

How to Avoid Getting Blindsided By Your Client

**It Happened to Me ... Don't Let It Happen to You.
(Or Better Yet, Make It Happen and Increase Your Fees!)**

Dear Fellow AWAI Member,

Your copy is strong. Your client loves it. But then...

The real world intervenes.

You discover the company you're writing for doesn't have a marketing department! You know, that high-energy, in-house group that you expect to turn your copy into a full-blown promotion... to couple your words with dazzling graphics, work the payment options, choose a printer, then mail the package to the perfect list of buyers or donors.

What do you do?

You're a copywriter... not a marketer!

My first client, Mr. V., really needed help. He taught martial arts and boxing to kids who might otherwise join gangs in Tucson, Arizona. Being a resident of Tucson, I knew just how big the problem was, and I wanted to help for a lot of reasons... including my own family's safety.

But for the most part, Mr. V.'s company offered classes and after-school mentoring programs free of charge, and the limited funds he had to keep these much-needed programs available was quickly running out. What he needed was a fundraising appeal... and he needed it fast.

The problem was, he knew absolutely nothing about fundraising — not even where to begin.

I knew I could write the words... AWAI had taught me well. But the rest of it? What about formatting, putting the package together, finding the right lists, negotiating with printers, measuring response rates? I felt intimidated just thinking about it!

My first instinct was to turn down the project. But then I got to thinking...

Over, please ...

True, this was not exactly what I'd signed up for. But if I could do it all, I would be worth more... and therefore paid more. This was not a problem... it was an unexpected opportunity!

On the top of my wish list was someone who could mentor me. Teach me how to be a complete marketing department, from my own home office.

Then AWAI announced the launch of their new program, ***Desktop Marketing for Success, Independence, and Income***. I had to wonder if they'd read my mind. In five minutes, maybe less, I had decided to order the program.

Sooner or later (if you're lucky!), you too will be faced with a client who needs more services than just writing.

Even if you think you've got everything covered, you don't. I didn't. This program offers a fabulous opportunity to up the ante. If we can do it all, or even if we understand it all, we will simply be worth more to our clients.

Even if you never make an extra dime (but you absolutely will!)... being self-sufficient and knowing all the aspects of your business is just a better place to be.

I know I'll never again be caught not knowing how to advise my client. And I'm amazed at how much more confident I am now that I know how to put together a package from start to finish.

I'm now ready for my next client without a marketing department. I won't skip a beat.

“Yes,” I'll tell them, “I can do that! And here's what I charge for it.”



Pat McCord,
AWAI Member and
Working Freelance Copywriter

P.S. If you'd like know more about how you can expand your career and increase your fees with AWAI's new program, ***Desktop Marketing for Success, Independence, and Income***, read the enclosed letter.