

"How to Make Yourself Incredibly Attractive to B2B Copywriting Clients ... Even When You're Brand- Spankin' New"

Ed Gandia

B2B copywriter and business-building coach for freelancers

4 Weeks to B2B PRO

Speaker

Ed Gandia, Freelance B2B Copywriter

- ❑ Co-author of the bestselling book *The Wealthy Freelancer*
- ❑ Also an author, speaker, and coach who teaches freelancers how to earn more in less time, doing work they love, for better clients
- ❑ Current and past copywriting clients include Autodesk, CDC Software, Kaiser Permanente, Constructware, ToolWatch, Aldata System, and more than a dozen other enterprise software companies
- ❑ Founder of International Freelancers Academy and host of the popular podcast, High-Income Business Writing [www.b2blauncher.com]
- ❑ Advice and insights have been featured on CNN Radio, *CBS Radio News, Inc.* magazine, The Huffington Post, *The Christian Science Monitor*, AirTran's *Go* magazine and *The Writer*, among others



Nothing else matters if
you can't get **clients!**



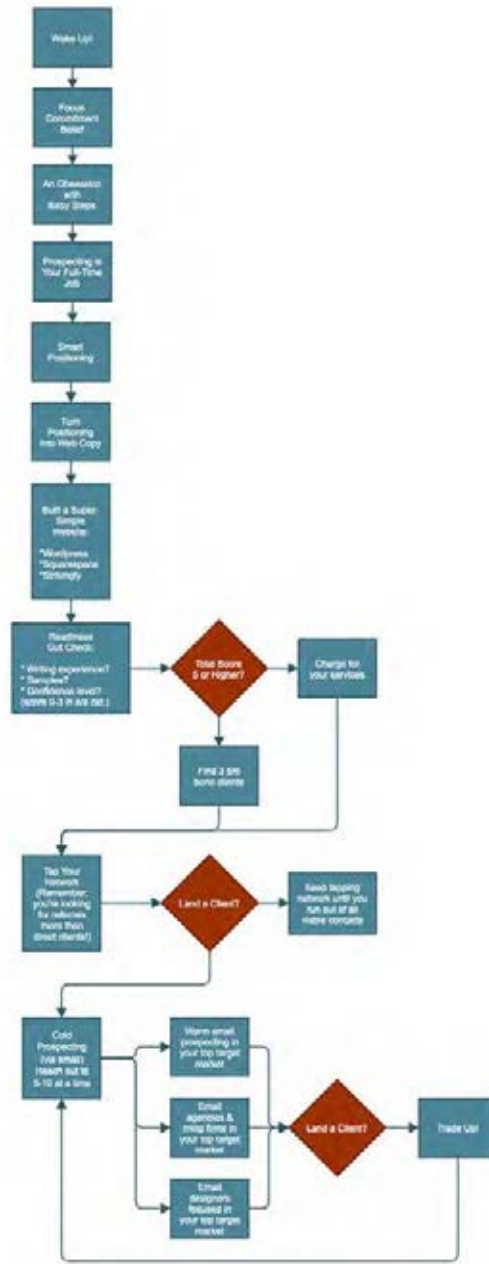
50% of new
businesses fail within
5 years.



9 out of 10 new
freelance copywriters
don't have a viable
plan

What can you do about
it?

**That's what I'm here to
show you!**



Wake up!



Focus



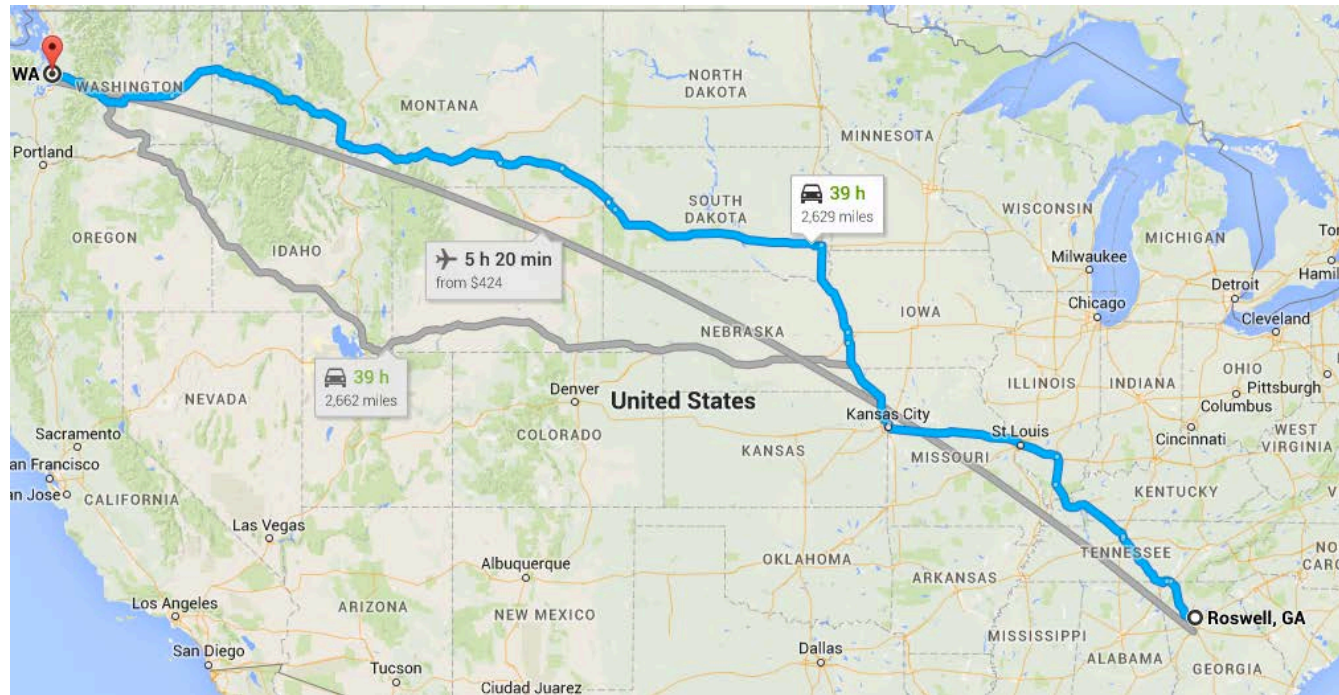
Commitment



Belief



An Obsession with Baby Steps!



Prospecting is Your Full-Time Job



Smart Positioning



Web Copy That Clearly Reflects Your



Build a Super-Simple Website

RACHEL TRACY

WHY ME?

SERVICES

PORTFOLIO

TESTIMONIALS

BIO

bridging the gap between environmental science and marketing

If you're like most environmental marketers, you probably struggle with all the content you have to produce.

Your internal staff is stretched to the limit. You've got deadlines you probably can't hit. Finding a writer is one thing, but finding one who understands the science behind your solutions is a different challenge altogether.

