



MENU (Table of Contents)

JANUARY 2017

APPETIZER: GOT YOUR MARKETING-WRITING MOJO GOING?	22
Client Loves Their Web Copy Transformation, Boosts Budget 150%!	
“FIELD” GREENS: NO-“KIDDING”-AROUND FREELANCING!	23
WA FLCW Serves up the How-to on Freelancing with Kids Underfoot	
MAIN “MEAT” COURSE: BEYOND “FEATURES & BENEFITS”	25
FLCW Shares the 5 Often-Missing Ingredients in Persuasive B2B Copywriting	
DESSERT: SWEET SUCCESS STORIES & TIPS	27
IL FLCW Shows How to Tap Your Network—Minus the Awkwardness	
TIP: MN FLCW Serves up Advice from World of Theater: Start Warm	

FEBRUARY 2017

APPETIZER: ARE YOU PURSUING THE RIGHT THING?	29
Quote Underscores the Power of Being Valuable, NOT “Successful”	
“FIELD” GREENS: GOT “CONTENT MARKETING” MOJO?	30
CO FLCW Serves up Resources to Move Beyond the CM Copywriting Herds!	

MAIN “MEAT” COURSE: BUSTING THE LOW-PAY MYTHS!	31
Author & Writing Maven Shares Top 3 Beliefs that Keep Writers from Earning Well	
DESSERT: SWEET SUCCESS STORIES & TIPS	33
WA FLCW Lands Gig with a Little Knowledge, and a LOT of Confidence!	
TIP: 2 Steps from So-So TV Sales Rep to Copywriting Princess! (Book Plug)	

MARCH 2017

APPETIZER: THE PAUSE THAT REFRESHES.....	35
Yours Truly Downsizes, Simplifies and Recharges the Batteries	
“FIELD” GREENS: ARE YOU WEAVING YOUR DREAMS?	36
Part-Time NC FLCW Stitches Together a Rewarding Writing Life in Needlework!	
MAIN “MEAT” COURSE: WHAT’S IN A NAME? PROFIT! (Part 1 of 2)	38
Canadian FLCW Shows Savvy Wordsmiths How to Tap the Lucrative Naming Niche	
DESSERT: SWEET SUCCESS STORIES & TIPS	39
Budding UT FLCW Tries Different Strategies, Makes Mistakes, Lands Small Success!	
TIP: Free Social-Network Marketing that Works—Minus the Turn-Off!	

APRIL 2017

APPETIZER: A BASKET OF BUSINESS-BUILDING BASICS!.....	42
Yours Truly Shares Some “Worth-Repeating” Reminders for Any Serious Copywriter	
“FIELD” GREENS: WANT A RAISE? CHANGE YOUR PRICING MODEL!	43
GA FLCW Explains Why Project Pricing Beats Hourly Pricing—Hands Down.	
MAIN “MEAT” COURSE: WHAT’S IN A NAME? PROFIT! (Part 2 of 2)	45
Canadian FLCW Shows Savvy Wordsmiths How to Tap the Lucrative Naming Niche	
DESSERT: SWEET SUCCESS STORIES & TIPS	47
DE FLCW Taps Power of Cold-Calling “Chutzpah,” Stays Focused, Lands Deal!	
TIP: NY FLCW Shares Site-Building Tool Both User-Friendly AND Feature-Rich!	



MAY 2017

APPETIZER: THIS IS THE POWER OF GOOD MARKETING WRITING	49
Delighted Client Finds Brochure Opens BIG Door to a BIG Opportunity!	
“FIELD” GREENS: BRAVE ENOUGH TO FIRE BAD CLIENTS?	50
PA FLCW Takes Short-Term 70% Pay Cut, Reinvigorates His Business!	
MAIN “MEAT” COURSE: PROSPECTING THROUGH FACEBOOK GROUPS	52
Zimbabwe FLCW Serves up Smart, Un-Spammy Tactic for Engaging New Prospects	
DESSERT: SWEET SUCCESS STORIES & TIPS	54
Marketing Pro Asks: Is Your Copy Lazy & Does It Assume Way Too Much?	
TIP: Check out THIS Copywriter’s Way-Cool Home Page...	

