

Niche Marketing:

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

American Writers & Artists Inc.

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Published by:

**American Writers & Artists Inc.
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Delray Beach, FL 33483**

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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 wants 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