You don't have time to walk someone through the basics of EHS reporting, explain the difference between a GIS and a GPS, or teach hydrology 101.

Sound familiar? I can help.

I write for environmental technology companies, helping them turn complex information into clear, benefits-oriented marketing content.

With almost a decade of experience in environmental research, monitoring and education, I know how to explain environmental technology to both technical and non-technical audiences. Plus, my sales background gives me a strong grasp on what motivates buyers.

Learn more about how I'm different, or find out how I can help.



CONTACT ME

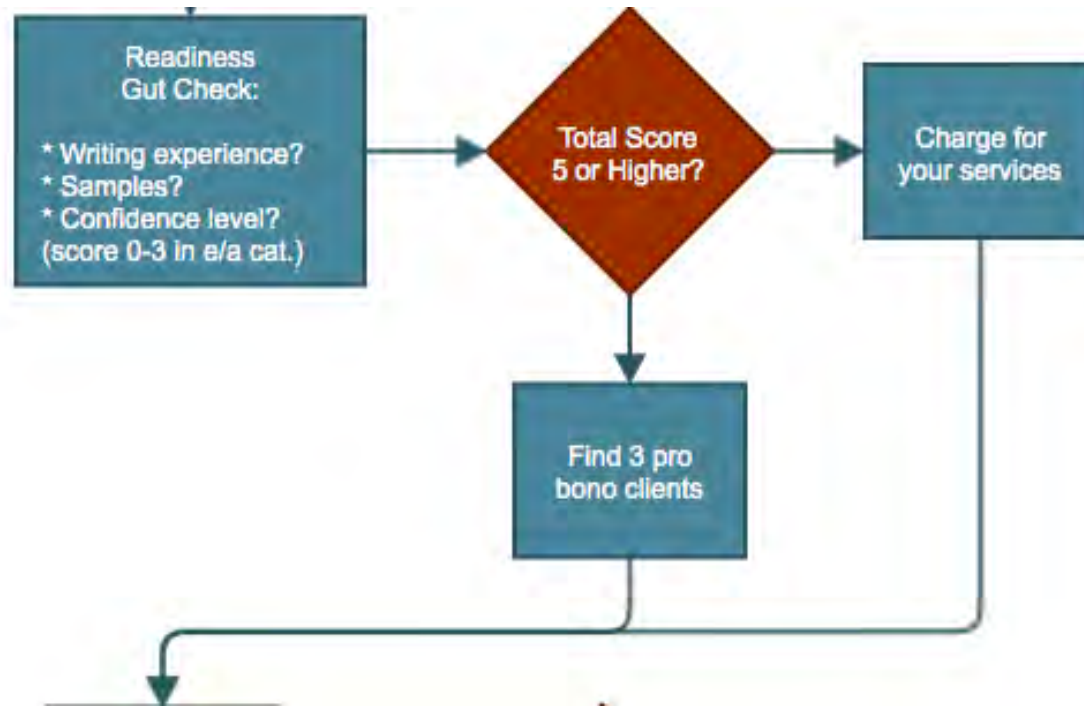
rachetracy130
oncallcopywriter.com
708.710.8001



PARTIAL CLIENT LIST:

- Underwriters Laboratories (UL)
- EQ
- In Situ
- Ahafo

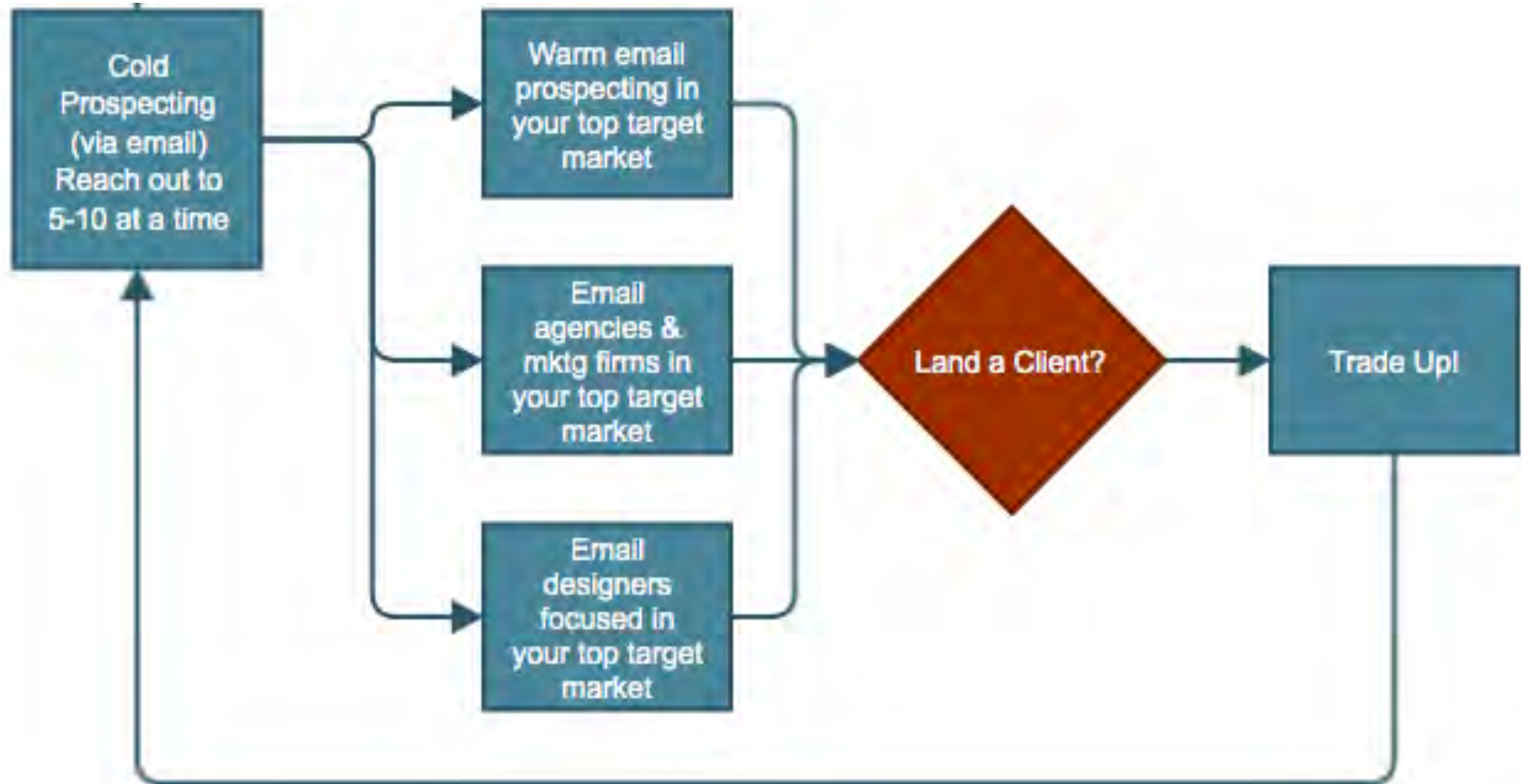
Readiness Gut Check!



