

# Get Great Clients™

with the MARLOW Marketing Method™



ISSN 1936-7074  
Volume 5, Issue 12  
December 2008

## Not a subscriber?

[Join Our Mailing List!](#)

To ensure that you don't miss a single issue of Get Great Clients please add [chrismarlow@getgreatclients.com](mailto:chrismarlow@getgreatclients.com) to your address book or whitelist.

## My Favorite Resources

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](#)

[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](#)

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

Did you achieve your most ardent goal for 2008?

I did - with the publication of my Home Study Course, the **MARLOW Marketing Method™ for Copywriters** (watch for a special announcement in January!).

But it took so much time to produce that I wasn't able to keep up with my industry reading.

So when I got back from my Cancun vacation a week ago, I read every issue of **DM News**, **Direct**, **BtoB**, and **Target Marketing**, as well as their special edition publications, dating back to October 1, 2008. What a lot of work that was!

I wanted to see what's going on with niche markets in this time of volatile economy, for my coaching students and for you. Here are some short takes I think you'll find valuable...

## Niche News for Recessionary Times

**Technology:** **Yahoo** has let 10% of its workforce go and over at **Google** they're feeling the pinch too (for perhaps the first time); Google is cutting its 10,000-strong contract staff but Yahoo is looking to *increase* outsourcing. (Good news for us freelancers.)

**Health:** With discretionary income down, products geared toward health and wellness are easily viewed as luxury items. Marketers who can "up" convenience and personalization can battle the downward trend in sales. (What's also working: coupons, and free shipping.)

**Pharma/healthcare:** Mainstream health is down by double digits, according to direct marketing services provider **Harte-Hanks**.

[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](#)

**Financial services:** Like other niches, the recession brings opportunity for smart marketers.

"With the big dogs suspended in the marketplace, [the recession] is the single greatest opportunity for small to midsize financial marketers to build person-to-person relationships and to start a conversation with a single message." The message is "we're in this together" - this according to **Gal Borenstein**, CEO of B2B agency, **The Borenstein Group**.

Supporting this strategy and messaging, marketers are rolling out a steady stream of financial ads targeting both B2B and consumers. Also up by **42%** (**DM News**, Dec. 1, 2008): direct mail offers sent by banks.

**Publishing:** The publishing industry is hemorrhaging and thousands of journalists and other employees are set for layoffs. Hurting badly: Media titans **Gannett Co.**, **Time Inc.**, **Tribune Co.**, and **McGraw-Hill**.

Some publications (e.g., **The Christian Science Monitor**) will cease print publications and go digital instead. But **New York** magazine is sparking circulation growth through special events and online marketing, and sales are up by double digits for **Financial Times Business**.

**Marketing Budgets:** **25.4%** of marketers surveyed in a **BtoB** poll published Dec. 8, 2008 said they were reducing budgets due to the downturn. But **31.1%** said they were increasing budgets to take advantage of the recession's opportunities.

With **43.5%** staying flat, we are actually seeing a **6% increase** in marketing budgets due to the recession. What's more, as we go deeper into the recession, the number has gone up from **27%** increasing budgets (from a Nov. 10 report), to **31.1%**. Nearly half of B2B budgets are going to online marketing.

**What's working today:** The big winner is **email**. A simple envelope mailer costs at least \$1.00 while email costs about a penny per piece mailed. Still hot: **online newsletters**, because they serve up content the way people want it.

**Social marketing** (especially blogging, Facebook and Twitter) is incredibly cost effective and very powerful if you do it right. Big winners with recent social media campaigns include **Visa**, **Hewlett-Packard**, and **Cisco Systems**. In

an nutshell, online is where it's at.

**Big in 2009:** Expect to see more video marketing, and viral video (mostly in the B2C space).

**Practically recession-proof:** search marketing.

\* \* \*

Now that I've caught you up on three months of business reading, you have extra time on your hands! YAY!

So if you've not yet set one intention for 2009, why not do it now? My #1 goal is to **workout more**. My second goal is to finish writing a book I started in 2007. What's the ONE THING you could do in 2009 to make it a year worth celebrating *next* New Year's Eve?

And if your goal is a business goal - you want to build the most successful business you can, working for the world's best clients - then we should work together in 2009. For more information on my **Small Group Coaching** using the powerful and proven **MARLOW Marketing Method for Copywriters**, go [HERE](#) now.

## A 'Thank You' to my Students of 2008

What a fantastic year it's been! I want to thank each and every one of the copywriters and marketers who worked with me in 2008 to build your business. If you're one of my past or present coaching students, please see a note from me to you, at my [Get Great Clients Blog](#).

## 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](#)

Get Great Clients portal for marketing resources:

[GetGreatClients.com](#)

Meet me at [Facebook](#), on [Twitter](#), or at [Selfgrowth.com](#).



To your freelance success,

Chris Marlow  
**Achieving Goals Through Trusted Advice™**

Phone: 760-340-2045

Fax: 760-406-6200

Email: [ChrisMarlow@GetGreatClients.com](mailto: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.

\* \* \* \* \*

GGC mails to more than 2,600 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."

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.