JUNE 2017

APPETIZER: THE PROACTIVE TESTIMONIAL.....	56
Yours Truly Strikes While the Client is Hot, and Grabs a Boffo Blurb!	
“FIELD” GREENS: GOOD WEB WRITING SPINS STRAW INTO GOLD	57
SEO Writer Doesn’t Love Writing, But Her Process Ensures She’ll Love the Outcome!	
MAIN “MEAT” COURSE: ADMIT DEFEAT WHEN A PROJECT GOES SOUTH....	58
Canadian FLCW Suggests the Right—Not Easy—Path When You’re in Over Your Head	
DESSERT: SWEET SUCCESS STORIES & TIPS	60
VT FLCW Learns the Long Shelf Life of One Short Meeting, Lands Gig!	
TIP: WAY-Cool Video Tool Saves Typing, Offers Killer Service to Clients	

JULY 2017

APPETIZER: WHEN SLOPPY IS THE NORM, SEIZE THE DAY!.....	62
A Simple, Clean Follow-up Email Stands out, Underscoring How Easy It Is to Shine	
“FIELD” GREENS: YOUR FIRST CALL WITH A PROSPECT	63
Ex-FLCW, Biz Coach: Stop Using the Typical Opening Line to New Prospects!	

MAIN “MEAT” COURSE: ARE YOU MEMORABLE TO PROSPECTS?.....	65
Yours Truly Shows Prospect How I’d Make HIM Look Better, Gets His Attention.	
DESSERT: SWEET SUCCESS STORIES & TIPS	67
Introverted VT FLCW Steps out of Comfort Zone, Gets Rewarded!	
TIP: MN FLCW Boldly Goes Where He’s Never Gone Before, & Gets Asked Back!	

AUGUST 2017

APPETIZER: WHY IT’S CALLED THE “LAW” OF AVERAGES	69
Coaching Client Keeps Pounding Away, Discovers the LAW’S Infallibility.	
“FIELD” GREENS: DEATH AND THE COPYWRITER.....	70
AZ FLCW Honors Her Just-Passed Father, Fortuitously Lands Related Writing Jobs	
MAIN “MEAT” COURSE: THE SENSIBLE SABBATICAL.....	72
MS FLCW Shows How to Get Back Out There When You Take a Life Break!	
DESSERT: SWEET SUCCESS STORIES & TIPS	74
UT FLCW Gets Lay of the Land, Adjusts Strategy, and Scores a Few Big Gigs!	
TIP: Stop Using Contact Forms on Your “Contact Us” Page!	

SEPTEMBER 2017

APPETIZER: LETTING YOUR LOW-PAYING CLIENTS SLIDE?	76
My Advice to FLCW: Double Your Rates on Low-Payer. Here’s What Happened...	
“FIELD” GREENS: WRITE AN EBOOK, BOOST YOUR BUSINESS!	77
FL FLCW Serves up the “Why?” of Creating Ebooks to Raise Your Profile	
MAIN “MEAT” COURSE: GOT CLARITY AROUND YOUR VALUE?.....	78
NC FLCW’s Revamped Practice Attracts the Right Clients, Discourages the Rest	
DESSERT: SWEET SUCCESS STORIES & TIPS	80
MA FLCW Quiets Timid Inner Freelancer, While His Business Side Asks for the Money!	
TIP: NY FLCW Shares the Power of Politeness to Boost Your Income	



OCTOBER 2017

APPETIZER: DO YOU LEARN FROM BILLBOARDS?	82
Yours Truly Sees BB's as Wonderful "While-You-Drive" Teaching Tools	
"FIELD" GREENS: ARE YOU "SANDWICHING" YOUR BAD NEWS?	84
Writing/Marketing Pro Offers Up Proven Strategy for Having Criticism Be Heard	
MAIN "MEAT" COURSE: A PAINLESS PRODUCTIVITY BOOST?.....	85
CA SEO Writer Reaps Rewards (& Better Sleep!) from User-Friendly System	
DESSERT: SWEET SUCCESS STORIES & TIPS	86
NYC FLCW's Great Writing Impresses a Story Source, Lands Steady Client!	
TIP: Yours Truly Serves up a Kinder, Gentler Approach to One's "To-Do" List!	

