

Niche Marketing:

**The Best Proven Method
for Making More Money
as a Copywriter**

American Writers & Artists Inc.

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Niche Marketing: The Best Proven Method for Making More Money as a Copywriter

Most copywriters, when starting out, think they'll do best if they become generalists. They're tempted to be all things to all people — a jack-of-all-trades for the copywriting industry.

But, in most cases, taking the opposite approach is better.

When you specialize in one or two fields — or in a specific medium — you'll find yourself in higher demand. And you'll be able to command higher fees, too.

Think about it. If you were searching for a copywriter to write a package for your new vitamin supplement, would you want a good copywriter with experience in lots of different fields? Or would you want a good copywriter with a history of success in the health industry? Of course, you would prefer someone who specializes in the health industry. And you would almost certainly be willing to pay that person a little bit — or even quite a bit — more.

And that is why niche marketing works. People who hire copywriters trust someone who has background in

their field more they trust someone whose only claim is to be a good copywriter. They want your specialized knowledge. And they will pay big fees for it ... happily so, because they believe they are getting something extra for that money.

Now, having background in a field can mean a few different things, and later in this report, we'll explain just how to position yourself as an expert. First, though, let's look more closely at some of the most lucrative and in-demand niche markets out there.

Establishing a niche for yourself can be a bit scary. And it can seem risky ... like you are cutting yourself off from a whole lot of potential work. But time and again, niche copywriters succeed faster — and with a higher income — than copywriters who never specialize.

Take direct-mail copywriter Chris Marlow, for instance. She worked as a copywriter for several years before she decided to specialize. She chose to market herself to large software companies as an expert copywriter in that field. And now she makes six figures a year marketing herself exclusively to 200 software companies.

The first step in developing yourself as a niche copywriter is to determine which niche you want to specialize in. This report will take you, step by step, through the process of discovering your strengths and passions and turning them into fantastic returns.

But before we do that, let's look at some of the well-established niches that are out there ... that still have plenty of room for talented copywriters.

Fundraising — Selling Your Services to Non-Profit Companies

Becoming a specialist in writing fundraising letters for non-profit organizations can be very rewarding.

Just think, not only do you get to live the lifestyle of a freelance copywriter, but you get to do it through helping causes you believe in.

There's no shortage of possibilities in the non-profit sector. The organizations run the gamut from charities that help the homeless ... to those that work to help domestic violence victims ... to those that fight to protect the environment ... to those that defend animal rights. And that short list barely scratches the surface.

There are 1.6 million charitable organizations in the United States. And a huge number of them depend on direct-mail copywriters for their fundraising efforts.

Remember, it's possible to build a successful career marketing your services to as few as 200 large companies or 400 to 500 small ones. With 1.6 million charities to choose from, success is clearly within your reach.

The Experience That Gives You an Edge

When you've decided to specialize and focus on doing work for a specific market, your prospects and clients expect you to have a certain level of expertise.

As promised, this report will tell you exactly how to determine which markets you want to target your services for and how to position yourself credibly as an expert in your field. For the moment, though, let's look at the kind of background that will help you in the fundraising market.

For this market, you can use one or a combination of the following to build your credibility and create a connection with the fundraising director:

- Volunteer experience
- Past work within the non-profit industry — either full-time or freelance
- Fundraising experience
- Personal experience with the organization's cause
- Passion for their mission

When becoming a specialist, it is important to stay informed about current news in the industry. One of the best ways to do that is to read trade publications. Another good thing to do is visit online forums frequented by people in the field you're writing for.

For the non-profit industry, these publications are a great place to start:

- *Chronicle of Philanthropy*
(<http://philanthropy.com/>)
- *Food for Thought*
(<http://www.compasspoint.org>)
- *Philanthropy Journal*
(<http://philanthropyjournal.org/>)

- *Philanthropy*
(<http://www.philanthropyroundtable.org/>)

As a freelance copywriter, you are always dealing with two audiences — your contact at the organization you are writing for and the people you are writing to. Regularly reading the publications above will give you insight into the problems that fundraising directors face and will help you land new clients.

Whenever you land a new client, you will also want to gain some insight into the hot buttons of the audience you will be writing to. Ask the fundraising director to recommend some publications or forums that will help you develop a good understanding of their target market.

Tips for Writing a Successful Fundraising Letter

In many ways, writing fundraising letters is easier than writing a standard direct-mail package, because fundraising letters are usually shorter, often running two to four pages. But in other ways, writing for fundraising efforts is more difficult, because there is a great deal of competition for donations.

You see, most people or households have a set percentage of their budget that they donate each year. Because of that, you aren't just competing with non-profit organizations with a similar cause, you are also competing with organizations completely unrelated to the one you're writing for.

That means you have to write a very compelling letter. Fortunately, there are things you can do to boost your letter's success.

Like any good direct-mail letter, your fundraising

letters should be reader-focused. A lot of letters in the fundraising field miss the mark on this, so if you can do just that one thing, you'll already have an advantage.

Instead of bombarding the reader with facts and figures about the dire situation of the homeless in your hometown or the appalling condition of the river that needs cleaning, focus on both the tangible and intangible benefits that the donor's money will help to produce. Save the facts and figures for later in your letter — sell the benefits up front.

Notice that you need to describe both *tangible* and *intangible* benefits. If a river cleanup is the project your letter is funding, let your potential donors know how children and families will be able to enjoy a picnic along the riverbank along with a refreshing swim — that's a tangible benefit. But don't stop there. Go on to describe what it will mean to your community for the river to once again be accessible.

For a letter raising funds for a project to help women escape domestic violence, tell your readers exactly how many more women their donations will help. But also focus on what that will mean to those women in the long run ... a chance at a happy life, the opportunity to pursue dreams that may have seemed impossible, the ability to raise their children in a safe home.

Your readers want to be certain that the donations they make will make a real difference in the lives of actual people.

Besides focusing on benefits, telling a story about the difference your organization has already made in a single's individual's life is an effective way to really

bring home what your organization does and what it means to people.

When you are writing a fundraising letter, be sure you know what your purpose is and who your audience is. Are you writing to someone who has never donated before, asking for a first-time contribution? Or are you writing to reconnect with a past donor who stopped giving for some reason? Or are you contacting an existing donor to see if they wouldn't like to give a little more?

Knowing your purpose and the people you are writing to is absolutely crucial to the success of any direct-mail package. Fundraising letters are no exception.

