

The Proven 4-Step Formula to Identify and Communicate Your BEST Possible Niche — Without Stress and Confusion



Presented by
Ed Gandia
High-Income Business Writing

Download your handout here:

www.b2blauncher.com/notes



I will try to send you a
recorded replay.

**But the best way to
ensure you get this info
is to stay here LIVE**



Today's class:

I'm going to share my 4-part formula for identifying and communicating your **BEST POSSIBLE** niche.

I'll show you how to do this **RIGHT** and with less stress and confusion.





- Working freelance B2B writer and copywriter
- Co-author of *The Wealthy Freelancer*
- Host, *The High-Income Business Writing Podcast*
- Freelancing since 2003
- Most of my focus today is coaching & training



Disclosures:

- My results are not typical
- No guarantee you'll do well as a freelancer
- Nothing I say today is an income claim
- All business entails risk



The big challenge:

Deciding on a niche is one of the most stressful aspects of launching a freelance business.



The result:

1. Most new writers stall
2. Most of the rest make the wrong decision & fail to pivot



Are You Stalling?



Signs you're stalling:

- Haven't started prospecting...
- Website not live...
- Taking course after course...
- Feeling like you need to learn it all first



Wrong Decision?



The **WRONG** approach:

- Pick based on what seems hot
- Pick based on what seems interesting
- Assume that “niche diversity” will help
- Assume that success is about having the right “service assortment”



Poor results
Disillusionment
High failure rate



SOLUTION:

