

# The 5 Biggest Fears That Are Keeping You From Launching Your B2B Copywriting Business — and How to Finally Overcome Them





Taking a B2B writing  
course is easy...

What's hard is putting  
yourself out there...

Knocking on doors...

Finding clients...

Hustling...

But that's the **ONLY WAY**  
to move the needle!



**Fear** paralyzes people.

It boils down to 5 different  
fears.

**And they're all  
“solvable.”**



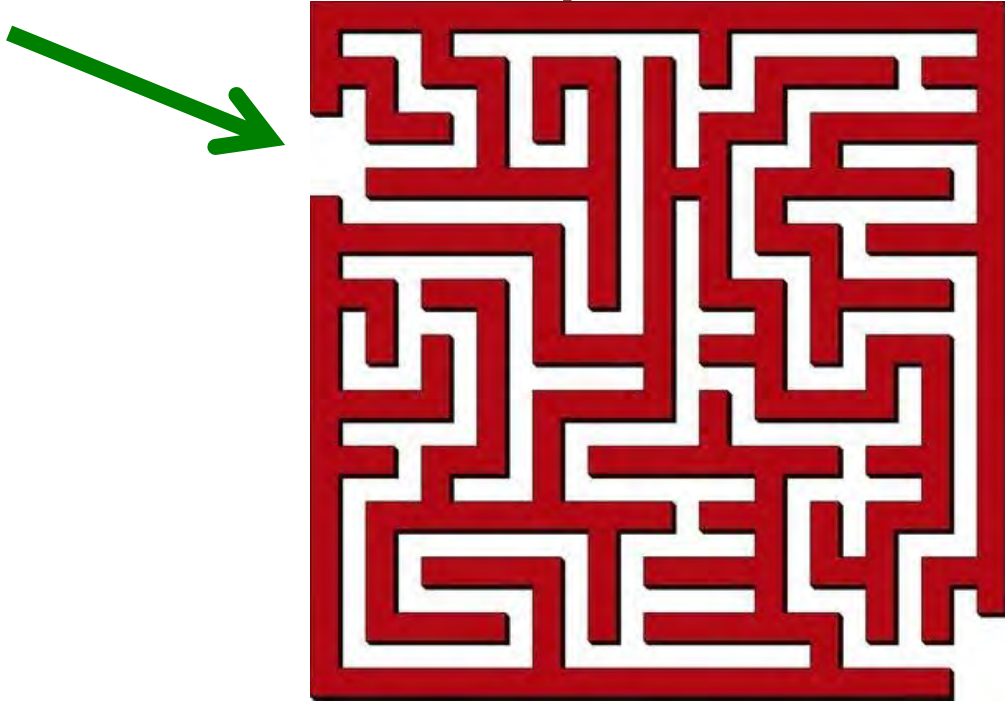


- Working freelance B2B writer and copywriter
- Co-author of *The Wealthy Freelancer*
- Founder of Int'l Freelancers Academy
- Host, The High-Income Business Writing Podcast
- Freelancing since 2003

## **Fear #1:**

I'm terrified to approach  
prospective clients!

You need an easier “entry point”



# The Readiness Gut Check

## Question #1:

On a scale of 0 to 3, how would you score yourself in terms of **overall writing experience?**

## Question #2:

On a scale of 0 to 3, how would you score yourself in terms of **existing writing samples?**

### Question #3:

On a scale of 0 to 3, how would you rate your **overall confidence** level in your new freelance business?

What's your total score  
for **all three** categories?



## **Score of 5+?**

Start your prospecting  
journey with paying  
projects in mind.

## **Score of 4 or lower?**

Start your prospecting journey by looking for 2 or 3 pro bono clients.

## **Fear #2:**

I don't know anyone!

What now??

- Current and previous employers

- Current and previous employers
- Spouse's (or family member's) current and previous employers

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- People you've worked with in the past

- Current and previous employers
- Spouse's (or family member's) current and previous employers
- People you've worked with in the past
- Friends / spouse's friends / neighbors (their employers, businesses, contacts)

- Fellow church members, parents from your children's schools, social groups (their employers, businesses, contacts)



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- Previous freelance clients

- Fellow church members, parents from your children's schools, social groups (their employers, businesses, contacts)
- Previous freelance clients
- Anyone who's inquired into your services in the past

- Anyone who's subscribed to your newsletter or downloaded buzz piece

- Anyone who's subscribed to your newsletter or downloaded buzz piece
- Anyone who's a potential referral source

You NEVER know  
where your next  
client will come from!

## **Fear #3:**

I have a full-time day job.  
How can possibly do this?

Accept a basic truth:

It's going to be

**HARD!**

## Find opportunities to **make time**:

- Wake up an hour earlier
- Put in time every evening
- Work Saturday mornings



## Use technology:

- Have biz email go to smart phone
- Create email templates (for responses)

Don't worry about not being  
available at a moment's  
notice!

(Busy copywriters aren't  
available either)

## **Trigger Income Goal:**

A good indicator that you're earning enough part-time to meet your income goals if you were to freelance full-time.

The support of your  
spouse is key!

They need to be on board and  
understand what's ahead and  
WHY you're doing this.

## **Fear #4:**

What if I don't know how to answer a prospect's questions (and I make a fool out of myself)?

# Truths you must accept:

1. You're going to make mistakes.
2. You're not going to know the answer to everything you're asked.
3. Some prospects won't feel that you're qualified enough.

Don't assume that you  
have to impress "IBM"  
from day one!