Another thing you should do in a fundraising letter is give the donors credit for the organization's successes. Not just part of the credit, but all of the credit. For example, if you are telling a story about how an organization helped a particular individual and you are writing to existing donors, say that it was their donations that made this success story possible.

Another good technique is to include a lift note with the package. You can use this to sell a premium that the reader will receive upon making a donation, to thank a donor for past contributions, to highlight current events affecting the charity and its mission, or to share testimonials from people the charity has helped.

As always, the fundamental rules of good copywriting apply. Be conversational. Use lots of specifics. Ask them to take action. And include a P.S.

Finding Your First Clients

The non-profit field is fortunately one where online directories are readily available. You can find everything from charity profiles to current project information and contact details. Here are a few online directories to get you started:

- <http://www.uticapubliclibrary.org/non-profit/organizations.html>
- <http://www.stepbystepfundraising.com/resource/directories.htm>
- http://www.usnews.com/usnews/biztech/charities/search/char_search.htm

Also, keep in mind that there is probably a tremendous amount of opportunity within your own community. Churches, shelters, libraries, zoos, food banks, and schools all do fundraisers. And many of them will jump at the chance to work with a good copywriter. The pay isn't great at this level, but it is a great way to break into this huge market.

Getting Paid: What You Can Expect

Smaller non-profits won't be able to pay you big dollars. They simply don't have the budget. Even so, you can expect to make somewhere between \$500 and \$2,000 for a two- to four-page letter.

And if you continue to focus on fundraising as a specialty, you may eventually begin to work with national organizations. If you write control-beating copy for these heavy-hitters, you can expect to be paid fees on a par with any top copywriter in the country.

Additional Resources:

- *AWAI Secrets of Writing for the Fundraising Market* — a detailed report on how to create successful direct-mail packages for non-profit clients, complete with leads and income boosting-strategies
- *The Golden Thread*, Issue 167 — an interview with successful fundraising copywriter Mal Warwick
- *The Golden Thread*, Issue 169 — an interview with new fundraising copywriter Kathy Widenhouse
- *Charity Navigator* (www.charitynavigator.org) — a searchable directory of charitable organizations
- *Guidestar* (www.guidestar.org) — a searchable directory of charitable organizations

Writing Direct Mail for Financial Services and Newsletters — The Most Lucrative Niche Around

Writing direct-mail packages for consumer newsletters may be the best way to get rich fast as a copywriter. And financial newsletters are the heaviest hitters when it comes to the newsletter market. These newsletters offer financial advice, highlight stock picks, or teach investment strategies.

Of course, writing for the financial industry doesn't just mean writing for newsletters. You could also write for the financial services department of a bank, you could write a direct-mail package for a credit card company, or you could do a piece for a financial advisor.

It's a wide-open field. In terms of actual companies, the newsletter end of this field (where you'll make the most money) isn't huge — there are only about a dozen big newsletter publishers. But in terms of opportunity for the direct-mail copywriter, this industry is a giant.

Taking the Best Advantage of Your Experience

For the financial market, you can use one or a combination of the following to build your credibility

and create a connection with the marketing director of a company you hope to work with:

- Familiarity with their products
- Past work within the financial industry — either full-time or freelance
- Personal experience with investments
- Passion for the financial sector

When becoming a specialist, it is important to stay informed about current news in the industry. One of the best ways to do this is to read trade publications. Another good thing to do is visit online forums frequented by people in the field you're writing for.

For the financial industry, these publications will keep you on top of current news and trends:

- *Barron's*
- *Forbes*
- *The Wall Street Journal*

Regularly reading the above publications will give you insight into the problems and issues facing the financial industry. This information will help you connect both with your client and with the audience you are writing for.

Tips for Writing a Successful Letter for a Financial Client

Even though writing for the financial industry may require you to get the hang of a little jargon and a basic understanding of how investing works, always keep in mind that the basic structure of good copywriting still applies. So stick with that. Create a strong promise.

Make your readers believe it with a well-painted picture. Prove it to them. And then push for action. In other words, use the four P's:

- Promise
- Picture
- Proof
- Push

But be creative with the angle you take. Craft a promise that hasn't been used before. Or highlight some powerful bits of "proof" that have been buried on page 12 of the existing control and use them to build your picture.

Step by step, here is a quick guide to gathering what you need to create a winning financial promotion:

1. Ask for the existing control, and any past controls that the client has available.
2. Ask for an analysis of the results of these. This will tell you how each control performed.
3. Ask what they've tried that hasn't worked.
4. Ask what their competitors are doing.
5. If the product is a newsletter, request three to six recent issues. Ask lots of questions about other financial services or products the client offers. Take note of the benefits.
6. Schedule an interview with the editor. If possible, interview a subscriber or two.
7. Ask for a copy of any existing premiums.
8. Get a description of the working lists. This information will help you see who your target audience is.

9. Read through testimonials and white mail (complaints).
10. Visit financial and investment forums. Pay attention to what the members are most concerned about. Ask your client what is important to their customers/subscribers. (You're looking for fears and anxieties.)

Once you have all of this information, you want to determine three things. First, you want to analyze the structure of the control and use something very similar to it. Second, you want to understand exactly what the target audience's big concerns are ... their desires and their fears. Third, you want to know how the product you're writing about can answer your target audience's concerns.

Those three things are the building blocks of any successful financial package.

Often, what sells financial newsletters and products is a "big idea." It isn't just, "Make 200% profit in the next three weeks on this sleeper stock." That can work, but it won't set your product apart. Instead, it will usually be more powerful if you tap into a bigger idea that relates to your prospect's desires or anxieties and to the product you're writing about.

For example, "How a Little-Known Breakthrough in the Biotech Industry Will Change the World Forever — and Make You Rich If You Act Now!" taps into the bigger idea of how quickly the world is changing due to advances in technology (a point of anxiety for a lot of people) and then promises that the prospect can benefit from it.

Overall, the most important thing you can do is set your package apart. Use your research to find something

that stands out. (*Hint:* If you're thinking, "I'd buy this myself" after reading a certain bit of information, you may be onto your core promise.) Once you find what sets the product apart, what gets you excited about it ... take that and run with it.

Finding Your First Clients

The big names in financial newsletters may be few, but they send out hundreds of packages each month. That spells a tremendous amount of opportunity for copywriters.

