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## About Chris Marlow

Direct response copywriting has been Chris Marlow's professional passion since discovering industry icons Dick Benson, Herschell Gordon Lewis, and Bob Stone in the advertising section of Powell's Bookstore in Portland, Oregon.

She began self-study while still in college and was one of eight people who started the Oregon Direct Marketing Association in 1990. Now, more than two decades after graduating from Portland State University, she is a highly accomplished, award-winning direct response copywriter with an extensive portfolio of successful direct response campaigns, an industry-leading copywriter's coach since 2003, and an "infopreneur."

Her copywriting successes have been shaped in part by her affiliation with Rosen/Brown Direct in Portland, Oregon, (now AlloyRed), Direct Response Solutions (also Portland), and Kern Direct in Woodland Hills, California, three respected direct marketing agencies noted for generating consistently high response rates. Since 1996, Chris has offered her talents, skills, and experience to such national business leaders as IBM, Blue Cross, Nike, Reebok, Toyota, TRW, Willamette Industries, and many leading technology firms including Qualcomm, Dell Computer, and Novell.

Today Chris is one of the nation's top copywriters for software, having written direct mail and online promotions for more than 40 enterprise-level, mid-size, and small software and technology companies. Some notable clients include Microsoft, Intuit, Network Associates, Best Software, VeriSign, Symantec, MetaCreations, and Epicor.

Unlike many copywriters, Chris has worked with nearly every category of business in both business-to-business and business-to-consumer, and a broad array of formats, from classic packages to magalogs to 3-dimensional campaigns.

Her categories include technology, health publishers (Women's Health Advocate, FC&A Publishing), business publishers (American Business Journals), banks (U.S. National Bank), utilities (Portland General Electric, Northwest Natural Gas), and education (Oregon Graduate Institute of Science and Technology). As a copywriter's coach Chris also teaches corporate copywriters (Wal-Mart, Intuit) and freelance copywriters how to improve their copywriting and business skills.

In 1994 Chris received her first award for copywriting, the Pioneer Award, which recognizes exceptional creative. That same year she received two ECHO Awards — the highest award in direct marketing — from the International Direct Marketing Association, for exceptional results in a campaign. Yet another ECHO Award followed, and then one more in 1995 — a regional MAXI Award — again for exceptional results.

Among other publications for copywriters, Chris is publisher of Volumes I and II of the *Freelance Copywriter Fee & Compensation Survey*™, the world's largest and most comprehensive study of copywriter fees and business economics. She is also published in marketing related media such as DM News, SoftwareCEO, and her own newsletter for freelance copywriters, *Get Great Clients*, [www.GetGreatClients.com/signup](http://www.GetGreatClients.com/signup).

Chris has served as a director of the Oregon Direct Marketing Association and twice as a Judge for the International ECHO Awards. She is active in Toastmasters, the Women Leaders Forum of the Coachella Valley, and is a "foster care parent" for animals at the Coachella Valley Animal Rescue Campus.

Chris lives in the Palm Springs area (Palm Desert, California), where she spends her time cooking, gardening, and sailing on weekends in the San Diego bay.

To contact Chris, call 760-340-2045, email [chris@chrismarlow.com](mailto:chris@chrismarlow.com), or write: P.O. Box 1134, Palm Desert, CA 92261. She may also be reached through her web sites:

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