If a prospect needs to see a  
proven track record and deep  
level of experience ...  
they're just not a good  
prospect for you **today!**



Instead, look for someone  
who's willing to give you a  
shot *based on what they  
see right now!*

## **Fear #5:**

I don't feel ready to write  
B2B copy for clients

You don't need  
another writing  
course!

You'll never feel fully  
ready.

*Instead, you'll learn as you  
go.*

Need some help getting  
your B2B copywriting  
business off the  
ground?



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.

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

(This is a very methodical  
approach to getting results.)

Training and coaching that's  
**specifically tailored** for B2B  
copywriters.

My B2B Biz Launcher  
coaching clients have paid  
me \$4,500

I've dropped the registration fee for B2B Biz Launcher 2.0 to just **4 installments of \$549.**

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

**FREE Bonus for COS  
Members:**

**6 months of additional group  
coaching and training  
(10 months total)**



Learn more at:

[b2blauncher.com/awai3161](https://b2blauncher.com/awai3161)





Mallinda Meeks, Preston, CI

I was at a standstill for a while. B2B Biz Launcher 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 bodes well for 2016. If you're on the fence [about B2B Biz Launcher], anybody out there who says you can't go wrong.



Ted Goldwyn



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"[B2B Biz Launcher] was the best of all the other copywriting programs I've done. It gives you the motivation to do the program and motivate yourself. Motivation is gone the next day, at least for me. You have everything you need in the program that is even thinking about taking it on. [And] unless you just have plenty of time on your hands, there is no other way to get it done by yourself is so hard."



Adria Schmedthorst



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"It was almost like once I started focusing ... and got someone who can teach me about how to do this in a coherent way, I actually started [getting inquiries]. And I got not only do I write for this one client, but I'm a regular blogger and do ghostwriting for a few other clients. That was a huge thing. First of all, it gave me more confident that I could do it. A little bit of money -- more than a bit ... I'd love to see you do this."

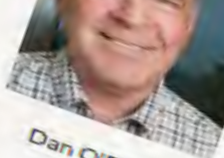


Robyn Weisman



Les Worley, Dallas, TX

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

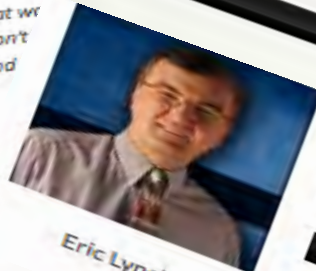


Dan O'Brien

"Coming into this coaching, I was in a proposition, position myself in a way that I was successful toward companies that were successful with that. In fact, I don't think I've ever landed a corporate client, and never attained."



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Eric Lynch

"Thanks to everything I learned and applied from the program, I've made connections you helped me make -- I'm now a full-time business coach. Now, so it was time!"



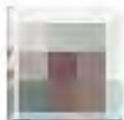
John Hays, Jacksonville, FL

The word 'excellence' gets used way too often. Ed's program is the only methodology that embodies excellence. The results are the coldest of hard facts. I've taken a lot of courses over the years -- both academic and business-focused -- and Ed's is one of the best, ever. Partly because the methodology was so clear, useful and experience-based. It wasn't theoretical. This one [new client] will result in probably \$80,000 in revenue for me."



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.



February 19 at 10:21am

Update on my situation from yesterday: I got the job! And they didn't ask me about my white paper experience. It was actually more like them selling me on the job than me selling them on me. So when they asked for my rates I quoted a high number but said I was flexible on it. They came back with a lower number, but still way higher than I would have asked for before . There is also the possibility for a lot more work down the road.

Ed, I can't thank you enough for all of your help. The biggest impact for me has been understanding the value that I can provide, and that people will pay for it. A couple of months ago, I would have asked for a fraction of what I asked for yesterday. And I probably would have kept working for this client at that low rate for a long time.




FYI, Ed. Your advice was spot on and helped me secure work with the healthcare supply chain software provider! Turns out what she wanted was to avoid having to jump hoops for a case study approval through her client by producing this as what you suggested - solution brief - structured to be told from the software provider's perspective. I modeled my pricing range and contract on the tools you shared. All came off very well and she did not bat an eye. Got the signed contract back within an hour. She did not go for the ancillary pieces I suggested, but the seed was planted and she suggested at more if we work well together. Very sweet feeling! Thanks again!

Unlike · Reply ·  4 · March 1 at 10:33am




Sounds like it's been a good week all around! I also landed a deal to write 2 blog articles a month for the next six months with more to follow if we work well together. AND a webinar based on an article I posted on LinkedIn last summer. The copywriting gods are smiling on us! Congrats on your case study Steve ! And thanks for all of the awesome, actionable training Ed Gandia!

Unlike · Reply ·  3 · March 1 at 10:38am



Okay, so I sent the warm email to the director of marketing as you suggested, Ed, and....both she and the distance learning manager want to set up a call with me next week. Yippee!!!!!! This is a shot in the arm I badly needed!

Unlike · Reply ·  1 · March 3 at 3:46pm



[redacted] Ed, you are spot on in so many ways! I just received another warm email response from, of all companies, Re [redacted] D [redacted]! You may remember that on our last coaching call I asked you if it was worthwhile to email really big companies. You encouraged me to do so, and here I am 24-hours later with a very positive response. In that response, Jay noted that he did look at my website and could tell from what was there that I was the kind of person they need. So again, your guidance has proven invaluable. Thank you! Thank you! Thank you!

Unlike · Reply ·  1 · March 4 at 11:31am

**Spaces are limited.**

Currently 34 spots available.

And I'm about to announce this  
to my mailing list of 17,000.



Learn more at:

[b2blauncher.com/awai3161](https://b2blauncher.com/awai3161)



**Questions?**