



# copywrit

PLANET FREELANCE: Issue 31 - April '09

## As the economy cools, my clients' businesses are hotting up. What's going on?

Listening to the news, you'd think it was the end of the world. Yes, recession has dreadful consequences. A lot of people - and businesses - are feeling the pinch. But there are two sides to every coin.

The the laws of physics say that for every action there's an equal and opposite reaction. While weaker businesses go down the tubes, stronger ones identify new opportunities, enter new markets, refocus their products and services... and thrive.

One of my customers has recognised a huge gap in the market. He has redesigned his product to slot neatly into an area of rapidly increasing demand. An area that simply didn't exist a year ago.

Another of my clients is making small but steady investments, updating both of his websites so that they're more attractive to search engines and visitors.

He has spent time and effort identifying his core target market, and we've been working together to refocus his sites so they appeal to a predominantly young to middle aged female audience. Last week he was too busy with new business to give me feedback on my latest edited web page copy, which is a great sign!

A third customer is making swift and expedient

amends to his website to account for people suddenly wanting to buy the stuff he sells second hand rather than new. That's what I call nimble!

In all three cases my customers have recognised the opportunities hidden within what could have been disastrous situations.

I've benefited from the deepening recession too. Many of my fellow freelancers are running for the hills and grabbing full time jobs for the duration, which leaves more market share for me.

Are times challenging? Yes. Are they difficult? Yes. Are they desperate? By no means.

## Last month...

During March '09 I helped businesses with:

- coaching website landing page
- coaching service direct response advert
- website copy: express baggages
- website copy: European home and office moves
- SEO focused articles: various industries
- press releases: various industries
- website copy: Pay Per Click
- website copy: web based business systems
- website copy: HR services
- monthly newsletter: heavy engineering
- blog posts and articles: print industry
- ebay shop copy: wildlife art
- landing page copy: Accountancy practice
- report editing: Law industry services

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