NOVEMBER 2017

APPETIZER: NOT PASSIONATE ABOUT WRITING? THAT'S JUST FINE... ..	88
Yours Truly Reminds: Better to Skip "Passion" and Shoot for "Affinity."	
"FIELD" GREENS: WHAT'S THE NEXT STEP FOR YOUR BUSINESS?	89
AZ FLCW Incorporates New-Found Skills into Practice—Benefitting Her AND Clients	
MAIN "MEAT" COURSE: LEARNING FROM A HIP-HOP ARTIST	90
Canadian Copywriter Asks: Are You Making a "Five-Figure Impression"?	
DESSERT: SWEET SUCCESS STORIES & TIPS	93
Budding CA FLCW Strikes While the (LinkedIn) Iron is Hot, Lands Gig!	
TIP: Copyblogger: 7 Scientifically-Backed Copywriting Tips	

DECEMBER 2017

APPETIZER: THE MOST PROFITABLE WRITING NICHE OF 2018?	94
Yours Truly: There's No Such Thing (Unless You Develop New Skills...)	
"FIELD" GREENS: REIMAGINING INSURANCE!	96
Two Unconventional Options to Traditional Health Insurance for Freelancers	

MAIN “MEAT” COURSE: THE WARRIOR WRITER.....	97
LA FLCW/Single Mom is Poster Child for Multi-faceted Effectiveness and Competence	
DESSERT: SWEET SUCCESS STORIES & TIPS	98
Indiana FLCW Loves His Labor & Parlays It into Labor of Love	
TIP: 11 Copywriting Tips to Turn Marketing Drivel into Serious Sales Copy	

JANUARY 2018

APPETIZER: ARE YOU PERSONALLY CONNECTING WITH CLIENTS?.....	100
Friend’s Above-and-Beyond Personal Touch Wows Fellow BNI Members.	
“FIELD” GREENS: WHAT SIDE OF THE TABLE ARE YOU ON?.....	102
CA Internet Business Team Shares Key Secret to Long-Term Client Retention.	
MAIN “MEAT” COURSE: IT’S NOT THE ECONOMY, STUPID!	103
“The Economy” Impacts Copywriting Far Less Than You’d Imagine.	
DESSERT: SWEET SUCCESS STORIES & TIPS	105
NY FLCW: Being Listed in Association Directories (Including Hers) Lands Work!	

FEBRUARY 2018

APPETIZER: “THE CURSE OF KNOWLEDGE” IN ACTION.....	106
Yours Truly Goes Round and Round with Clueless Online Auction Outfit	
“FIELD” GREENS: FRESH TWISTS ON OLD PRODUCT DESCRIPTIONS?	108
Marketing Pro Showcases a Tasty, Shopping Cart Full of Creative Tactics!	
MAIN “MEAT” COURSE: WHERE DO YOUR SENTENCES SING? (Part 1 of 2) ...	109
CA FLCW Shares His “Write” Space and Challenges Us to Do the Same	
DESSERT: SWEET SUCCESS STORIES & TIPS	111
NJ FLCW Lets His “Second-Office” Staff Know What He Does, Lands Gig!	
TIP: Copyblogger Post: “10 Ways to Write Damn Good Copy”	



MARCH 2018

APPETIZER: WHAT IF A TON OF PROSPECTING YIELDS NOTHING?	112
Yours Truly Shares 6 Things to Check and 4 Things to Remember!	
“FIELD” GREENS: ARE YOU A “WILL-DO” WRITER?	114
FL FLCW Reminds: Do What It Takes to Make the Client Happy!	
MAIN “MEAT” COURSE: WHERE DO YOUR SENTENCES SING? (Part 2 of 2) ...	115
CA FLCW Shares His Optimal Writing Space and Challenges Us to Do the Same	
DESSERT: SWEET SUCCESS STORIES & TIPS	116
NY Writer Lets Existing Projects Do the Marketing for Him!	
TIP: Want Better Proofreading? SEO Pro Says: Let Your Computer Do the Talking!	