Tap Your Network



Cold Prospecting



Let's Get Started!

Wake Up!



Focus
Commitment
Belief



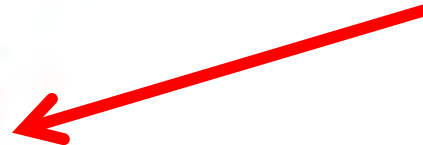
An Obsession
with
Baby Steps



Prospecting is
Your Full-Time
Job



Smart
Positioning



Turn
Positioning
Into Web Copy



Built a Super-
Simple
Website:
*Wordpress

Positioning:

The perception your prospect has about you and your services when they come in contact with your marketing materials, your website ... or you!

Two Critical Elements:

1. Whom you best serve
(what target audience)
2. What makes you different
in the eyes of that target
audience.

It does NOT need to
be an industry!!

You Must Also Define:

- What you do
- Why your difference matters to this target audience

Finally, your positioning
should include one or
more credibility elements

Whom You Can Best Serve



What Makes You Different



Why That Difference Matters

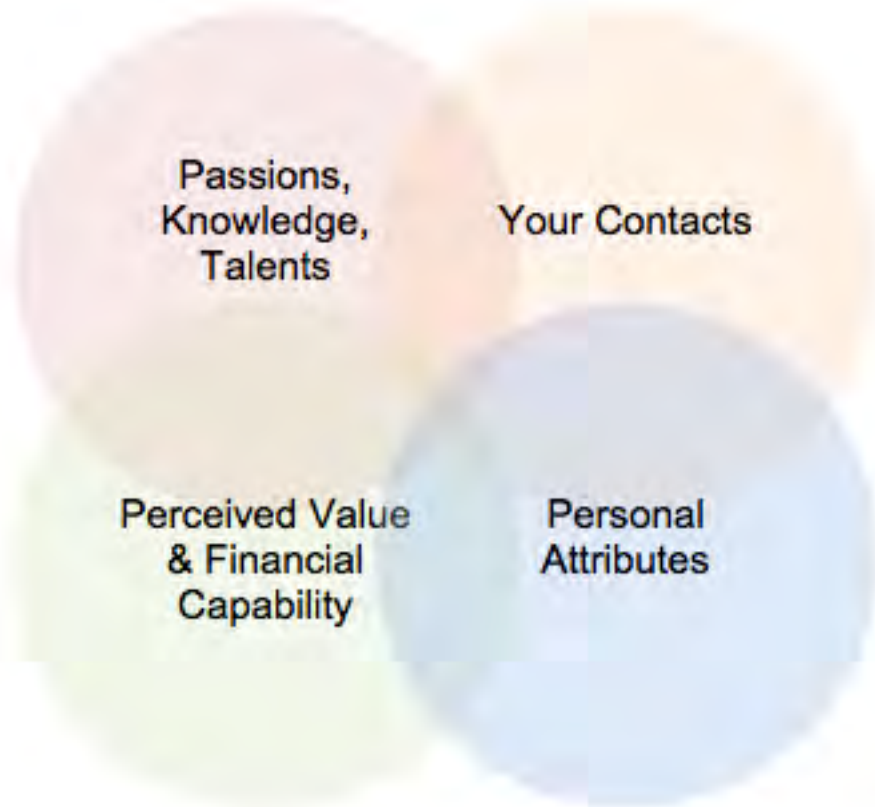


What You Do



Sprinkle
credibility
elements here

**Whom You Can Best
Serve**

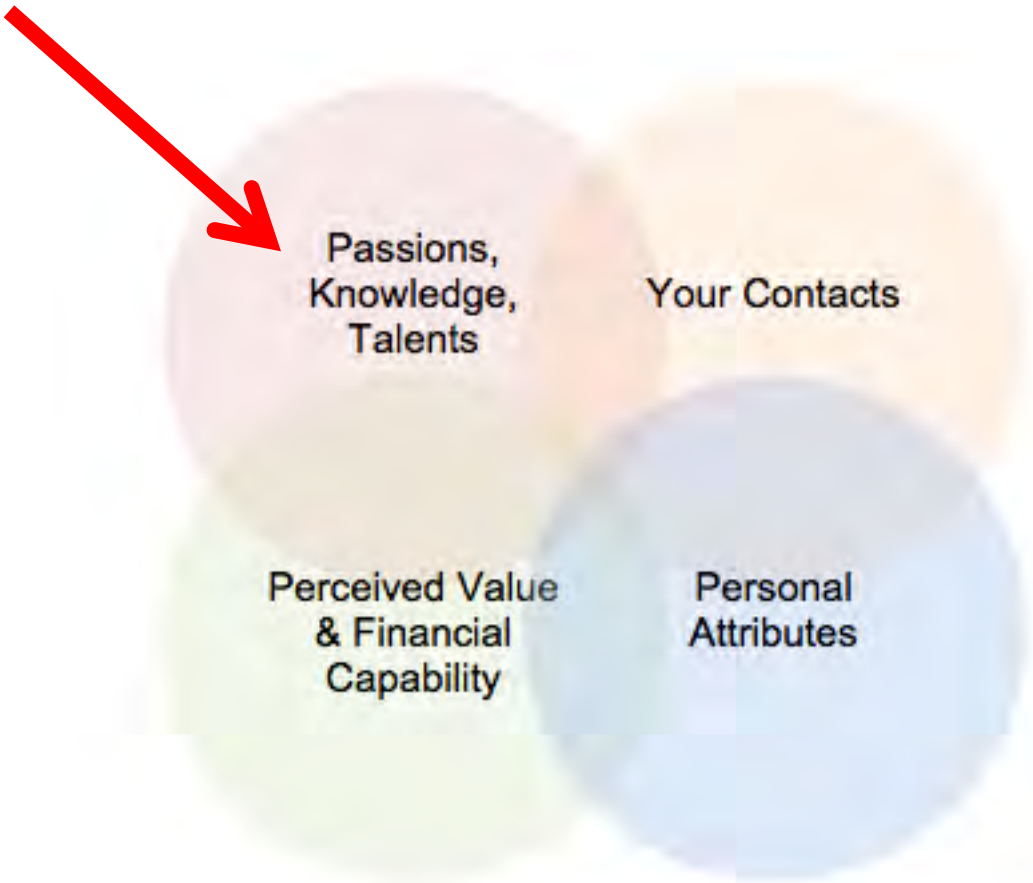


Passions,
Knowledge,
Talents

Your Contacts

Perceived Value
& Financial
Capability

Personal
Attributes

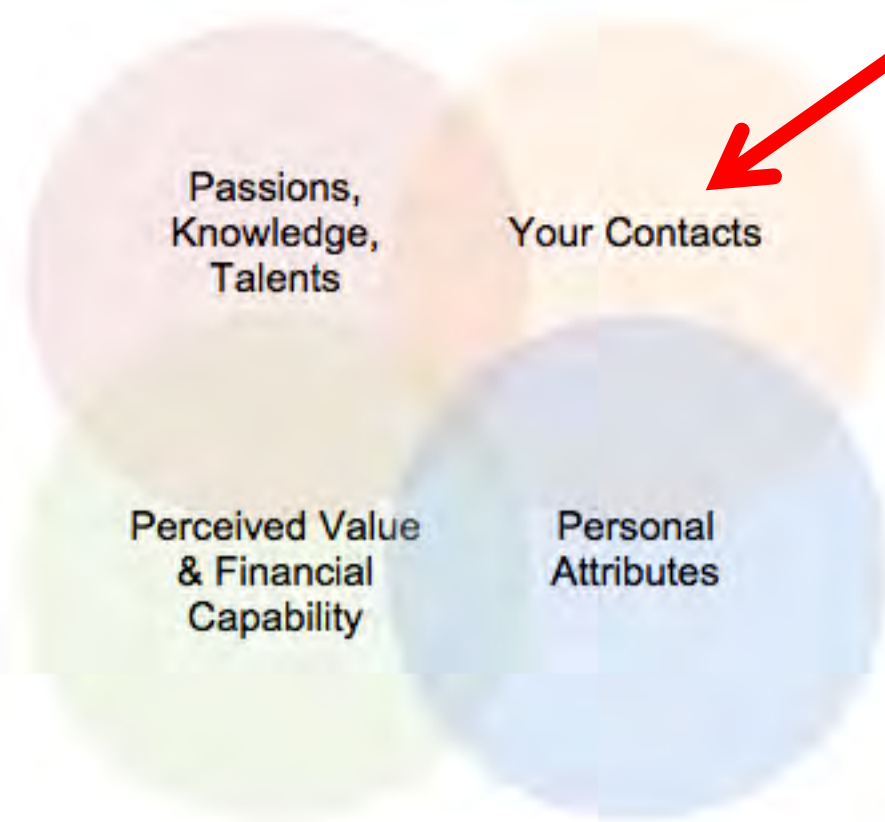


