



# **Get Good Clients You Love**

**The Client Acquisition and Retention  
System You Can Use for Life**

**Steve Roller**

# Get Good Clients You *Love*

## The client acquisition and retention system you can use for *life*

I have good news for you today!

You don't have to be flashy. You don't need to be all over social media getting followers. You don't need to make a name for yourself in copywriting circles.

You don't need to hobnob with A-level copywriters and marketers, network online or at events, or use paid ads to get clients.

And you don't have to spend gobs of money on endless programs, coaching, or events.

You can build a successful solo business without doing any of that.

I have, and my aim is to help you do the same.

If you have good writing or copywriting skills, this will work for you.

The 3 Big Ideas that follow will transform the way you run your business from this point forward, even if you never buy a single thing from me.

I hope you do, of course, but even if you never spend a dime with me, you will benefit tremendously from the ideas in this Short Report alone...if **you put them into action**. I promise.

[Short on time? Skim this report by reading the bolded text, get results by implementing the 3 action steps on pages 6-8 below, then skip to the end.]

## About the Author

My name is Steve Roller, and in 2009 I left a perfectly good job in Corporate America to become a full-time copywriter. I bet on myself and it paid off. ([Here's a short video](#) I made about why I do what I do.)

By year two I successfully replaced my previous income, and it's gone quite well ever since. I've worked with big-name clients and unknown ones. I've completed \$500 projects, \$5,000 projects, and \$50,000 ones. (Tip: with my system and the methods I teach, the bigger ones are actually easier to get than the smaller ones.)

I'm married to Emida, a mural artist from Nigeria, and we live in a restored farmhouse built in 1720 in the Quiet Corner of Connecticut. Our four adult children are scattered in four other states around the country.

Enough about me for now. If you stick around on my email list I'll tell you more, with some fun stories and offbeat ways for you to build a business and live life on your terms.

Are you a content writer or copywriter?

Do you run a solo business? (In other words, you're not an agency. It's just you, and you'd prefer to build a business without employees or a big team.)

## Now Let's Talk About *You*

Are you doing pretty well but know you can do even better?

Would you be happy with a business bringing in \$150-250k/year? (You're not looking to scale to seven figures at this time, which I can't help you with right now. Not yet.)

If so, **you're in the right place.**

*I help solo business operators like you implement a proprietary client acquisition and retention system you can use for life.*

This is not a Marketing Method of the Month, here today and gone tomorrow.

These are ideas you can use *now* and *forevermore* to build a business...a consistent, sustainable, *peaceful*, commodity-proof, recession-proof, and *profitable* business.

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You can **sidestep** the masses, and **leapfrog** many of them, in a quiet, under-the-radar way, if you decide to follow along. (Those are two of my favorite concepts, by the way, that we delve into a lot in the Back Room.)

First, a Quick Story...

Have you ever watched little kids playing soccer?

Everyone's chasing the ball. They're *reactive*.

And guess what? They each get to the ball at the same time as a whole bunch of other kids, and bump elbows for position with everyone else crowding around the ball.

Then someone kicks the ball down the field toward the goal, and there they go again...chasing the ball.

It's not unlike watching most copywriters and marketers.

They chase the ball. They're reactive. And they end up having to jostle for position with all the other copywriters and marketers trying to do their thing.

Here's an idea:

**Position yourself down the field, before the ball gets there.**

This way, you know when the ball gets to you, you're going to score.

How do I know?

Because *I'm* the one who's going to get the ball to you! Metaphorically speaking, that is.

I'm going to get the ball to you by going deep on 3 Big Ideas we're going to come back to again and again, from 2022 and for the next 5-10 years:

- You pick your clients, they don't pick you
- Commodity-proof your business
- Master the art of reading people and situations

This Short Report will lay out the simple game plan for you.

## Three things you should know

### 1. I've used it myself

Yes, I've used this exact system to **sidestep** the masses of copywriters who are all bumping elbows and shouting louder and louder trying to get noticed (and also **leapfrog** many of them).

Since 2009 I've built a very successful copywriting and consulting business without being a household name in the industry, without niching myself or being an expert, and without any paid advertising.

You can, too.

### 2. I've taught it to hundreds of others

My Cafe Back Room members know all about this, and many of them have had great success with it. (Don't take my word for it, read some of the testimonials at [steveroller.com](http://steveroller.com).)

