supports your unique selling proposition. (You do have a USP, don't you?)

And your offer is not an "instant download." Your prospect must ask for it with their information, so you can follow up.

SIN #2: Your home page has no mechanism for lead nurturing. That's what ezines are all about. If your potential client comes to your website but is not ready to become a lead (and therefore aggressively followed up on), she will often be intrigued enough with your message and promise to at least sign up for your online newsletter.

As a newsletter subscriber, she's safe. She can find out more about you without asking for your offer. Your ezine is a lead-*nurturing* tool. It's a way to draw a prospect in, educate them, and move them from a cold or warm prospect to a hot prospect and then, hopefully, to becoming a client.

I started this newsletter five years ago. One of my soon-to-graduate students from Alaska has been on my list since 2005. (Hi Pete:)) He spent two years reading my newsletters before he became a student. Your home page MUST have a lead-nurturing tool.

SIN #3: It's all about YOU. This is the biggest sin of all! In lead-generation marketing, it's ALWAYS about them - your potential clients' niche, your potential clients' problems. YOU are secondary.

To capture the attention of your target audience, you must discover what their pains are (or their main motivations, but in lead-generation, a business pain is best).

And then you create your home page copy around those pains (and ideally, your *offer* is built around those pains). Only later in the home page copy do you introduce yourself, and then only briefly. (Let your Bio page do the heavy lifting.)

Think about it this way. When you get a direct mail piece in your mailbox from a credit card company, do they start telling you how great they are? Where they are on NASDAQ, how long they've been in business, how many countries they're in?

HO HUM. No...they tell you how much fun you can have, what you can buy. And your website home page should do the same.

Instead of "I write killer copy, I meet deadlines" (BORING by the way), you want copy that focuses on *them*.

And that brings us back to your offer. If you know what your target audience's pains and motivations are, and you put the solutions in your Free Report or White Paper offer, you're *thismuch* closer to landing better clients.

* * *

What does your home page look like? Would you like more clients in 2009? Better clients than you have now?

In my coaching program, my students not only build powerful lead-generating websites, but they also create extremely compelling offers and then mail a sophisticated lead-generating campaign to high quality prospects.

For more information on **Small Group Coaching with the MARLOW Marketing Method™ for Copywriters**, go [HERE](#).

Correction

A couple weeks ago (or so) I emailed you an announcement on **Pam Magnuson's** new [FDA book](#). In that message I mentioned the faded memory of a **Publishers Clearinghouse** imbroglio in which the authorities shut down the company's sweepstakes mailings.

Well, the memory wasn't fading...it was actually quite dim. Turns out that **GGC** subscriber (and A-list marketer/control-beater) **David Yale** has the facts.

David worked for Publishers Clearinghouse back when, and **Johnny Carson's** sidekick **Ed McMahon** was never a spokesperson for PCH. He was spokesperson for **American Family Publishers**, a totally different company (which has since gone bankrupt).

Thanks for the correction David! My readers and I appreciate it!

In Googling American Family Publishers in association with Ed McMahon, it turns out I've got plenty of company in this error. Even Amazon.com and McMahon's own publisher erroneously associates McMahon with PCH! [This article](#) says the PCH/McMahon association has become the stuff of

urban legend.

Need a Copywriting Tutor?

Although I help my current coaching students improve their copy and create controls, I'm not in the business of tutoring copywriters on copywriting.

However, I have many talented copywriters in my circle who *will* help copywriters improve their copywriting. If you're interested in getting help with your copywriting work, let me know and I will put you in touch. Simply email support@getgreatclients.com.

Links of Interest

World's only statistical pricing benchmarks for 60 copywriting jobs:

[Freelancers Fee & Compensation Survey Vol. I](#)
[Freelancers Fee & Compensation Survey Vol. II](#)

Statistics, surveys and interviews on copywriting for Non-Profits:

[The TRUTH About Copywriting for Non-profits](#)

Blog on marketing trends for copywriters and other freelancers:

[Get Great Clients Blog](#)

Get Great Clients portal for marketing resources:

GetGreatClients.com

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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 freelancers and consultants 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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