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How important is the type
of writing you do?

What's their financial
capability to pay
according to the value
they see in your work?

Are this market's typical offerings:

- New or different?
- Expensive?
- Complex?

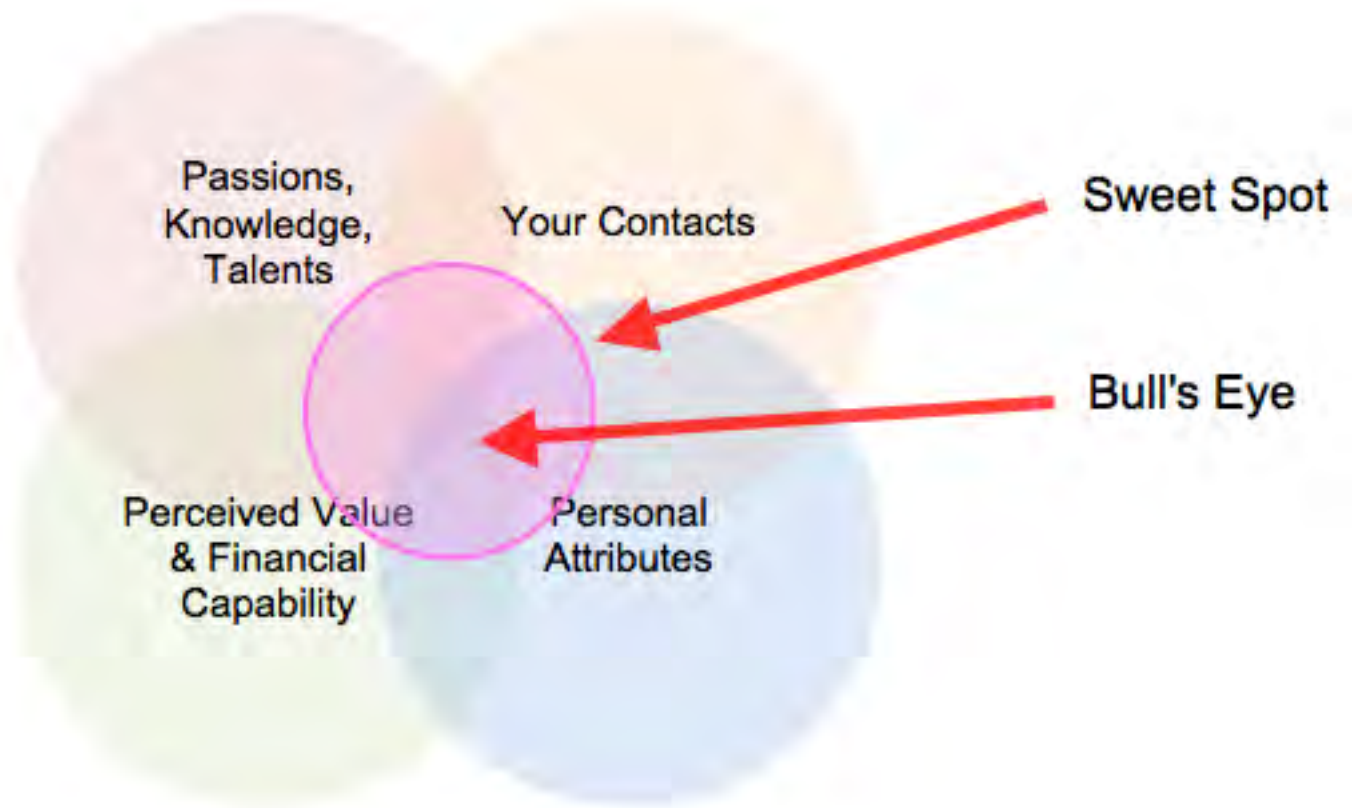


Passions,
Knowledge,
Talents

Your Contacts

Perceived Value
& Financial
Capability

Personal
Attributes



**What Makes You
Different to This
Audience?**

What would the value in a writer be?

- No handholding required
- Quick turnaround
- Error-free work
- Excellent storytelling skills
- Can craft a compelling argument
- Professional
- Trustworthy
- Can hit the ground running
- Understand the industry, our business, our customers...

What makes YOU different? What makes you a better choice than most of your competitors?

- Personal and professional background
- Career accomplishments
- Experience
- Education
- Skills
- Specialized knowledge
- Certifications
- Achievements, accomplishments, awards
- Track record
- Client roster
- Aptitudes
- Likes and dislikes
- Hobbies

**Why Do Your
Differences Matter?**

Match each differentiator
with one of the client
“needs” you identified
earlier...