Some of the biggest publishers of financial newsletters are:

Agora Publishing

P.O. Box 1936
Baltimore, MD 21203

Phillips Publishing

1 Massachusetts Avenue NW
Suite 610
Washington, D.C. 20001

Boardroom

Bottom Line Publications
281 Tresser Blvd.
8th Floor
Stamford, CT 06901

21st Century Investor

925 South Federal Highway
Suite 500
Boca Raton, FL 33432

KCI Communications

1750 Old Meadow Road
Suite 301
McLean, VA 22102

Weiss Research

15430 Endeavour Drive
Jupiter, FL 33478

Don't let the idea of approaching the marketing directors of these big companies intimidate you. They have a never-ending need for new copywriters with fresh ideas, so they will be happy to talk with you. And if you show a little talent, they will be happy to test your work.

Perhaps the best way to make first contact with one of these companies is to send a direct-mail package selling your services to the marketing director of newsletter. This letter, while selling your services, also works as a sample for them to gauge your work and abilities.

Often, a marketing director will want you to start on something smaller than a full-blown package ... a renewal letter or product insert, for example. Be eager and happy to accept such an assignment. If you do well with it, it will lead to others.

Other than that, once you land a client, the best way to keep them is to do good work, be easy to work with, and listen and respond to the client's needs.

Getting Paid: What You Can Expect

Writing copy for financial clients — especially newsletter publishers — is very lucrative. Top copywriters like Don Mahoney and Paul Hollingshead get the bulk of their work from these kinds of projects. And they make upward of \$300,000 a year.

Starting out, you can expect to make \$3,000-\$5,000 on a standard direct-mail package, and up to \$1,500 for

a renewal effort or insert. Once you've delivered results and have made a company some money, you can expect your fees to climb.

Newsletter publishers often pay royalties on control letters, as well. After a roll-out (where they've tested your package and decided it's successful enough to mail en masse), a royalty payment may range from 0.5 to 5 cents per mailing, with 1 to 2 cents being about average. How fast do those pennies add up? Well, for every 100,000 names that your package mails to, you'll receive \$1,000. And oftentimes publishing companies will mail a winning package millions of times.

If your package runs online, rather than pennies per mailing, you will often receive a percentage of the gross sales. Commissions like this average between 1 percent and 3 percent of gross sales.

Remember, royalties and commissions are in addition to your up-front fee.

Here's a bit of advice from Don Mahoney on how to quickly and easily increase your income: after you've written a package for a financial newsletter, take advantage of the research you've already done to offer the client a second package with a completely different angle for a lower fee. It will be an easy job for you ... and your client gets a break on the fee. You both win!

Additional Resources:

- *AWAI's Secrets of Writing for the Financial Market* — a detailed report that includes information on writing for the financial market and contacts for companies that need good copywriters

- *The Motley Fool*
(www.fool.com) — to learn the basics of investing
- *Investopedia*
(www.investopedia.com) — a series of tutorials on investing

Information Products — Writing for One of the Biggest Markets Out There

Financial newsletters aren't the only information products you can write for. Remember, you can specialize in a field ... or in a medium. Some copywriters create direct-mail packages only for newsletters. All kinds of newsletters.

There are a lot of newsletters out there. Agora Publishing, for example, has more than 100 information products, most of them newsletters. They test two direct-mail pieces for each of these products every month. That means Agora Publishing alone needs 2,400 direct-mail letters each year, just for their information products.

Writing direct-mail copy for consumer newsletters is the most lucrative end of the information market for copywriters. But that's not the only kind of information product that's sold through DM. Just consider:

- Consumer magazines
- Books (though only a few book publishers can make DM work)
- Book clubs
- Software
- Audiotapes

- Subscription websites
- E-books
- Videotapes
- Home-study courses
- Continuity programs

Building an Expert Background

Writing direct-mail copy for newsletters and other information products doesn't necessarily require any special background. Of course, experience writing those kinds of pieces doesn't hurt. But even if you are brand-new to this market, you can still create a couple of advantages for yourself.

First, regularly read a variety of publications in the specific industry that you are most interested in. If you decide to specialize in writing copy for newsletters on sailing, for example, it's a good idea to regularly read a couple of magazines on sailing, just so you keep up to date.

Same goes for building up your knowledge base of a new industry that you're trying to land (or have already landed) an assignment in. Just got an assignment writing a piece for a quilting newsletter ... but you know nothing about quilting? Read a couple of back issues of a quilting magazine. Want to write letters for newsletters targeted to horse owners? Get a jump on the industry, again by reading magazines.

Secrets to Creating a Successful Letter for an Information Product

The number one thing to remember when selling a newsletter (or other information product) is that your

prospect doesn't care who writes it, how many pages it is, or how often it comes out. What they want to know is, "What's in it for me?"

You answer this question by focusing on the big ideas. How will this publication benefit the reader? How will they be able to use the information they learn from it to make their lives better? Make your focus the ideas that are in the newsletter, not the newsletter itself.

Basic rules of copywriting also apply. You have to get inside the head of your audience. Find out what makes them tick. Do this through research, by reading through back issues of the newsletter you're writing about, by visiting forums or chat rooms that your audience visits, and if possible by interviewing both the newsletter editor and a subscriber or two.

When you're writing your letter, don't put too much pressure on yourself to beat the existing control. Concentrate on doing a good job and writing a fundamentally sound package. Give the headline — the most important part of the piece — proper attention. Finally, search through the existing control to identify its strengths and weaknesses. Then, in your letter, try to play up the strengths and play down the weaknesses.

Benefits, benefits, benefits. That's how you reach your prospects. They didn't ask to receive your letter. Because of that, you start your relationship (an important word in marketing) with them emotionally in the hole. Your headline has to overcome that initial negative and connect with your prospect to get you back on even ground.

Finding Your First Clients

Agora Publishing

P.O. Box 1936
Baltimore, MD 21203

Phillips Publishing

1 Massachusetts Avenue NW
Suite 610
Washington, D.C. 20001

Boardroom

Bottom Line Publications
281 Tresser Blvd.
8th Floor
Stamford, CT 06901

Rodale Institute

611 Siegfriedale Road
Kutztown, PA 19530

Belvoir Publications

75 Holly Hill Lane
#3A
Greenwich, CT 06830

Nightingale-Conant

6245 W. Howard Street
Niles, IL 60714

Subscription Website Publishers Association

www.swepa.com

Newsletter and Electronic Publishers Association

www.newsletters.org

Also, look for newsletter directories online.

Another great way to discover prospects is to get your name on lots of mailing lists.

