

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 participate in my **Get Great Clients Reader Survey**? If so, THANK YOU! You are giving me great ideas and suggestions not only for **Get Great Clients** content, but your "wish list" for coaching! Be watching for changes that are the result of what you're telling me.

And if you haven't yet participated in this short Survey, would you please? This is my last request for 2009, and my deepest thanks! Answer 10 questions for me [HERE](#).

One of my readers, spurred by the Survey, emailed me directly to suggest this month's **Get Great Clients** topic.

Rachel Foster, of Toronto's [Fresh Perspective Writing & Editing Services](#), emailed me with the suggestion that it would be great to cover "what holds prospects back from buying our services," and "what makes them wary."

That's a fantastic topic Rachel, and guess what - those questions will be answered on the **FREE Teleseminar** I've holding with former coaching student **Pete Savage** in a couple of weeks, **How to Get Great Clients in a Recession**. (Not signed up yet? Phone lines are almost filled...sign up [HERE](#)).

This month's topic is on the subject of email marketing and how to use it to get great clients. At least two Survey respondents asked about email marketing, so here it is... some exciting information you can put into practice right away!

How to Land Great Clients With Email Marketing

First, I should make a distinction between "great clients"

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and poor ones. Many, if not most, copywriters know what a poor client is. A novice at marketing; no money; a very small business; lack of business process.

These are a few of the characteristics of crummy clients. And even though our hearts go out to them... they simply can't support a copywriter in the way a copywriter ought to be supported.

"Great" clients are all of the things that poor clients aren't. They know what they're doing and are used to success. They respect the copywriter and budget for copywriting costs.

The bigger or more sophisticated clients use process: contracts, creative briefs, and schedules. Because of this, there is dramatically less that goes "sideways."

We're talking about the large small company, mid-size company, and even the large and enterprise-level companies. THIS is what you want, and THIS is what I teach: How to target and land the high-value, high-quality clients.

Ok...so now that that's out of the way (for my newest readers), time to get down to a marketing tactic that is really, really HOT!

And that is email marketing. My newly graduated student **Tyler Cash** is a whiz-bang copywriter who'll go far in this business, and he just landed his first quality client even *before* he's graduated from my coaching program.

How did he do it? By prospecting for marketing director titles right from the company web page.

You see, in my coaching program, students are required to build a list of high quality prospects for direct mail campaigns they'll execute later.

But throughout our other work together, they are constantly mining for prospects that fit a set of criteria for qualification. And to qualify each and every prospect that goes on their mailing list, they must make SURE they have the right name to mail to.

Many of my students simply call to check their contact information - everything from exact spelling of name, plus title, address, fax, and even email address (if the gate keeper will give it out).

Tyler decided, however, to email rather than call, and it didn't surprise me to learn that his inquiries were getting responses.

In just a couple week's time Tyler got the attention of a \$300 million sports supplements company that looks like a serious potential client. And right now he's writing a series of highly-paid articles for another company that hired him on the spot.

Another student of mine, **Danielle**, has a phone meeting set for tomorrow, thanks to an email she sent to a prospect. The prospect is asking Danielle to call her!

Here is Danielle's email:

Subject: Marketing Director

Hello,

I am a copywriter working in the green marketing niche.

I'm preparing a package for your marketing department. However, I'm uncertain to whom I should be mailing. I'm looking for your director of marketing and the address where I should mail it.

Thanks a lot for your help,

**Danielle Golden
Copywriter and Designer for the Green Industry**

Here is (in part) how her prospect responded:

Thank you, Danielle. Well, your note came to my address and I'm the Communications Manager, so I'll be glad to assist.

I'm out of town for two funerals but will return to the office Tuesday morning. Is that soon enough?

I apologize for this Blackberry message, but I wanted to respond right away.

OK, I've returned and am available for a conversation. Might you be available yet this afternoon or do you want to talk tomorrow some time?

Let me know!

This is from the Corporate Communications department of what appears to be a quality company (judging from the branding on their website).

So yes, email is a fast, cheap, effective way to connect with potential clients.

And if you can do like one non-profit copywriter I talked with, you can really hit the mother lode if you find an association in your niche that allows members to email each other.

The copywriter, whose name I forget, told me that because she's a member of a non-profit association that gives out member emails, email marketing is all she does. And not long ago, for one of my students, I found an association of marketing directors in a specific niche, that also allows email marketing between members.

Note that my students are not emailing pitches, but are simply looking for the right contacts at their prospect's organizations. And in doing so, they "reveal" their niche... which might, of course, intrigue someone who's a perfect match. A nice side benefit of list building!

Would I recommend sending "cold" pitches to prospects right from their web page?

No, I would not. You must get the right name before you do anything. However, reaching out without an attempt to sell is disarming, and the end result can be a prospect who takes the first step... and what a wonderful thing that is!

* * *

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.](#)

"Thanks, Chris. Again, my compliments for a great course. The print. materials, CD lessons and the online resource library are all outstanding."

- Jeff Oddo, Public
Relations/Copywriter/Speechwriter, Lumberton NJ

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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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