

Notes from BWA Meeting, January 24, 2006

In 2000, after giving birth to her third child, Kelly negotiated with her husband and resigned her 13-year position with UPS. She used her marketing background to launch a marketing consulting and healthcare copywriting business. Additional details on her business are available at [her Web site](#).

Kelly distributed an 8-point worksheet that included tips, tricks and tools to help copywriters build a client base. She elaborated on these points and responded to questions posed by attendees.

Pick a niche.

This is the very first thing you need to do.

A niche is an area where you want to focus your energies. Selecting “small businesses” as a niche will not work – it’s too general and will result in a lot of work. Selecting a specific industry or sector of the marketplace (micro niche) is most effective. Kelly’s niche is marketing directors at hospitals; she has become known as the “healthcare writer.” She’s able to work in a variety of medical-related areas including medical software, medical billing, etc.

Preparing for and learning as much as possible about your niche is critical. No matter what niche you select, information is available. Determine what associations are in your niche, what publications they read, where and when they hold meetings. Read those publications and attend those meetings.

Find an editor/proofreader to work with.

Marketing know-how for a writer is essential. A writer’s job is to write and sell – they don’t have to be good at grammar. According to Kelly, “You owe it to your client to produce/ provide good copy.” Hiring a good editor/proofreader (contract) that you can talk to ensures good copy. Some resources to learn about marketing shared by Kelly include:

- Bob Bly
- Robert Middleton
- [MarketingProfs.com](#)

Start compiling a list of your dream 100 clients.

After selecting your niche, read business journals or search online using keywords to create your list. Start locally (budget constraints). As your business grows and gets stronger, you can look nationally. Add or subtract from this list based on your comfort level.

Start writing right now!!!!

Come up with a topic; then research your topic. Create articles that are educational and informative – not about you! Present yourself as “an expert” – you know more than the person receiving the information (even if it’s only in your head). Initially send your educational, informative articles to smaller publications. The goal is to get your name out there and increase your exposure.

Three things you need to be “in business” in your clients’ eyes.

- Web site.

-- Business cards

-- Work samples

Your niche audience needs to get to know you. Design your business tools for your niche audience. Place work samples and photos up on your Web site.

Find out about your target market

-- Learn who they are and what they like

-- What associations they belong to

-- And you should become a Board Member

Know as much about your target market as you can through research (sometimes subtle) and participation. Track down event calendars, attend meetings, join committees, write newsletter, volunteer, etc. Do whatever you can to learn as much as you can, and remember...it does take a while.

Never, ever say you are in between jobs.

It's critical to act like you've been around and you're here to stay. As mentioned earlier, having a Web site, business cards, and work samples helps demonstrate that you're "in business"

You need to understand you are in business.

You are an entrepreneur. You also need to spend your time and energy learning how to run a business. Putting systems in place creates a smoother operation. Systems can include a virtual assistant, an editor, marketing tools, etc.

According to Kelly:

- "My good clients hired me because they met me." - "Few of my good clients have found me on my Web site; they felt and connected with my energy either in person or on a phone call."

Kelly mentioned a Healthcare copywriting ecourse with Terri Levine she is conducting; details are available at her Web site.

Notes written by Liz Carlock – 01.26.06