Watch your mail. Watch it carefully. See who is mailing what for which products. Think how you could improve each mailing. Write down your ideas into a proposal or as a headline and lead. If you think you've come up with something strong, contact the company and speak with the marketing director. Tell him you are a copywriter, that you have an idea on how to improve one of their promotions, and offer to do a piece on spec. If your idea is any good, it's the rare marketing director who won't at least want to see it.

Getting Paid: What You Can Expect

The pay for writing promotions for information products is very good. Direct-mail packages for newsletters pay on a par with those for financial publications. In other words, you can expect \$3,000 to \$5,000 per package starting out.

Royalties are also possible, especially with well-established companies like Agora and Rodale. For established copywriters, royalties often become the bulk of your income. Royalties range between 0.5 and 5 cents for print mailings and 1 percent to 3 percent of gross sales for online promotions.

Bonuses are another possibility, and are growing in popularity with copywriters. With a bonus, you charge a slightly lower flat fee and then get paid a substantial sum if your mailing becomes the new control. Some companies will also pay a smaller yearly bonus for each year that they continue to use your control. Some copywriters are more comfortable with bonuses, because

they are much easier to track than royalties — and they can be sure they are getting paid the agreed-upon amount.

Even without royalties and bonuses, a good copywriter can make a comfortable six-figure living on flat fees alone. This is how copywriter Richard Armstrong works, and his income has consistently broken the six-figure mark for years. He doesn't work many hours either, often wrapping up his workday by noon.

Additional Resources:

- AWAI's 2004 Teleconference Series, Session 9
- *Bob Bly's Direct Response Letter* (www.bly.com)
- John Forde's *Copywriter's Roundtable* (<http://www.jackforde.com>)

Business-to-Business — Writing for a More Sophisticated Market

Writing copy for a business-to-business (B2B) company is both similar to writing consumer copy and very different. The structure is much the same, but the motivations of the buyers are more complex.

The B2B need for copywriters is another example of the enormous demand that exists for your services. Businesses that sell their products to other businesses need copy for direct-mail packages, brochures, case studies, white papers, and more. They need writers who can readily grasp the technical aspects of their business as well the emotional triggers of their target market.

Becoming a specialist in B2B writing can keep you very busy ... and be very lucrative.

For example, Joan Damico worked as a marketing director for years. But she wanted more freedom. Looking at the writers she worked with, she recognized that there was often a gap between their technical knowledge and their emotional connection with the audience. She realized that she could close that gap, making freelance B2B writing the perfect way for her to take control of her life and her time. She's been a freelance B2B writer for more than five years, and makes a very good living at it.

B2B is one of those areas where you can create a

specialty within a specialty. You could be a B2B writer for software companies or for medical equipment manufacturers or for biotechnology companies. The possibilities in this niche are truly endless.

Leveraging Your Corporate Experience

As a B2B writer, you must understand how selling products and services to businesses differs from selling them to consumers. You need to know how to identify the decision maker. Is it a single person or a combination of people? And if your promotion is aimed at big companies, you need to understand that it can be difficult for them to move forward and make the decision to buy — and you need to be able to overcome that inertia.

Any personal corporate experience is something you can draw from and use to your advantage. If you have a degree in the specific industry you're approaching, that helps too. If you don't have any background in the industry, learn the jargon so you can speak intelligently with your prospects (and your clients).

When selling to a business, your letter must often overcome different objections from separate decision makers in different departments. For example, the decision to buy a big-ticket item may have to be approved by the technical department, the executive officers, and accounting. And they all have different concerns that you'll need to address.

This is where a good understanding of office politics can serve you well. Businesspeople rarely like to take risks. So show them how safe and secure it is to buy your product. And show them how it will benefit them in terms they understand — increased productivity, a better bottom line, and improved efficiency.

Secrets of Writing for Business-to-Business Clients

In some cases, the product you are selling will be something your prospect must have to do business. If that's the case, don't oversell. Be direct and respectful. Leave out any hype. And get right to the point.

You will quickly discover that B2B clients will want more from you than just direct-mail copy. You may write brochures, space ads, PowerPoint presentations, case studies, articles, white papers, and more.

The general rules of good copy still apply, though the structure varies. Do stick to benefits. Do understand your audience's needs, anxieties, and desires. Do remember that even if the subject seems boring to you, it's exciting to the people you are working with — so find a way to get excited about it. And don't ever forget that the people you are selling to are just that ... people. They have emotional triggers. Find those triggers and use them in your copy.

Don't be intimidated by the technical end of a business. Ask a lot of questions, read a lot of background material, and you will learn to speak and write intelligently about your product.

Many B2B promotions work to generate leads rather than asking immediately for the sale. This is a softer sell, often done by offering a free report or more information when the prospect responds.

Keep in mind that with B2B products, your audience is often fairly small when compared to consumer markets. There may be only 2,000 companies in the whole country that need what your client is selling. This gives you the opportunity to write very targeted pieces.

Interview the company's sales representatives to learn what makes your audience tick.

When you are writing for one company and learning its business/products, think about the crossover knowledge you are gaining. You can find new clients to approach by thinking along those lines.

Many B2B promotional campaigns are quite long. They mail to the same prospects over and over again. In other words, one of the goals of your copy may be to advance your clients' relationship with the decision makers who are their target audience.

Finding Your First Clients

Any business that sells its services or products to another business is a lead in this industry. And, boy, are there a lot of them out there! Start in your own neighborhood, where you can go in and personally meet the people you will be working with.

Marketing yourself to B2B companies through direct mail is also an effective technique. If you do this consistently and keep yourself in front of the marketing people in the companies you would most like to work for, you may find that direct mail is the only marketing you'll need to do.

One of the great things about writing for the B2B market is that once you land a client, you can expect to get a lot of repeat business from them. Often, the advertising campaigns they run are fairly complex. Rarely is a B2B campaign based on a single promotional piece. This means you may have the opportunity to write several pieces for each project.

Once you've broken in with one department in a big

company, other departments may start contacting you for work. B2B copywriter Steve Slaunwhite once ended up with a dozen different clients within the same company — just from word-of-mouth referrals between marketing managers.

B2B clients have the potential to provide you with a continuous stream of work over the years. So you want to keep them happy. They like you to take a professional approach. They appreciate it when you are punctual both with deadlines and things like phone calls. They also appreciate it when you share your ideas and insight. And, of course, they expect you to do a great job.

Think of your B2B clients as partners. Be more interested in their success than you are in your own — and your name will get around fast. When that happens, you will be able to pick and choose the work you want to do.