8 years in commercial
insurance...



...Means I “get” the business
and all the nuances. I can hit
the ground running with no
handholding.

Keep asking yourself...

So what?

*Why would that
differentiator matter
to a potential client?*

WHAT Do You Do?

Look at factors such as:

- Type of assignments
- Copy vs. content (or both)
- Short vs. long
- Other assignment attributes

Your "What" **doesn't** need to be super-specific (I write case studies).

It can be more general (I write B2B copy and marketing content).

Don't over-think your “What”!

It's probably NOT going
to be what sets you apart.

Whom You Can Best Serve



What Makes You Different



Why That Difference Matters



What You Do



Sprinkle
credibility
elements here

**Turn Your Findings
Into Raw Copy**



Focus
Commitment
Belief

An Obsession
with
Baby Steps

Prospecting is
Your Full-Time
Job

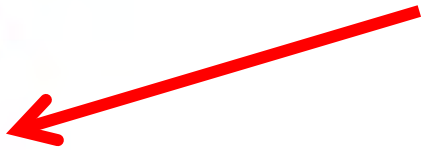
Smart
Positioning

Turn
Positioning
Into Web Copy

Built a Super-
Simple
Website:

*Wordpress
*Squarespace
*Strikingly

Readiness



A value statement is a simple paragraph (or a series of bullet points) that communicate your positioning

It describes:

- What you do
- For whom
- Why you're different
- Why that difference matters

Option A:

Paragraph Form

I help/work with _____ companies to write _____ that
(for whom) (what you do)

_____. Unlike most business writers, I
(what's different about what you DO)

_____ and _____, which
(what's different about who you ARE) (Optional – 2nd differentiator or credibility element)

means that _____.
(what you bring to the table)

Example:

“I work with software companies to write white papers, articles and case studies that help accelerate their sales cycles. Unlike most business writers, I am an 11-year software sales veteran, so I understand the complex, strategic selling process and the critical role marketing plays in this process.”

Option B:

Bulleted List

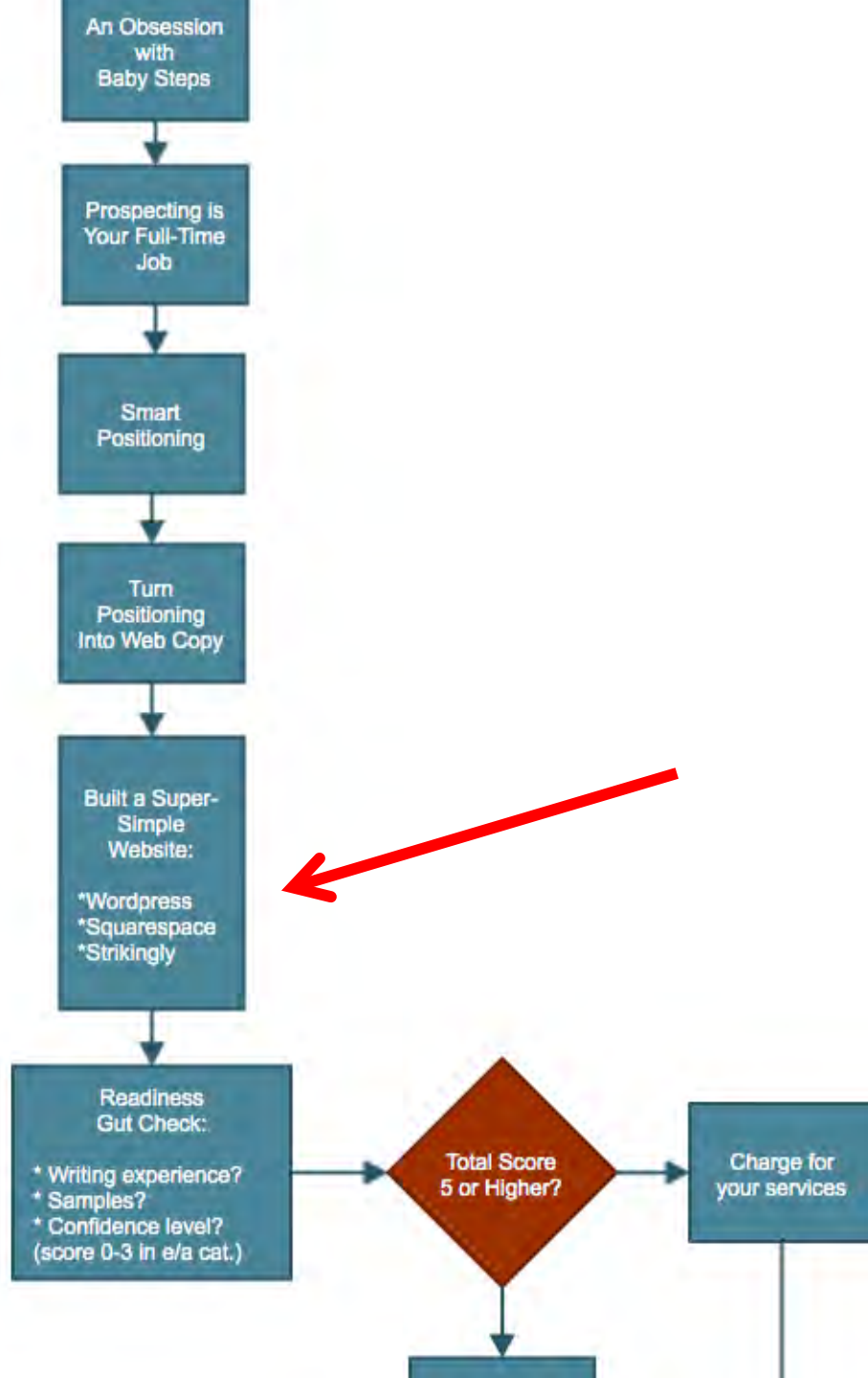
Works best when you're still sorting through ideas and trying to make sense of what you uncovered in the positioning exercise.