APRIL 2018

APPETIZER: GOOD WRITERS MAKE TIME FOR THIS... ..	118
Want to Be a Good Wordsmith? Make Time for More than Just Business Books!	
“FIELD” GREENS: LEADS FROM NEWSPAPERS? FAR FROM “OLD NEWS”!....	119
VA FLCW Shares Her Strategy for Landing Work from the Daily Paper!	
MAIN “MEAT” COURSE: ARE YOU FOLLOWING THE “ATM” RULE?	121
GA Ex-FLCW/Business Coach Reminds: Discuss TH1\$ with EVERY New Client!	
DESSERT: SWEET SUCCESS STORIES & TIPS	122
Chicago FLCW Finds \$1000's in Work in the Most Obvious of Places!	
TIP: Danish FLCW Stands Out with Clients by Doing What “Nobody Does” Anymore!	

MAY 2018

APPETIZER: GOT A “NO-CHOICE” REASON FOR DOING THIS BUSINESS? ...	124
It's Always Easier to Do Something When You Perceive No Other Options	
“FIELD” GREENS: GOT CLEAR PROJECT PARAMETERS?	126
Yours Truly Lets His Ego Get in the Way, Makes Rookie Mistake!	

MAIN “MEAT” COURSE: USING “TELS” TO HELP CLIENTS HIRE US	127
How to Use “Targeted Experience Lists” to Showcase Relevant Work	
DESSERT: SWEET SUCCESS STORIES & TIPS	128
NC FLCW Scores Big Project Kudos, Reminds Writers of Success Habits!	
TIP: MN FLCW: For Better Proofreading, Change Font/Size & Refresh the Eyes!	

JUNE 2018

APPETIZER: GOT THESE POWERFUL CREDIBILITY BOOSTERS?	130
Proactive Collection & Posting of THESE Make It Easy for Clients to Say Yes	
“FIELD” GREENS: ARE YOU TALKING <i>AT</i>, OR <i>WITH</i> YOUR AUDIENCES?.....	131
3 Ways to Instantly Implement the Power of Conversational Copywriting	
MAIN “MEAT” COURSE: 7 STEPS TO TURNING PROSPECTS INTO CLIENTS	132
B2B Copywriting Coach’s 7-Point Checklist for Conversations with New Prospects	
DESSERT: SWEET SUCCESS STORIES & TIPS	135
NJ FLCW Replies to FB Post for Copywriter, Lands Three Gigs!	
TIP: Simple Trick to Boost Odds that Callers (Prospects?) Will Leave Voicemail	

JULY 2018

APPETIZER: THE HAPPY OVERESTIMATION.....	136
Yours Truly: If You’re up When “Over,” Don’t Be Down When “Under.”	
“FIELD” GREENS: A SIMPLE, PROVEN LEAD-GENERATION TACTIC	137
TX FLCW Shares “The Email Template That’s Landed Me a Lot of Work”	
MAIN “MEAT” COURSE: ONE NICHE, TWO NICHE, THREE NICHE, FOUR... .	139
OH FLCW Considers 3 Niches Before “Shifting” to the Right One for Her!	
DESSERT: SWEET SUCCESS STORIES & TIPS	140
CA FLCW Re-Contacts Radio-Silent Prospect, Lands Gig & Happy Client!	
TIP: Does Your Freelance Attitude Stink? Put the Fear of “JOB” in You!	



AUGUST 2018

APPETIZER: HOW DOES ONE GET TO HAPPY?	142
Pondering the Age-Old Question, and with Help, Reaching a Healthy Resolution	
“FIELD” GREENS: HABITS—THE BUILDING BLOCKS OF SUCCESS	143
GA Ex-FLCW/Business Coach: Focus on Building Habits, Not Perfection!	
MAIN “MEAT” COURSE: IS YOUR FREELANCING THINKING GROWING?....	144
Budding ID FLCW’s New Realizations Expand Her Horizons and Income!	
DESSERT: SWEET SUCCESS STORIES & TIPS	146
Buffalo FLCW Gets out of His Office, Puts in “Face Time,” Lands Big Gig!	
TIP: FL FLCW Shares Process for Working with “Subject-Matter Experts” (SMEs)	

SEPTEMBER 2018

APPETIZER: THE RIGHT WRITING CHOPS DELIVER THE RIGHT RATES	148
New Prospect Shares His Struggle to Find Writers Who “Get” Marketing Writing!	
“FIELD” GREENS: 5 REASONS NOT TO DISCOUNT YOUR SERVICES.....	149
NC FLCW’s Hard-Won Experience for Keeping Your Rates and Self-Respect High	
MAIN “MEAT” COURSE: TAPPING THE TRADE-JOURNAL GOLDMINE.....	151
NM FLCW Discovers Trade-Journal Gigs Are the Gateway to FAR More!	
DESSERT: SWEET SUCCESS STORIES & TIPS	153
MS FLCW Shares a GOOD Bidding Service & the Power of Being Bold!	
TIP: Free PDF Compression Utility Makes It Easy to Email Big Samples!	