Getting Paid: What You Can Expect

Writing for B2B companies pays well. And the potential for projects requiring multiple pieces is good, which can quickly up your income.

Your B2B clients will almost always pay you a flat fee. Royalties and bonuses are rare, because B2B companies rarely do the kind of massive mailings that consumer businesses do. But that doesn't mean you can't make a great living. Here are just some of the fees you can expect:

- For an email message and subject line: \$1,000-\$2,000
- For a website landing page: \$750-\$1,500
- For a 300-500 word case study: \$500-\$1,000

Many other pieces will average between \$1 and \$2 per word (e.g., articles) or up to \$500 per page (e.g., brochures).

If you are working a project that seems vague to you — sometimes B2B clients aren't exactly sure what they want when they hire a writer and part of your job becomes to help them sort that out — consider setting an hourly fee between \$65 and \$125 rather than a flat project fee. These kinds of projects sometimes tend to creep in scope — by setting an hourly fee, you protect yourself from being underpaid.

Most B2B projects are shorter than direct mail projects and the clients expect a faster turnaround time. This can sometimes be stressful, but it also means that you can take on more projects and you receive checks more frequently — something any freelance will envy.

Additional Resources:

- AWAI's 2004 Teleconference Series, Session 11
- www.jdamico.net (the website of Joan Damico, an experienced B2B writer and marketer)

The Health Market — Connecting People With Products and Services

The medical and alternative health field is another example of the tremendous need — and opportunity — for good copywriters.

In this market, you may find yourself writing a direct-mail package for a subscription newsletter, for a vitamin supplement, for a health-related book, or for a hospital or university.

Writing for the health market can be particularly challenging, because your writing is held to the highest ethical standards. Every claim must be substantiated, and your copy must adhere to guidelines set by the Federal Trade Commission (FTC) and sometimes by the Food and Drug Administration (FDA). But it is also very rewarding, because your letter may actually help connect people with a lifesaving product.

As a copywriter, you always work to improve people's lives to some degree — but (aside from fundraising) not nearly to the same extent as you do when writing for the health market.

Getting Off to a Great Start

You can use any one of the following to your advantage when seeking clients in the health market:

- A medical background
- Personal experience with a particular disease
- A familiarity with industry publications
- A knowledge of health supplements and their benefits
- Experience working or writing for a doctor, health supplement retailer, health newsletter publisher, or any other company in the medical industry

The Special Considerations That Go Into a Health Package

Writing a successful package for the health care market means using the same basics of good copywriting and the fundamental structure of every direct-mail piece. But there is more to it than that.

For one thing, your topic is very personal to your audience. You must, must, must establish a sincere, authentic connection with your readers. Your copy has to resonate with their fears. More importantly, it must give them hope.

How do you find that point of connection? One good way, again, is to interview people who read or use whatever product you are writing for. An even better way to get a broad feel for the concerns of your audience is to visit forums at WebMD.com and iVillage.com. You can get some great information by listening closely to what people are concerned about relative to your topic.

Jenny Thompson, editor of the *Health Sciences Institute* (HSI) publications, always recommends that copywriters do this. For instance, a copywriter working on a weight-loss supplement for HSI used this

technique to learn that people trying to lose weight are more concerned about inches than pounds. This was a great insight into the mindset of his audience that he wouldn't have discovered otherwise.

Also very important: making sure what you write is in compliance with FDA and FTC guidelines.

If you are writing a promotion for a product that is ingested — a vitamin supplement, for example — the FDA will not allow you to refer to a specific disease like arthritis or prostate cancer. Instead, you must talk about how your supplement benefits the structure and function of certain body parts. For a product designed to benefit arthritis sufferers, your focus would have to be on how the supplement benefits the joints — not on how it relieves arthritis pain.

When promoting a book or a newsletter, you have a lot more freedom, but your work must still be well-substantiated. You should be able to back up any claims that you make with published studies.

Always look for ways to set your product apart. If one ingredient in an herbal remedy has been played out in the media and in the industry, focus on a different ingredient. Or look for the claim a health newsletter made that became big news *after* they made it. These kinds of things will set your promotion apart ... and often result in a successful package.

Finding Your First Clients

Agora Publishing

P.O. Box 1936

Baltimore, MD 21203

Phillips Publishing

1 Massachusetts Avenue NW
Suite 610
Washington, D.C. 20001

Boardroom

Bottom Line Publications
281 Tresser Blvd.
8th Floor
Stamford, CT 06901

Rodale Institute

611 Siegfriedale Road
Kutztown, PA 19530

Belvoir Publications

75 Holly Hill Lane
#3A
Greenwich, CT 06830

VitalMax Vitamins

P.O. Box 2543
Chestertown, MD 21620

Lombardi Publishing

www.lombardipublishing.com

Also contact universities and hospitals. They print a tremendous amount of health-related material each year ... and somebody has to write it.

And get yourself on mailing lists by buying a few subscriptions to health newsletters and supplements sold via mail-order. Then pay attention to the promotions you get in the mail. These are all potential clients.

Getting Paid: What You Can Expect

As a writer new to the health field, you can expect to earn between \$1,500 and \$3,000 for a standard direct-mail package, depending on its length. For a 1-page space ad, pay runs about \$500 to \$1,500, with a bonus if it beats the current control by a set amount. A lead test, where you provide a new headline and lead for an existing promotion, pays between \$500 and \$1,500. It, too, often comes with a bonus if you beat the control.

Remember, these are break-in rates. If you start making money for a client, those rates will rise rapidly. Some of the top copywriters get paid \$20,000 or more for a single magalog. That's something to look forward to.

Additional Resources:

Up-to-date resources are very important to the health copywriter. The following websites will help you stay on top of news in the field:

- www.pubmed.com — to find abstracts of medical journal articles (This database goes back for years, and will become a research staple for you.)
- www.medlineplus.com — a medical news service sponsored by the National Institutes of Health
- www.medicinenet.com — a site, published by doctors, with everything you ever wanted to know about any disease
- www.wholehealthmd.com — not especially current in terms of news, but this site's database of natural supplements is excellent and easy to use

- www.hsibaltimore.com — daily alerts from Health Sciences Institute that are not only an enjoyable read but also provide up-to-date information and analysis of what's happening in the medical industry
- www.alsearsmd.com — the website of Dr. Al Sears, with health alerts and archives that include well-researched (and often contrarian) information
- www.webmd.com — a mainstream site with forums and breaking news (both of which can be useful)
- www.fda.gov — the site of the Food and Drug Administration, a good source of information about risks linked to pharmaceuticals

Speechwriting — Putting Words in Someone's Mouth

Speechwriters make really good money. And writing speeches can be a lot of fun. You get to meet many different, interesting people. You get to write in many different voices. And instead of having your words mailed out, you get to hear them delivered to a live audience. That may not sound like an obvious perk ... but it can be really exciting.

