

Get Great Clients™

with the MARLOW Marketing Method™



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Now in its sixth year, Chris Marlow's **Get Great Clients** ezine brings you information on the profitable niche markets for freelancers *and* the marketing know-how for landing the cream-of-the-crop clients in those markets!

Dear chris,

Did you know that now is a GREAT time to launch your new freelance business - or if you're already freelancing - to capture new clients?

Yes, it's true...amidst all this economic turmoil lies opportunity, and plenty of it!

Read on to find out what "trigger events" are, and why they're like **gold** for the prospecting freelancer...

Trigger Events: A Freelancer's Secret Weapon for Finding New Clients

So what is a "trigger event," actually?

Trigger Events are events that trigger some kind of change in a business for the better, or the worse. Right now there are lots of trigger events going on due to the recession - more than I've ever seen in my 20-year professional lifetime!

How does a trigger event equate to opportunity for the freelancer?

I'll start by sharing a trigger event strategy I used when I was targeting software companies for my copywriting business.

Software companies are a great niche market for copywriters and it was prior to the dot.com bust that I was happily working in a profitable niche that (so far as I could tell), few other copywriters were targeting.

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As a research tool the Internet was still fairly new, and I used it to find new mergers and acquisitions of software companies - and better yet - software companies with newly infused angel funding.

For the companies that had been merged or acquired, I knew that their marketing departments would be in a state of transition, and that this may afford me a foot in the door.

For the angel funded companies...well, they just gained millions (or billions) of dollars...can you imagine what happy chaos is going on in *their* marketing departments?

As I mailed my acquisition letters and did my follow up calls, I vividly imagined marketing directors and support personnel rushing from meeting to meeting, drawing up campaign after campaign, all the while lamenting "Where oh *where* are we going to find copy for all of this work?"

The fact is, whenever there's a shake-up in business - whenever the status quo is threatened - this is a time when decision-makers look for new solutions.

According to list brokers, business-to-business contacts change at about the rate of **10 percent** per year.

People quit their jobs, get promoted, get fired, and go into business for themselves. They go back to school, become unable to work, retire, or the company makes internal or external changes. My best friend quit working when she married \$20 million.

So at any given time - even in a good economy - at least 10 percent of your prospect base is in flux just from people changes. Imagine what kind of flux is created by a crashing economy?

As we sink deeper into the recession companies are laying off thousands and indicate that freelancers will fill the void. Decision-makers are looking for consultants who can help them do more with less. And business owners want help in strategic thinking that can support new goals.

What can *you* do to help them? Because right now there's an entire nation of businesses, institutions and organizations that are looking for solutions created by the recession...or opportunities created by same.

Smart freelancers are recognizing the recession as one great big massive **TRIGGER EVENT**. And they're hard at

work to become the ones who will forge new relationships with decision-makers who suddenly have the time and inclination to lend an ear.

So what is *your* Value Proposition? What can you offer businesses that will gain you an audience during these opportune times?

To monitor the Internet for trigger events, I tell my coaching students to create a **Google Alert** using keywords relevant to their business. For instance, for myself, I've used "marketing director, software."
<http://www.google.com/alerts>

Two other sources for trigger event monitoring (pointed out by Brian J. Carroll in **Lead-generation for the Complex Sale**), are Technorati (for blogs), and Yahoo:
<http://www.technorati.com>
<http://alerts.yahoo.com>

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HELP!

It's time for me to learn more about you so I can make **Get Great Clients** a resource you will *never* want to be without!

PLEASE participate in my long-overdue Survey of Readers. I feel disconnected with you because this is a one-way medium. Talk to me! **I really need to hear from you.** My Constant Contact statistics just aren't giving me what I need from you in order to keep this newsletter evolving with your needs.

I've kept my **Reader Survey** very short (only 10 questions), anonymous, and very open for your comments. Please go here now and tell me how I can bring you what you want in 2009. You're the BOSS. I promise to do whatever you say! :)

READER SURVEY LINK:
<http://tinyurl.com/bulto5>

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Are you ready to find and work with the world's most desirable clients? I can show you how to match yourself perfectly to a niche and then go after that niche's cream-of-the-crop clients!

For more information on my **Small Group Coaching** using

the powerful and proven **MARLOW Marketing Method™ for Copywriters**, go [HERE](#). Or for information on my new Home Study Program, go [HERE](#).

The **MARLOW Marketing Method for Copywriters Home Study Program** is the same *exact* program - to the word - that my coaching students use in their work with me. [At a FRACTION of the cost.](#)

Links of Interest

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

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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

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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 only statistical pricing resource for copywriting jobs.

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