Example:

- *I write white papers, case studies and bylined articles.*
- *I work for enterprise software companies in the data management, WMS and A/E/C space.*
- *I have an 11-year corporate sales background.*
- *I have sold and marketed software and IT services for 14 years.*

- *I can build an airtight case for your solution using facts, reason and emotional triggers.*
- *I understand the complex, strategic selling process and the critical role marketing plays in this process.*
- *No handholding required. I'm the consummate professional. I get done, and I get it done on time. Always!*
- *You can't afford to work with people who won't come through. You already have enough on your plate. You're not a babysitter.*

Build a Super-Simple Website



Your Website's Objectives:

- Attract first two rounds of clients
- Use it as an effective prospect filter
- Have it do some of the early-stage "selling" for you

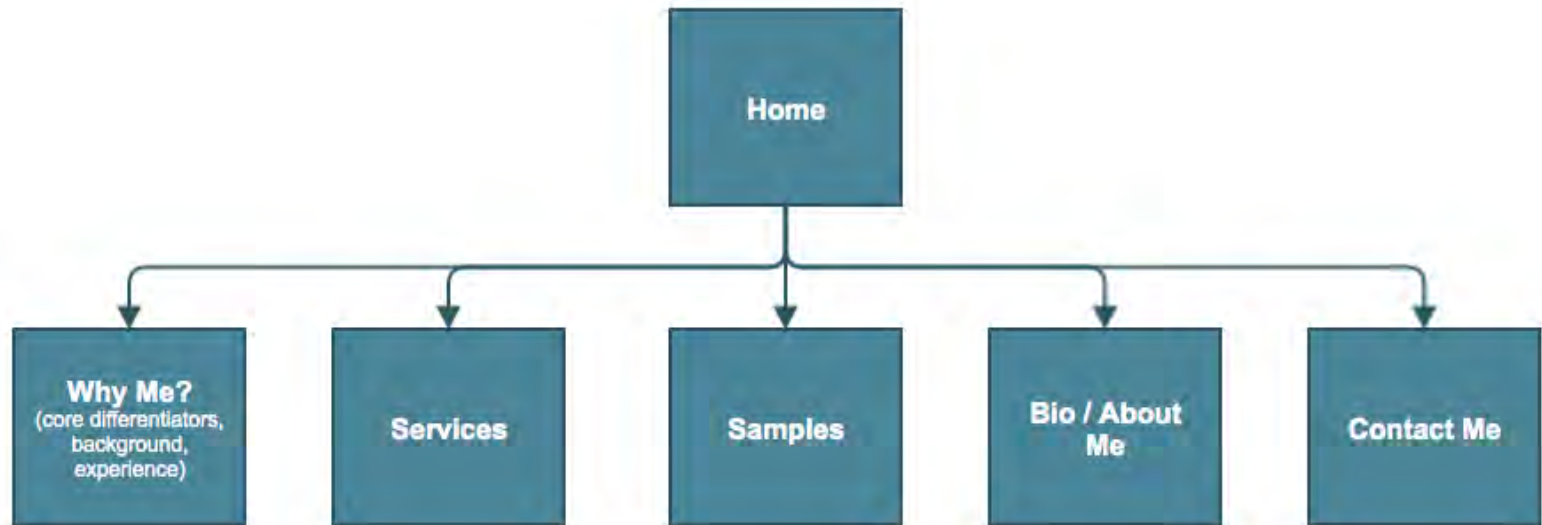
Your website has to be:

- Clean
- Simple
- Organized
- Communicate your positioning clearly and immediately
- Show you're credible enough to warrant an inquiry

Do NOT (yet)...

- Add a blog
- Collect names
- Offer a report
- Give visitors a ton of content
- Worry about SEO
- Worry about creating the best-looking site possible

Starter Website



Technology Platform

Wordpress (using StudioPress themes and the Genesis framework)

Home Blog FAQ Forum Login

STUDIOPRESS STUDIOPRESS 101 SHOP FOR THEMES SHOWCASE MY STUDIOPRESS

The Industry Standard for Premium WordPress Themes

See why over **134,000** website owners trust **StudioPress Themes**

[Find Out More](#)

or

[Shop For Themes](#)

Mashable CALLS STUDIOPRESS:

“the “best of the best” among WordPress premium frameworks”

The screenshot shows a desktop view of a website titled "Sixteen Nine" with a main article "The Story Behind 'Sixteen Nine'". A smartphone in the foreground displays the mobile version of the same website, showing a profile picture and the article title. The background is a blue gradient with a faint mountain range.

Strikingly.com

THE BEST WEBSITE BUILDER FOR THE MOBILE AGE HAS JUST ARRIVED

Own a one-pager for your **business, project, or personal branding.**



Y ATHLETICS WEBSITE

Strikingly is more than a platform... It's a community.



Arbab Mazumdar, Founder, Y Athletics



KIP SOLUTIONS WEBSITE

Our clients love our website!



Patrick Ip, CEO of Kip Solutions



QUINTON'S STORY

Strikingly is intuitive and empowering.



Quinton Harris, Designer, MIT '11

[VIEW MORE EXAMPLES](#)