As a speechwriter, you might think you'll be working mostly with politicians, but your main clients will be public relations firms, businesspeople, and non-profit organizations. They need speeches to give at conferences, trade shows, conventions, business meetings, public events, and fundraisers.

Speeches can be used to motivate, to persuade, or to inform. As a writer, your words may never find a more moving, fulfilling home than as part of a speech.

The Experience That Gives You an Edge

Hands down, the quickest way to gain credibility as a speechwriter is to have some public-speaking experience of your own. And it's very easy to get. Most sizable cities have a local branch of Toastmasters International, an organization that is dedicated to helping people improve their public speaking abilities. If you want to position yourself as a speechwriter,

joining Toastmasters will give you experience to draw from ... as well as a network of potential clients.

So, How Do You Write a Good Speech?

When it comes to speechwriting, the rules of good copywriting apply double-time. Use common words, short sentences, and simple, direct ideas.

Like a good sales piece, a good speech should hook the listener from the get-go. Open with an engaging story, a poignant quote, or a stunning statistic.

State the main purpose of the speech clearly and directly. (This is similar to the promise in a sales letter.) If it's a motivational piece, paint a visual picture for the listeners of how things will change and improve if they react the way the speech giver wants them to.

Limit the supporting ideas of the speech to two or three. The listeners won't remember more than that. Make the focus of each of these ideas benefit-oriented, and provide concrete and specific evidence for any claims you make.

Close with a recap (the language should be fresh) if it is an informational speech or with a call to action if it is a motivational speech.

When preparing to write a speech, ask your client lots of questions. Make sure you clearly understand what he wants to accomplish with it, and make sure everything that needs to be covered will be covered. Sometimes, there are issues related to the subject of the speech that the client would rather avoid. Try to get a feel for how such an omission will work. If it's going to be glaring, find a diplomatic way to explain that to the client ... and recommend a comfortable way to deal with the subject in the speech.

As a speechwriter, you must adopt your client's voice. Take some time to get to know the person you are writing for. If possible, spend a day or an afternoon with him. Study his mannerisms, the catch phrases he uses, his sense of humor, his values, his hobbies. All of these things will inform your writing.

Finally, be sure you adhere closely to your deadline. The speaker needs plenty of time to rehearse the speech and work with you on rewording any stumbling points.

Finding Your First Clients

Pay attention to the events calendars published in your local newspapers and business journals. Get the names of people who are giving speeches and presentations, and drop them a note about your services.

Volunteer with local and state government agencies and non-profit organizations. You will meet plenty of people who regularly use speechwriters.

Also, send a direct-mail letter about your services to public relations firms. They are often hired to write speeches, and may turn to a freelancer to do the job.

Getting Paid: What You Can Expect

Speechwriting pays quite well. For a short speech, you can expect around \$1,000. For a lengthy address, you might be able to bill as much as \$10,000. On the average, speechwriters bill around \$4,000 for a 30-minute speech.

Additional Resources:

A speechwriter has a never-ending need for new material — good quotes, funny anecdotes, recent statistics, and more. The following sites provide plenty of goodies to draw from:

- www.quotationspage.com
- www.quoteland.com
- www.anecdotage.com
- www.humorarchives.com
- www.fedstats.gov

Writing Annual Reports — Landing the Biggest Up-Front Fees

Any company with stockholders or that is seeking new investment capital will need an annual report.

An annual report captures the company's goals, performance, high points, and general outlook in a neat, detailed package. It helps stockholders see how their investment is performing and anticipate how it will continue to perform. And it helps capital investment companies decide if the company is worth putting their money into.

These reports require a writer who is organized, who can work with a number of different people, and who can provide absolute accuracy while conveying a very positive outlook.

In exchange for the writer's hard work, annual reports pay some of the most substantial fees that a writer can hope to earn for a single project.

Using Your Own Experiences to Your Best Advantage

If you plan to write annual reports, you can use one or combination of the following to build your credibility and create a connection with your prospects:

- Corporate experience
- Marketing experience
- Accounting knowledge or experience

Creating an Annual Report That Your Client Will Love

The annual report is the way a company presents itself to its stockholders and potential investors. It has to be accurate, optimistic, and easily skimmed by the reader.

Often, annual reports run 50 to 100 pages or longer. You will, of course, have to listen closely to your client and tailor the report to their specific needs. But, in general, annual reports include the following nine major sections:

- **A Letter from the Chairman of the Board.** This usually focuses on the company's goals and achievements. It may also acknowledge improvements that need to be made and expected changes within the company.
- **Sales and Marketing.** In this section, you discuss the company's products, its marketing strategies, and how well its various product lines are doing.
- **10-Year Summary of Financial Figures.** If the company has been around that long, you provide a long-term analysis of its performance.
- **Management Discussion and Analysis.** Here, you describe the company's financial trend over the last year or two. You also

explain how the company is organized, and address any upcoming organizational changes and the impact they'll have on the company's future.

- **CPA Opinion Letter.** Either the company's CPA will either provide you with this or you will work closely with him to write it. It is simply the CPA's clearly stated opinion regarding the company's financial situation.
- **Financial Statements.** A straightforward statement of sales, profits, spending on research and development, inventory, and debt.
- **Subsidiaries, Brands, and Addresses.** This section provides information about subsidiary locations, the company's different brands, where they sell around the world, and any business partnerships the company may have.
- **List of Directors and Officers.** Biographical information about key people in the organization.
- **Stock Price History.** This section is fairly self-explanatory. It provides information about the company's stock price over time. It may also provide the company's bonus and dividend history.

Because annual reports go out to stockholders, they are usually visually appealing — printed on heavy, glossy paper with a lot of photographs and graphics. Consider partnering with a designer if you plan to specialize in this area.

Finding Your First Clients

Any publicly traded company is a potential client. Networking within your local Chamber of Commerce is a great place to start. Also, either subscribe to your local business journal or visit your library to read it each month. You will find many potential clients featured in its pages.