OCTOBER 2018

APPETIZER: DISCOVERING THE “OTHER” WRITING WORLD.....	155
Yours Truly Cheers FLCW’s Transition to a “Higher-Writing-Income” Mindset	
“FIELD” GREENS: INVESTING IN YOUR BUSINESS?	157
NC FLCW: True Writing Professionals Spend Time and Money on Marketing	

MAIN “MEAT” COURSE: THE POWER OF A QUALIFICATION FORM.....	158
More Billable Time + Less NON-Billable Time = Higher True Hourly Income	
DESSERT: SWEET SUCCESS STORIES & TIPS	160
UK FLCW Ignores CEO, Creates Brochure That’s Used Widely, Earns Thousands!	
TIP: Need Images for Blogs, Articles or Client Projects? Get ‘Em Here Free!	

NOVEMBER 2018

APPETIZER: SUCCESS IS SIMULTANEOUSLY SO SIMPLE & SO DIFFICULT	161
Tele-Class Unwittingly Reveals that Secret Formulas Are the Easy Part of Success	
“FIELD” GREENS: WHY FLCWS GET PAID BETTER...	162
Yours Truly “Shepherds” Scattered Client, Earns Trust & a Healthy Fee	
MAIN “MEAT” COURSE: WILLING TO DO THIS TO SUCCEED?.....	163
Aspiring IL FLCW Gets (Non-Writing) Foot in Door, Leads to Lucrative Writing Niche!	
DESSERT: COMBO SUCCESS STORY & TIP!	165
KC FLCW Exhibits Annually at Local Business Expos, Regularly Lands Work!	

DECEMBER 2018

APPETIZER: HAVE YOU GONE BACK TO THE FUTURE?	166
Yours Truly Affirms Truism: Reach Out to Old Clients, Land New Work	
“FIELD” GREENS: WHEN CLIENTS ASK, “YOU DONE X TYPE PROJECT?”	167
If the Answer Is No, This Smart Script Can Overcome Client Objections!	
MAIN “MEAT” COURSE: HOW TO SCALE THE CLIENT “BUY-IN” WALL	169
NY FLCW Serves up 5 Steps to a Smoother, Obstacle-Free Project Process	
DESSERT: SWEET SUCCESS STORIES & TIPS	170
FLCW Learns the Positive Meaning of “What Goes Around Comes Around”	
TIP: UK FLCW Makes Good Use of Past Journo Skills, & Touts Their Value	



JANUARY 2019

APPETIZER: WILL YOUR “WELL-FED LIFE” LAST FOR THE REST OF LIFE?	172
“The Cow Story” Illustrates the Math Behind Powerful Retirement-Style Investing!	
“FIELD” GREENS: HOW HIGH IS YOUR RELIABILITY BAR?	173
FL FLCW Serves up Tough Love to Slack Freelancer!	
MAIN “MEAT” COURSE: THE ANTIDOTE TO NETWORKING-PHOBIA!.....	174
Business Coach: Make Networking Easier with a “Designated Role”	
DESSERT: SWEET SUCCESS STORIES & TIPS	176
Part-Time KC FLCW Refuses to Pick One Life Road, Owns & Lives His Many Talents!	
TIP: Do This Before Even Brushing Your Teeth, and Watch Productivity Rise!	