It's a proprietary system I developed years ago to build a business with clients I hand-picked, clients who appreciate me and stick with me, and clients I *love*.

### 3. I love what I do, and if you follow along, I think you will, too

This one thing, this one method I use, is the reason I'm still in the game and why I *love* what I do.

Good money is great, but if you don't *love* your clients and *love* what you do, there are plenty of other ways to make money.

For years I've heard copywriters (in other circles, not mine) complain about clients:

*"They're too demanding."*

*"They don't pay me what I'm worth."*

*"They don't appreciate what I'm doing."*

...and so on.

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I don't have those issues, and neither do my Cafe Back Room members who use this system.

We don't have those issues, *at all*. Do you know why? Because we work with clients we *love*, not just clients who come to *us* and pay us well. We work with clients we selected. (Yes, *selected*. We chose *them*, not vice versa.)

Our clients *appreciate* us, value our expertise, and pay us accordingly.

We tend to work with our clients long-term, not just because they like what we're doing for them, but because we truly enjoy working with *them* as well.

**Good money is a given if you follow this system.** (No guarantees, but if you have talent and you work at it, the money will follow.)

Everyone promises that, of course.

I promise you something more:

**Use these ideas and you'll get good clients you *love*.**

Business (and life) is about more than money. It's about *relationships*.

It's about making a difference and leaving your mark. It's about connecting with people you want to connect with, not relying on paid ads, funnels, or any kind of inbound marketing that brings "targeted" clients to you.

(You can certainly use those methods. They work. This is *in addition* to those ways, or *in place of them* all together. You choose.)

This is about *you* being in complete control of your time and process, and being *selective*, very selective, about who you let into your world.

It's not for the masses because it's not about overnight, plug-and-play magic results. It takes time, effort, and skill.

I'll show you how it works, but you have to be willing to roll up your sleeves and actually *use* it. Deal?

Follow this system and you won't have to worry about competition, being treated like a commodity, or working with clients you don't enjoy.

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Follow along and actually *implement* these ideas and you'll build a long-term sustainable, peaceful, and *profitable* business with clients you *love*.

[Note: This report will get you started. I wrote the expanded Field Guide to Getting Good Clients You Love if you want to take it even further. *The Field Guide* is not for sale. It's a free bonus (with a real value of \$500) that I'll send to you if you become a member of my private [Cafe Back Room community](#). More on that later, and you can decide if it's a good fit for you or not.]

First, the 3 action steps I mentioned at the bottom of page 1. If you do nothing else, don't read the rest of this report, and never buy anything from me down the road, at least do these three things:

## 1. Stop waiting to “get picked” by clients

Don't wait for them to come to you through inbound marketing. Don't worry about playing the “expert” or “influencer” game.

Instead, kick-start your own process by identifying 150 clients you'd really like to work with. Through my email messages over time, I'll show you *exactly* how to use this proprietary Hot 150™ method to keep your calendar booked months in advance with clients you love.

For now, start by simply making this list.

## 2. Offer clients something extra

*In addition* to whatever you actually deliver to your clients in the form of a tangible product or service, give them ideas and advice, even if it's unsolicited.

Your clients and prospects *must* see you in a different light than every other person or agency that does what you do.

Give them good ideas at every step of the process — in your first piece of marketing communication, during the first conversation, and in the proposal before you start officially working together (I teach a two-step proposal process that immediately sets you apart from the masses...and gets better results).

Tell them something like: “Every copywriter writes great messages and gets conversions. I do that, too, of course. Here's what you also get with me...” (and then tell them 3 things other people in your space *don't* do).

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## 3. Get good at reading people and situations

This is where it gets fun! Make it a game to master the lost art of reading people. Over time (it doesn't happen instantly), this will help you conduct better Client Conversations and get good clients you actually *love*.

Instead of buying more and more copywriting and marketing books, spend time learning how to read people and situations.

There are tons of books on the subject, but I'm talking about *practicing it*. Become an astute observer of people. Listen to their conversations. Figure out why they do what they do. Anticipate what they're going to say or do next.

*This* — figuring out why people do the things they do — is the essence of becoming a good copywriter! It'll also make you a much better business owner. *It'll help you decide which clients to bring into your world, and which ones to pass on.*

*Reading people and situations like a book is my superpower, and it can become yours, too.*

I attribute most of my success as a copywriter (and in life) to being really good at reading people.

