

client: For Graphic Designers Only

project: Sales letter

objective: Lead generation

copy excerpt

Are You A Graphic Designer Struggling To Attract A Steadier Stream Of High Quality Clients?

Dear.....,

What if you could attract top-quality clients and get plenty of creative design projects that pay well?

How would you like to instantly stand out in a crowd full of design firm lookalikes?

If you're struggling to find quality clients, or dealing with clients and projects you don't like, then I'd like to show you some proven techniques for creating a successful freelance graphic design business. You'll find them in my latest self-study mini-course, "How To Attract Clients Using The Free Report Strategy."

You can get this mini-course FREE, simply by subscribing to my e-newsletter, For Graphic Designers Only.

Simply go to www.forgraphicdesignersonly.com.

Here's a sampling of what you'll learn in this valuable self study mini course:

- Why the "Free Report" technique works so well. It often doubles the response to sales and marketing materials.
- How using a free report helps you get the fees you deserve for your design services...with a lot less price resistance.
- How to select the right topic for your free report. We'll actually brainstorm some great topic ideas.
- The nuts and bolts of creating the report. How should it be structured? How long should it be? What's the best format?

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