FEBRUARY 2019

APPETIZER: THE POWER OF STARTING	178
The First Step Is Always the Hardest, But Reality Vanquishes Irrational Fears	
“FIELD” GREENS: GOOD WRITERS STUDY LIFE.....	179
Marketing Maven: Immersion in Humanities Is Best Marketing Training Going	
MAIN “MEAT” COURSE: THE POWER OF LETTING GO (OF CLIENTS...)	180
NY FLCW (with Cool Niche) Grabs Reins, Decides Who’s NOT Worth Working for...	
DESSERT: SWEET SUCCESS STORIES & TIPS	182
CA FLCW Joins Co-Working Space, Quickly Lands Three Gigs (for Starters!)	
TIP: VT FLCW Suggests Promising Local Networking Platform	

MARCH 2019

APPETIZER: ARE YOU “POSITIONED” FOR GREATER PROFITABILITY?	184
Commercial Clients Pay More for Projects that Would Earn Less Elsewhere	
“FIELD” GREENS: HOW MUCH LEARNING IS TOO MUCH?	185
OH FLCW’s “Instructional Detox” Leads to More Focus, Responsibility AND Earnings!	



MAIN “MEAT” COURSE: THE 4 STEPS TO YOUR IDEAL TARGET MARKET ... 186
ATL Small Biz Coach Advises: Skip “Hot Sectors”; Instead, Start with YOU!

DESSERT: SWEET SUCCESS STORIES & TIPS 188
IL FLCW: How a Chat OTHERS Had Led to My Biggest Client
TIP: Is There a Small Pot of Gold Waiting in Your Old Files?

APRIL 2019

APPETIZER: PROFESSIONALISM + RELIABILITY = POWER & PROFITS 189
Yours Truly Serves up THE Easiest Way to Have Clients Justify Paying You Well!

“FIELD” GREENS: WHEN “CRYSTAL CLEAR!” IS ANYTHING BUT 191
Copywriting Pro Reminds: Always Look at Your Offerings Through Viewers’ Eyes!

MAIN “MEAT” COURSE: FINDING THE “WRITE” HOME-SIT! 192
CA FLCW Shares Why Home-Sitting Can Be a Writing Goldmine

DESSERT: SWEET SUCCESS STORIES & TIPS 194
Overseas FLCW Keeps Eyes on the Prize; Lands Big Web-Site Overhaul!
TIP: FREE Grammar-Correcting Tool Ensures Your Best Writing

MAY 2019

APPETIZER: IS YOUR GOAL TO DELIGHT YOUR CLIENTS? 195
Handyman & Happy Client Remind Me What It Takes to Build Customer Loyalty

“FIELD” GREENS: IS YOUR DAY RULED BY FIRES OR “M.I.T.s”? 196
Small-Biz Coach: Accomplishing Your Most Important Tasks Ensures a Successful Day!

MAIN “MEAT” COURSE: SLAMMED? DON’T STOP MARKETING 197
NY FLCW: 10 Quick “When-You’re-Busy” Marketing Tasks that’ll Land Writing Work!

DESSERT: SWEET SUCCESS STORIES & TIPS 199
NY FLCW’s Quick Check-in Email (Amidst a FULL Workload) Lands Huge Project!
TIP: Incredibly Accurate iPhone Dictate App Makes Short Work of “a Day in the Park”!



JUNE 2019

APPETIZER: WHAT'S YOUR THRESHOLD FOR TEDIUM?	201
A Trip to Lap Pool Reveals Insights into the Nature—and Demands—of Success	
“FIELD” GREENS: 5 REASONS I LOVE INDUSTRY CONFERENCES	202
NM FLCW Taps Industry Conferences for Fun, Profit, Connection & More!	
MAIN “MEAT” COURSE: NOTE to CLIENTS—HIRE THE WRITER FIRST!	204
CA SEO Writer Highlights the Reasons Why Writers Come Before Web Designers	
DESSERT: SWEET SUCCESS STORIES & TIPS	206
FLCW Taps LinkedIn, Lands Trade Article & Possible Book Ghostwriting!	
TIP: UK FLCW Uses Low-Hassle, Lower-Paying Client to Cover Slow Periods	

JULY 2019

APPETIZER: STRAIGHTEN UP AND PITCH RIGHT!	207
Stupidly Deceptive Email Reminds: Your Reputation is All You've Got...	
“FIELD” GREENS: AUDIENCE TARGETING = AUDIENCE EXCLUSION	209
Poor Magazine Choice Reminds Marketer How to Effectively Reach an Audience	
MAIN “MEAT” COURSE: IS “WE HAVE A GO-TO WRITER” A NO-GO?	210
Small-Biz Coach Reminds: Nothing (especially Copywriters) Is Forever!	
DESSERT: SWEET SUCCESS STORIES & TIPS (COMBO)	212
CA FLCW: “Train Your Mind to Steam Ahead on Article Ideas!”	