Getting Paid: What You Can Expect

Annual reports pay some of the highest fees going. You can expect to earn an average of \$8,500 per project — but pay goes as high as \$15,000 or more per report.

Writing Advertorials — a Growing Field

Flip open any trade publication and scan the pages for advertorials. These look and read like articles, but have the word “advertisement” at the top. And, as with conventional ads, the publication gets paid for placing them.

More and more companies are turning to advertorials in order to provide their target audience with useful information while promoting a product or service.

This is another niche medium that gives you the advantage of having a lot of variety in the copy you get to write. And it is a form of advertising that is on the rise. Demand for your services in this industry will only go up.

Gaining an Edge Over the Competition

The best background you can have as an aspiring advertorial writer is the experience of writing press releases.

There are a number of similarities between a press release and an advertorial. Both are meant to draw attention to a company or product, both are meant to provide useful information to the reader, and both are meant to read like an article. The difference is that a press release must be newsworthy __ and is printed only if the publication’s editor decides to use it.

How to Write a Credible, Successful Advertorial

When writing an advertorial, the most important thing to do is ask your client where he intends to place it, and then study the style of that publication. You want your work to fit in with the publication's regular articles — not to seem awkward or out of place. Then, even though it will be clearly labeled as an advertisement, it will have a high level of credibility with the publication's readers.

Remember that your purpose is not to directly sell your client's product or service. You want to educate and inform your readers. You want to provide them with honest-to-goodness useful information that they can't readily get anywhere else.

Basically, a good advertorial follows the same structure as a good press release.

In the lead, relate a benefit directly to the reader.

Following that, illustrate the benefit and back it up with proof. You could use statistics, an interview with somebody within the company, or a story about a customer. (By the way, because the advertorial is written like an article, stories work very well. Incorporating an interesting story into the copy is a perfect way to get your readers excited about the company or product.)

Finally, in the closing paragraphs, explain how to contact the company or take advantage of its products.

Throughout the advertorial, as with direct-mail copy, your writing should be engaging and conversational.

Finding Your First Clients

Potential advertorial clients are everywhere. But to target your approach a bit, start by looking at advertorials that are already being used in various magazines and trade publications. Study each one to see if you can improve upon it. If you can, send the company a proposal.

At the same time, consider companies in the same industries that aren't using advertorials. Approach their marketing directors with the idea. Chances are they will be willing to try this strategy that is working for their competition.

Getting Paid: What You Can Expect

Fees for advertorials depend on the length of the copy. Pay rates can be \$40-\$60 per hour, \$250-\$500 per page, \$150-\$2,000 per project, or \$1 to \$2 per word.

Depending on the company, royalties are possible. But your clients might be more open to the idea of paying a bonus if the piece is successful — so try that approach first.

The Subscription Business — a 21,000-Client Market That Needs Your Services

Circulation managers, the people who are responsible for maintaining a subscriber base for a magazine or newspaper, have one of the hardest, most stressful jobs around. And for them, finding a good copywriter is like finding gold.

Again, this is another huge market for you. There are 900 daily newspapers in the U.S., more than 8,000 weekly newspapers, and more than 21,000 magazines and trade publications.

All of them depend on subscribers for their revenue — either directly or indirectly (because advertising rates are based on circulation numbers). And most of them depend on good copy to attract new subscribers and keep existing ones.

Positioning Yourself to the Best Advantage

A circulation manager's job is very complicated. Unless you've done it yourself, don't expect to grasp all the nuances of it right away. They are part marketer, part administrator, part strategist, and part executive. The best way to get inside their heads is to read the magazines that are written for them. The two most important are *Circulation Management* (www.circman.com) and *Folio* (www.foliomag.com).

The One Thing You Must Know to Write a Successful Subscription Effort

For the last five years, magazines have had a tough time of it. In desperation, many of them adopted a strategy to get as many subscribers as possible ... no matter how much of a deal they had to give them. Short term, such subscribers allow the magazine to present huge circulation numbers to their advertisers. But their ads don't pull, because the subscriber base is packed with readers who don't represent their target market. So the advertisers aren't happy. Furthermore, few of those "bargain-basement" subscribers ever renew their subscriptions. So the circulation manager is in a constant state of panic.

As a result, magazines are looking at acquiring subscribers in a different way. The goal is to attract high-quality subscribers who are sincerely interested in the content of the magazine — and will stay with it for a long time.

That is the single most important thing to keep in mind when writing subscription and renewal efforts. Read the magazine, study the demographics, and then find a way to connect with your audience — not just *any* audience, but the right audience for that magazine.

Other than that, simply follow the rules of good copy and good direct-mail structure. And if the promotion you are working on is in the form of a postcard or voucher, remember that you have to make every word count ... so choose them with extra care.

The website LookSmart archives a number of articles about copywriting for consumer magazines. The

two articles below can give you some added insight into writing successful subscription promotions and developing good working relationships with your clients.

- http://www.findarticles.com/p/articles/mi_m0BOR/is_2_19/ai_113644155
- http://www.findarticles.com/p/articles/mi_m3065/is_n5_v23/ai_15264550

Finding Your First Clients

The best place to start is with the magazines you already receive and read. You're familiar with the content. You yourself are part of the demographic, so you have an automatic insight and connection with your audience. And you have the magazine's contact information right there on the masthead.

To add to your prospect list, visit your local bookstore or magazine stand once a week and buy several magazines that catch your eye. It won't take long for your list of prospects to grow respectably long.

Another thing to consider is purchasing a copy of *Writer's Market*. It's geared toward writers of magazine articles, but can give you a quick overview of a magazine's purpose, style, and audience.

When approaching a magazine for the first time, offer to do a simple renewal postcard or voucher, instead of a full-fledged campaign for new subscribers. These smaller projects are often avoided by established copywriters, but they pay well and are important to the magazine's success.

Getting Paid: What to Expect

For longer, direct-mail efforts to attract new subscribers, you can expect the same pay rates as for standard direct-mail promotions. And many publications will offer royalties or bonuses.

And don't overlook the smaller jobs — renewal postcards and vouchers. They often pay \$500 to \$1,500 a pop, and a good copywriter can knock one out in less than an hour.

Creating Your Own Niche — Three Ways to Find the Perfect Field for You

Now, after closely examining some of the largest and most lucrative niches out there, you may still be wondering how to find the one that is best for you.

There are three ways to go about it:

Your Background

Ask yourself, “What is my educational background? What hobbies have I tried? What do I know? What news stories do I follow?” Your answers to questions like these will lead you to areas that you already have a background in — where you are more knowledgeable than the average person.

