

How to Bring 10x More Value to Your Clients

By Guillermo Rubio

All this week, I'm showing you ways to become the "Total Package" to your clients, so you can earn a very high income in no time flat. I'm sharing what I've learned from my mentor, legendary copywriter Clayton Makepeace.

Yesterday, we covered essential step #1: getting good at copywriting.

Today I'd like to cover step #2 ... and how you could very well become 10x more valuable to your clients (and more than likely earn 10x the income!).

So, what does it take to become so valuable your clients will never want to leave you?

Learn everything you can about marketing.

Study how it works ... study what your client is doing to get prospects converted to customers, along with how they're doing it.

In short: Become a real student of marketing and how it's used to grow a business. For example, you can learn how companies in your niche generate leads, along with the marketing materials that are used to make it possible.

You could also learn how they develop an ongoing relationship with their customers via email marketing.

Also – make it a point to also study everything you can about online marketing. It's critical to your client's survival and growth in today's marketplace.

If you take just 30 minutes to an hour each day to study and learn, you'll be surprised at just how much powerful knowledge you'll gain (and how valuable you become to your clients) in just a few short months.

So, where can you start?

Clayton recommends every serious student of direct-response marketing read Bob Stone's textbook on the subject, *Successful Direct-Marketing Methods*.

This alone will give you a great overview and starting point.

From there, make sure you're on top of what's working in marketing today.

Make it a point to learn things like Search Engine Optimization (SEO) ... Pay-Per-Click (PPC) ... and other ways companies use to drive online visitors to their web pages.

Familiarize yourself with marketing strategy as well. For example, do you know how a 2-step lead-generation process works in the online world?

If you don't, make it a point to learn. Be hungry and curious at the same time.

These two qualities will help you gain the skills and knowledge you need to start contributing to the growth of your client's business in HUGE ways. The financial rewards will be worth it.

When you're done reading it, feel free to post what you plan on doing to learn all you can about marketing in the comments section.

And be sure to keep an eye on your inbox tomorrow. I'll cover step #3 and how knowing a few "numbers" could make you look like an instant marketing genius in your client's eyes.

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1 Response to "How to Bring 10x More Value to Your Clients"

Hi Guillermo.

Awesome subject for this week and glad you're the one writing about it.

I think we all copywriters should learn about marketing, at least the basics; just as beginners writers (like me) do when starting.

I started learning internet marketing long before being interested in copywriting. Then, here the point for me is making a resume of material I already know or master about IM before creating that learning plan.

What do you think?

Guest (Alfonso Torres) – over a year ago

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