AUGUST 2019

APPETIZER: WRITERS WANTED - \$12/HOUR!	213
Essay-Writing Service Offers Grim Result of NOT Building a Strong Writing Biz	
“FIELD” GREENS: DO SOMETHING (EVEN IF A LITTLE) VS. NOTHING!	214
Small-Biz Coach: Doing Something is Better Than Doing Nothing at All	

MAIN “MEAT” COURSE: ANATOMY OF CONTENT-MARKETING (Part 1 of 2)	216
Content-Marketing Agency Pro Serves up the Who, What, How and How Much of CM!	
DESSERT: SWEET SUCCESS STORIES & TIPS	218
Ad/Marketing Blog Serves Up Laughs, a Contrarian Take, and Marketing Wisdom!	
TIP: IL FLCW on Adding Value, Zeroing In and Smart Proofreading!	

SEPTEMBER 2019

APPETIZER: ARE YOU A CROSS-TRAINING WRITER?	219
Counter-Intuitive Advice on Excellence from the World’s Greatest Hockey Player	
“FIELD” GREENS: DON’T QUIT YOUR DAY JOB (YET)	221
Small-Biz Coach Suggests Part-Time Biz-Building Might Be the Truly Heroic Path	
MAIN “MEAT” COURSE: ANATOMY OF CONTENT MARKETING (Part 2 of 2)	222
Content-Marketing Agency Pro Serves up the Who, What, How and How Much of CM!	
DESSERT: COMBO SUCCESS STORY & TIP	224
GA Financial-Services Writer Keeps Reaping Dividends of a Niche Specialty!	

OCTOBER 2019

APPETIZER: WE’RE NOT “SELLING” OR “TELEMARKETING”!	225
Yours Truly Addresses (Yet Again) Some Disempowering Beliefs about Marketing	
“FIELD” GREENS: ARE YOU A RETAIL STORE OR A BOUTIQUE BIZ?	227
Small-Biz Coach: One Will Ensure a FAR Tougher Road than the Other!	
MAIN “MEAT” COURSE: THE FACTS ABOUT “FRESH CONTENT”	228
SEO Pro Shares What’s Meant by “Regularly Add Fresh Content” and What’s Not!	
DESSERT: COMBO SUCCESS STORY & TIP	230
FLCW Sees Article on “Loyalty Locks,” Then Creates One of His Own!	



NOVEMBER 2019

APPETIZER: 90-DAY PAYERS ARE SUCH BIG FAT MEANIES!	231
Article Paints Picture of Freelancers as Helpless and at Others' Mercy	
"FIELD" GREENS: THE ANTIDOTE TO INTROVERSION	232
Marketing/Copywriting Pro: Networking for Shy People	
MAIN "MEAT" COURSE: SHOCKING REASON WHY CLIENTS HIRE YOU	233
Small-Biz Coach: Writing Ability is Just One Part of Your Professional Offering	
DESSERT: SWEET SUCCESS STORIES & TIPS	235
SW FLCW Keeps Reaping Benefits of Graphic-Designer Connection!	
TIP: NYC FLCW: Use Text-to-Speech Function for More Pristine Proofing	

DECEMBER 2019

APPETIZER: BELIEVE IN YOUR ABILITIES? THEN, ACT LIKE YOU DO!	237
Yours Truly Humbled by Client Reminding Me of the Value I Deliver	
"FIELD" GREENS: ARE YOU "ALWAYS TALKING MONEY" WITH CLIENTS? .	238
OH FLCW Beats Her Fear of the \$ Conversation, Starts Owning Her Value!	
MAIN "MEAT" COURSE: GOT LEAPS OF (FINANCIAL) FAITH?.....	239
Pro FLCW Tires of Low-Ball Clients; Raises Rates & Universe Rewards Her!	
DESSERT: SWEET SUCCESS STORIES & TIPS	241
FLCW Lands Gigs Crafting Company's First Marketing Materials (& More to Come!)	
TIP: Small-Biz Coach: How to Convince a Low-Ball Client to Hire You? You Don't!	