Your Experience

We’re talking, here, about formal work and writing experience. If you are an established copywriter, have you been developing a niche without realizing it? Look through your portfolio. What kinds of clients have you worked with most often? What kinds of jobs have you had? What industries have you worked in?

Your Passion

What do you love to do? What gets you excited? What do you look forward to doing after work in your

free time? What do you spend your extra money on? Finding a niche that you love is especially rewarding.

No matter how you choose your copywriting niche, you can be extraordinarily successful.

So ... let's do it right now!

1. Look at the three categories described above — Background, Experience, and Passion — and, in writing, answer all the questions. That should give you a fairly long list of possibilities.
2. Cross out anything that — though you may have background and/or experience in it — you hated doing. If you can't find joy in the work you're going to pursue, that is obviously not the niche for you.
3. Now, think about each remaining item on your list of possibilities. What's your gut reaction to making a career in that field? Circle the ones that you are most excited about.
4. Finally, review your background and experience in terms of each of the circled items. Which one will you be able to claim expert status in soonest? Make that your first niche.

That's right, your *first* niche. There is nothing to stop you from having more than one specialty — but set up only one at a time.

Becoming a Recognized Authority in Your Niche: Five Ways to Elevate Your Status to That of an Expert

1. **Publish articles in trade publications.**
Being able to cite an article that you've published in an industry publication

immediately gives you credibility. You can also include a published clip or two in the direct-mail package you create to market yourself. (Very nice!)

- 2. Write a weekly column for your local newspaper.** Newspapers love to include regular columns in their business section. Come up with a unique angle for your column. Write a few samples and then pitch it to the editor.
- 3. Build a referral network.** Word of mouth from people in related industries can make you an expert in the eyes of the prospects they refer to you. Introduce yourself to printers, designers, list brokers ... anyone with connections in the copywriting industry. Offer to do a free sample of your work for them and to post links to their businesses on your website. In return, all you're asking is that you hope they will think of you if any of their clients are in need of a copywriter. You can even offer them a referral fee — or give a special discount to people they recommend (which will give them “points” with their clients).
- 4. Attend trade shows.** Exhibiting can be prohibitively expensive. But make an appearance. Introduce yourself around. Collect business cards and offer to send your new prospects a free report or a copy of an article that you've written. (See tip #1, above.)
- 5. Hold yourself to a standard of excellence.** Deliver more than your clients expect. Deliver it on time. And commit yourself to getting them results from your work. You can do that with a

guarantee, an agreement to rewrite a piece that doesn't perform to a certain level, or a willingness to analyze results and improve copy for them between mailings. Adopting a standard of excellence will get you more word-of-mouth and repeat business than you will know what to do with.

Breaking Into a Niche Market: Three Step-by-Step Strategies

If you already have experience in a field that you want to become a specialist in, try this strategy from Chris Marlow for marketing yourself:

- Position yourself as someone with more experience in the field than most other writers. Work this into any copy that you use to market yourself — from your website to your email signature to your direct-mail packages.
- Compare yourself with other specialists. Do you have more experience? If so, position yourself as the top copywriter in that industry.
- Come up with a set of standards that will identify a company as a prospect for you — and then put together a prospect list. You only need about 200 large companies or 400-500 smaller companies on your list to keep yourself busy and make a good living.
- Mail to your prospect list on a regular basis. At least every other month, if not every month. Keep yourself at the front of your prospects' minds. You don't even have to vary your mailings. Hitting your prospects with the same message over and over again is very effective.

If you don't have any experience in the field you're interested in, try working on spec as your break-in strategy:

- Get your name on industry mailing lists. Review every direct-mail piece that you receive.
- Think about ways you can improve those packages.
- When you come up with a strong idea, put together a headline and lead.
- Call the company's marketing manager, and say that you've seen their mailing, that you're a copywriter, and that you have some ideas for improving it.
- Ask if you can send them your ideas on spec. If they like your work and want to test your idea, you'll get paid.

When you employ this strategy, make sure any work you submit is worth the marketing manager's time. You want to build your reputation ... not damage it.

Another strategy that works well is to start locally and then work up to national clients. Here's how it works:

- Approach local businesses in your specialty area by sending them a direct-mail piece to introduce yourself..
- Follow up with a phone call.
- After that, keep in touch with them by regularly mailing postcards.
- Phone them periodically, too — not to ask for work, but to offer them something (e.g., a free copy critique, a free article, a new report).

- Once you've landed a number of local clients, expand your marketing circle to regional — and then to national — prospects.

45 Possible Niche Markets Where You Can Find More Business Than You Can Handle

1. Catalogs
2. Collateral materials (brochures, case studies, flyers, white papers, articles)
3. Newsletters
4. E-books
5. Booklets
6. Reports
7. Premiums
8. Websites
9. Presentations
10. Technical writing
11. Grant writing
12. Business plans
13. Art dealers and galleries
14. Cooking
15. Restaurants and hospitality
16. High-tech
17. Antique dealers
18. Collectibles
19. Political action groups
20. Hobbies

- 21.** Parenting
- 22.** Educational
- 23.** Organic foods
- 24.** Software
- 25.** Luxury items
- 26.** Children's books, magazines, toys
- 27.** Gardening
- 28.** Coaching and mentors
- 29.** Event planners
- 30.** Wedding planners
- 31.** Musical instruments
- 32.** Second languages
- 33.** Real estate
- 34.** Fashion
- 35.** Travel and tourism
- 36.** Automotive
- 37.** Cleaning supplies
- 38.** Beauty aids and cosmetics
- 39.** Jewelry
- 40.** Pet care products
- 41.** Home improvement
- 42.** New-age products
- 43.** Self-help products
- 44.** Golf and other sports
- 45.** Specialty beverages
(wines, beers, teas, coffees)

Even More Resources:

1. Article banks — where articles are posted for e-zine editors to publish. You can find a wealth of useful information on these sites:

- www.ideamarketers.com
- Yahoo business list: <http://groups.yahoo.com>
- www.topten.org

2. Magazines

- *Target Marketing* — an industry publication available free to industry professionals (www.targetmarketingmag.com)
- *Direct Marketing News* (www.dmnews.com)

3. Marketing Sites

- John Carleton's e-zine (<http://www.marketingrebelrant.com/>)
- www.marketingresource.com
- Robert Middleton's e-zine (<http://www.actionplan.com>)
- www.marketingtoday.com

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