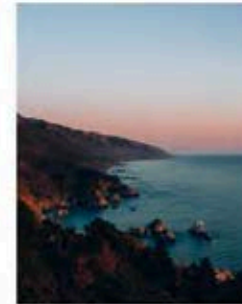
Squarespace.com



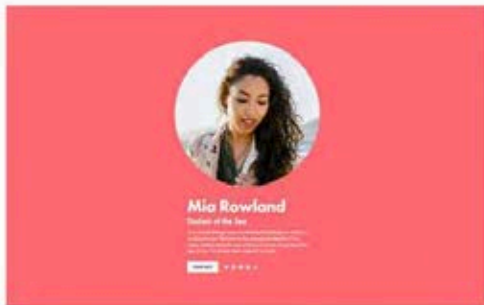
Cover



Reveal



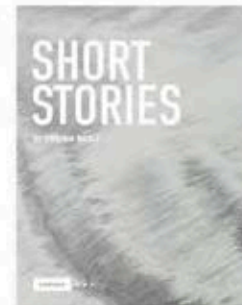
Spotlight



Focus



Portrait



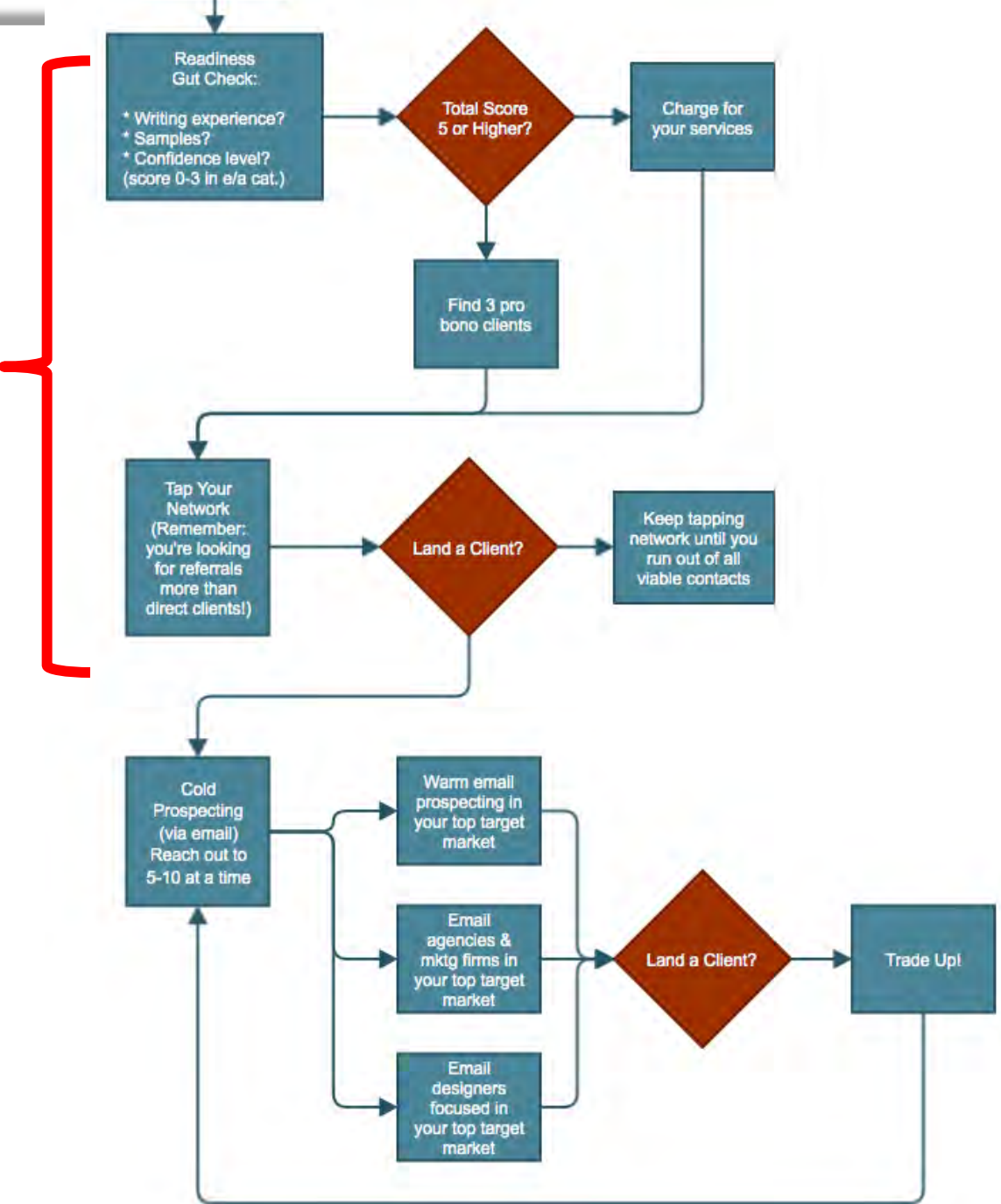
Backstory

GET STARTED

What we've covered



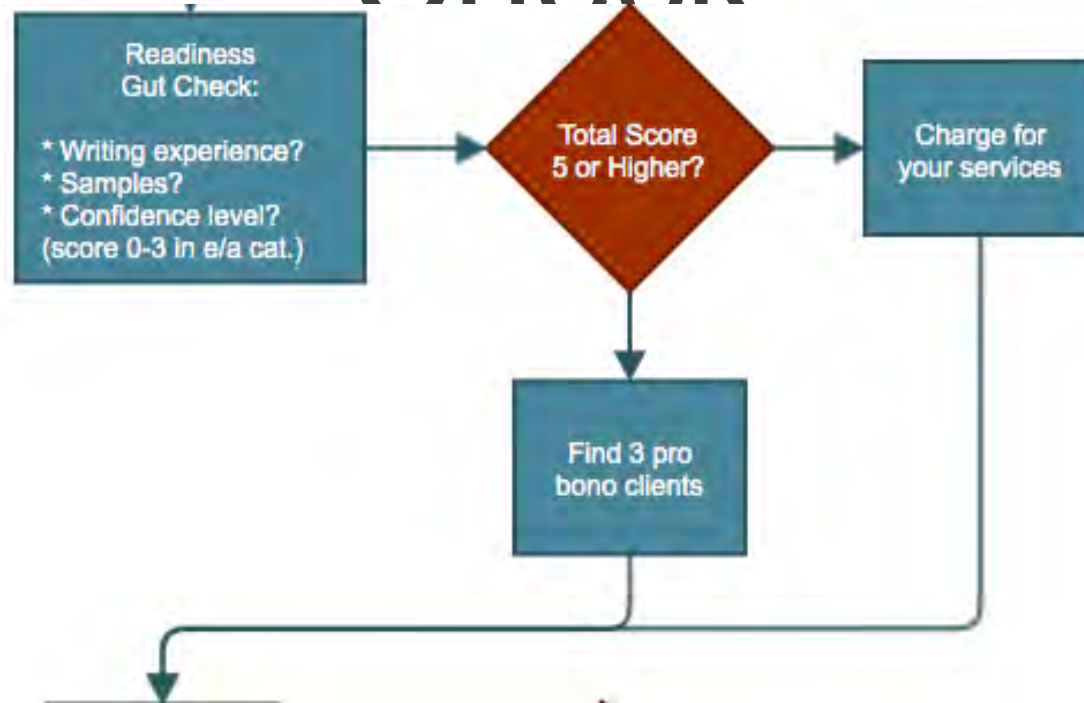
Here's what's next...



Work with what
you've got!

And let each
incremental “win” *fuel*
your next action.

Readiness “Gut Check”



The Pro Bono Approach:

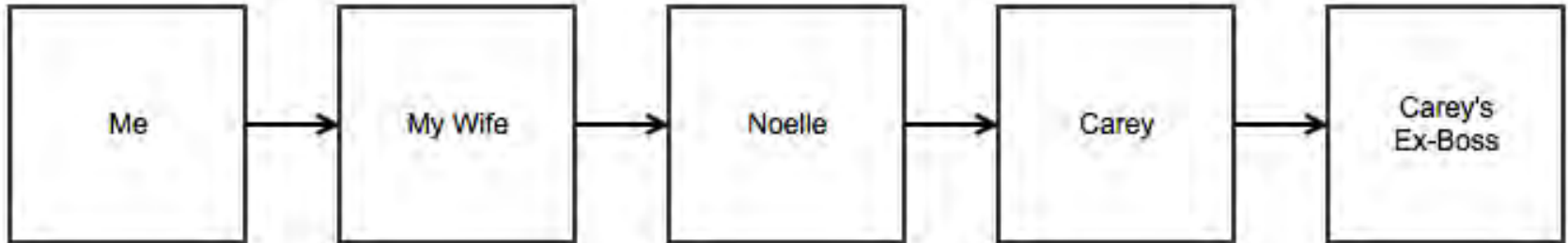
- Tap your network
- Find a small biz group in LinkedIn
- Find a local networking group
- Shoot for 2-3 pro bono projects
- Condition #1 = sample
- Condition #2 = testimonial
- Condition #3 = go live in < 60 days

Start with Your Network (Your First-Round List)



Scan Your Address Book:

- Current & previous employers
- Ditto for your spouse/partner
- People you've worked with
- Friends, neighbors...
- Church, kids' friends, other groups
- Connectors and/or good referral sources



Nearly \$200k in income
over a 7-year period!

Send each relevant
contact a

Launch Email

Hi Joe.