I wasn't born with it, although I can tell you from a young age I could read adults and figure out who the good ones were and weren't.

Most of my skills developed in the trenches, in my previous life in sales, where I interacted with people on a daily basis for many years. These were *in-person* meetings, not phone calls or Zoom calls. Much different scenario.

By the time I was 25, I'd already had over 15,000 one-on-one client conversations/sales presentations. I've probably done another 10,000 since. If you believe in Malcolm Gladwell's 10,000-hour rule, I've done it.

Fortunately, **you don't have to do all that or wait that long.** Here's my quick advice to get started on this Big Idea:

Hang out where people hang out, either in-person like cafes or anywhere online. Listen. Eavesdrop (without being obvious). Observe. Take mental notes. *Think*. Why are they saying and doing what they're doing?

Take mental notes every time you're having a conversation. Record client Zoom calls (if they're okay with it), and go back and watch and listen for verbal cues you missed. Dissect them, study them, analyze them.



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Lastly, start spending more time *practicing* and *preparing* for Client Conversations. Most copywriters and solo business operators tend to wing it. Big mistake.

Good Client Conversations have a very specific flow, rhythm, and structure. There's way too much to cover here in this Short Report, but I go into this in detail in my ongoing emails and in the Back Room.

I'll make a bold claim here:

**Getting good at Client Conversations will do more to grow your business than getting good at copywriting and marketing.**

Over time, a lot of people can become good copywriters. With marketing, the game's always changing, and everyone's always trying to keep up.

**But if you master the art of *Client Conversations*, the world is at your command.** You'll serve more people, make more of an impact, and build a business that lasts. *That's* what I want to help you do.

## These 3 action steps alone will help you start Getting Good Clients You Love

You don't have to do anything else, but here's what I'd recommend next:

### 1. Stick around and follow along with my ongoing email messages

I've sent out over 3,000 since 2013, and I'm grateful that people like you are still opening them and reading them at a high rate all these years later.

There's obviously no cost to following along and soaking it all up. I love sharing business-building ideas from the trenches. Some are offbeat, some are quick and easy to implement, others take longer.

I also weave my personal life into it, revealing behind-the-scenes stories and sometimes embarrassing or humbling examples to shed light on business and life. My emails are a mix of fun, informative, and entertaining.

### 2. Get my book, *The Freelancer Manifesto*, if you don't already have it.

You can get a free copy (if you live in the States, + shipping) at that link, or a free copy if you join the Back Room (along with other up-front bonuses).

A couple random testimonials besides the reviews on Amazon:

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*“Your book is great, Steve. In fact, I ran out of space on my bookshelf and threw out Scientific Advertising to make room. No regrets.” - Seneca Gates*

*“The Freelancer Manifesto is both a reality check and a source of inspiration, but more so, rock-solid usable information to make the life of being a freelancer fly, instead of fail.” - Kelvin Parker*

### 3. Join my **Cafe Back Room** community

We’re different from all the other copywriting groups out there. They’re talking about copywriting, and offering copy critiques...

We’re talking about **Client Conversations** and **building a business**

We’re going in-depth on **getting paid more for your ideas, advice, and counsel** than for what you actually deliver.

We’re showing you how to **sidestep** and **leapfrog** everyone else in your space. It’s way more fun, and much more profitable for you and your clients.

My aim is to help you build a business you can ride for the next 5-10 years or more.

If that idea resonates with you, and you like what you’ve read so far in this Short Report, you’re going to love the people, the vibe, and the ideas in the Back Room. [Check it out here.](#)

I’m glad you stumbled into my world, and I hope we stay connected.



**The Cafe Back Room** is all about:

## **Business Beyond Copywriting**

We talk about how to move beyond being a copywriter-for-hire or freelancer-for-hire (even if you're highly paid), and why you'd want to. Copywriting is one cog in the wheel. An important part, to be sure, but not the only part.

In the Back Room, we focus on building a business, a true asset. Something you can someday sell, if you choose to, parlay into other endeavors, or continue operating to reap the ongoing rewards.

We talk about bringing people into your world instead of going into theirs. We talk about Client Conversations and client retention.

We'll show you how to get paid as much or more for your ideas, advice, and counsel as for the actual work you deliver. How to make your mark, make an impact and maybe even leave a legacy.

The [Copywriter Cafe](#) is fun, helpful, and free.

The [Cafe Back Room](#) is a smaller community where we go deeper on ideas and implementation.