It's been a while since we connected. Hope you, Amanda and the kids are doing well. Last time we met for lunch, your oldest son was about to leave for college. I hope that went well and than he's adjusting nicely to college life at Georgia.

I'm writing because I've recently launched a commercial writing business, and I was curious if someone in your professional network could potentially benefit from my services.

Content marketing has gone mainstream. Yet companies are stretched thin and can't handle most of their content writing in house.

I can fill that need in an affordable way — whether it's website content or sales collateral, articles, reports, white papers or virtually any type of marketing content.

My ideal prospect is a business that sells something new, expensive or complex. Those are the factors that typically require lots of marketing and sales content.

Here's a link to my website, where I have additional information:

www.XYZ.com.

If you think of someone who meets these criteria, would you be willing to make a short email introduction? I assure you that I will treat anyone you send my way with the utmost respect and courtesy.

Thanks in advance, Joe. And don't hesitate to call me if you have any questions. Either way, let's catch up soon. I'd love to buy you lunch if you're available sometime over the next couple of weeks.

Tim Burns

SUBJECT LINE: Jody Beasley at CGI

Hi Dennis,

I'm calling because I've recently launched a commercial writing business. Specifically, I'm leveraging my corporate training experience to help companies in that industry write better marketing and sales materials.

I've been working on putting together a very targeted list of prospects -- companies I really believe I can help. One of these companies is CGI. And while doing a search in LinkedIn, I saw that you were connected to Jody Beasley over there.

Wanted to see if you could introduce me to Jody so we could determine if my services would be of value to CGI.

I've found that many companies in that industry have more marketing materials to write than they have time or resources to create them. And I can help fill that need in an affordable way.

Thanks for any help you could provide.

Regards,

Tim Burns

To recap...

1. Go through your address book and identify your most relevant contacts.
2. Send these contacts a personalized “launch email.”
3. Consider asking for referrals rather than direct business.

4. If you're going the pro bono route, make sure your launch email scripts reflect that.
4. Your job is to land that first client, regardless of how much you charge them (or the quality of that client).

About **30% of the time**, your first client will come from your launch list effort (directly or indirectly)

REMEMBER:

Your #1 job right now is to
get that first and second
client (or the next level of
client from where you are
today)

That's it!!

Need Help?

Want some help getting
your business off the
ground ...

... and landing your first two
rounds of clients?

I've been working with new
and aspiring B2B
copywriters over the past 3
years.

They were good writers...

But they were stuck!



Malinda Meeks, Preston, CT

I was at a...
Ted Goldwyn Lands 6 New Clients and a Lucrative, 15-Month Retainer Agreement with a Major Company

I've landed a total of 6 new clients ... and an ongoing 15-month retainer contract. I have another dozen or so hot prospects in my pipeline, which certainly be 2016. If you're on the fence (about B2B Biz Launcher), anybody out there You can't go wrong.



Ted Goldwyn

[Download PDF](#)
(click to view/download)



Joseph Cole

"[B2B Biz Launcher] was the best all the other copywriting program and do the program and motivate, motivation is gone the next day, at program. You have everything guide that is even thinking about taking it started. [And] unless you just have pe



Adria Schmedthorst

...doing it by yourself is so hard."

[Download PDF Transcript](#)
(click to view/download)

"It was almost like once I started focusing ... and got someone who can teach me about on how to do this in a coherent way, I actually started [getting inquiries]. And I got not only do I write for this one company ... I'm a regular blogger and do ghostwriting. That was a huge thing. First of me more confident that I could do a bit of money -- more than a bit ... I



Robyn Weisman

▶ 00:00



Les Worley, Dallas, TX

I couldn't have done it without you, Ed. I done this on my own, it would probably have taken me several years to get to where I am today with your help.



Dan O'Brien

"Coming into this... proposition, position myself toward companies that was success with that. In fact, I don't know I landed a corporate client, and that never attained."

[Download](#)
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Eric Lynch

"Thanks to everything I learned and applied from connections you helped me make—I'm now a full-time writer. I have more clients now, so it was time!"

▶ 00:00



John Hays, Jacksonville, FL

The word 'excellence' is used way too often. Ed's program is excellence. The

B2B Biz Launcher Alumni Dan O'Brien Launches a Near-Six-Figure Freelance Business During His First Year
"I've taken a lot of courses over the years — both academic and business-focused — and none of the best, ever. Partly because the methodology was so clear, useful and experiential. It wasn't theoretical."...This one [new client] will result in probably \$80,000 in revenue for me!"

▶ 00:00

▶ 41:25



Jeffrey Trull, Portland, OR

I'd recommend this program for anyone who struggles to get writing clients and doesn't know what to do about it. The biggest benefit for me was learning a proven strategy for finding new developing leads and then turning these leads into paying clients. Instead of feeling like getting new clients is out of my hands, I now feel in control and can take action to reach my goals thanks to B2B Launcher.

If you're tired of spinning
your wheels, I may be able
to help.



B2B

biz Launcher

2.0

I'll work with you to get your
B2B copywriting business
off the ground quickly and
safely.

We'll work together to land your first set of clients over the next 4 months.

I'll show you how to stair-
step your way to long-term
success as a freelance B2B
copywriter.

We'll dive *much* deeper into this material (and more!)

And I'll work with you to make sure you implement effectively.

You'll get step-by-step training and guidance.

This is a very methodical approach to getting results.

My current B2B Biz
Launcher coaching clients
are paying \$4,500

I've dropped the registration fee for B2B Biz Launcher 2.0 to just \$2,497.

But for this first round, you
can register for **4**
installments of \$549...

Or save \$200 by making
one payment of **\$1,997.**

FREE Bonus for COS



(real value of \$297)



Learn more at:

b2blauncher.com/AWA1



Malinda Meeks, Preston, CT

I was at a...
Ted Goldwyn Lands 6 New Clients and a Lucrative, 15-Month Retainer Agreement with a Major Company

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00:00
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Ted Goldwyn



Dan O'Brien

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"I've taken a lot of courses over the years — both academic and business-focused — and you're one of the best, ever. Partly because the methodology was so clear, useful and experiential. It wasn't theoretical." ... This one [new client] will result in probably \$80,000 in revenue for me!"

"Coming into this program, I was unsure of my proposition, position myself toward companies that would be successful with that. In fact, I don't know if I've ever landed a corporate client, and that's a goal I've never attained."



Joseph Cole

00:00
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Adria Schmedthorst

"[B2B Biz Launcher] was the best of all the other copywriting programs and do the program and motivate me. My motivation is gone the next day, at least until you start the program. You have everything guide that is even thinking about taking it on. It started. [And] unless you just have pe...

00:00
 [Download PDF Transcript](#)
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Eric Lynch

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Robyn Weisman

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Spots are limited.

And registration will close
next week (unless we sell
out before then)



Learn more at:

b2blauncher.com/AWAI

Questions?