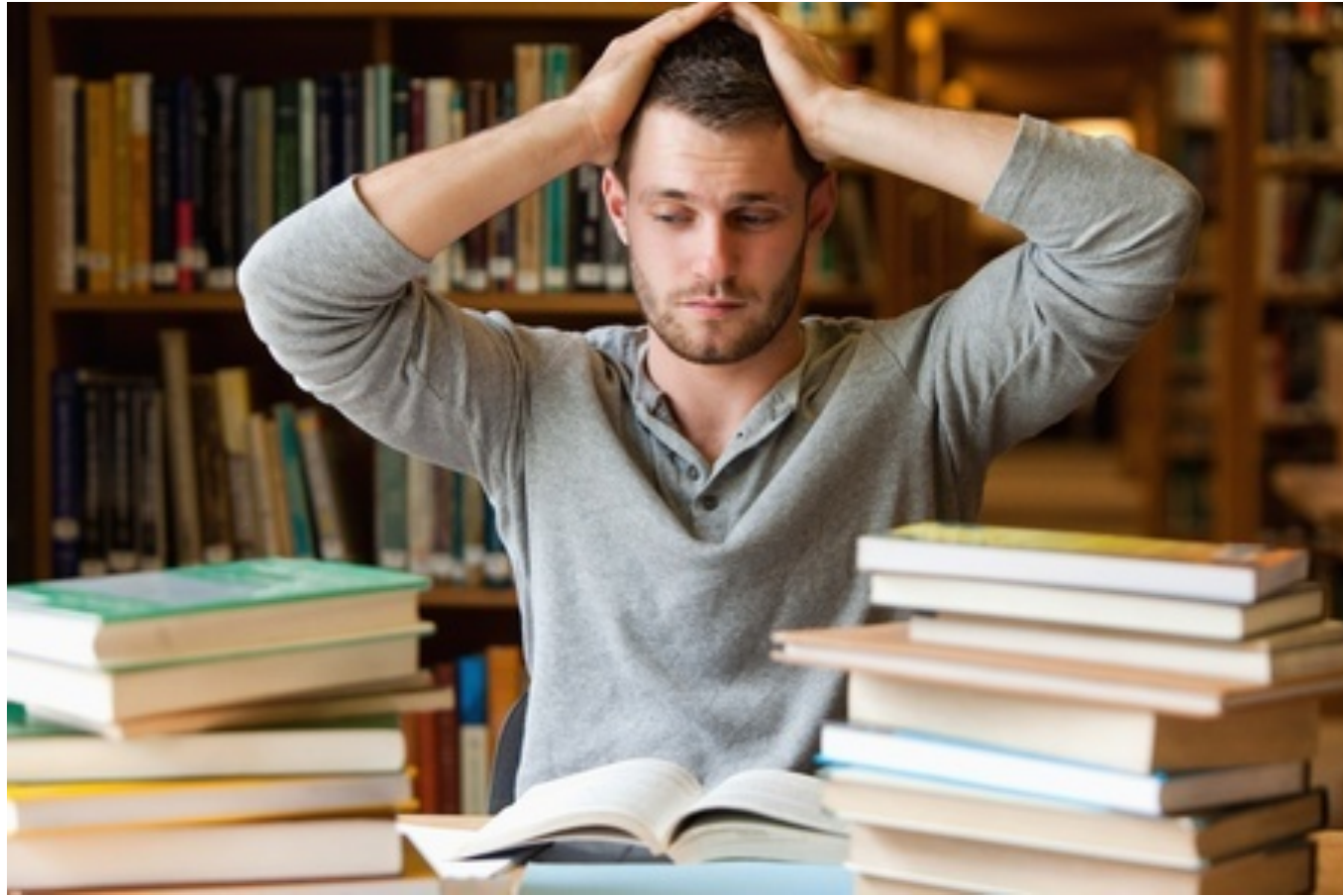
Take an iterative
approach



Iterative approach:

1. Do some research and thinking
2. Make some decisions
3. Take action
4. Stay flexible
5. See what's working / not working
6. Make adjustments
7. Rinse and repeat





You picked
something based on
THEORY



The only way to
know for sure is to
get out there and see
what happens!











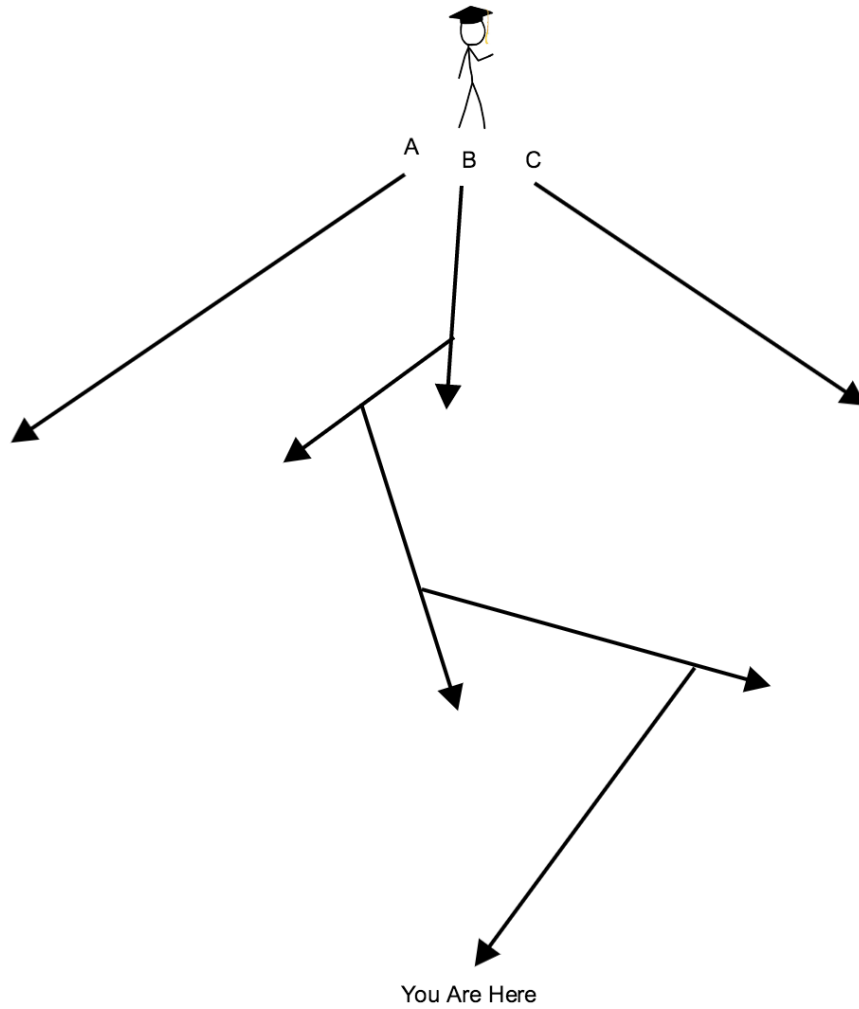
THE HOME DEPOT



We made it work!

And we *pivoted* over
time based on what we
learned & experienced...

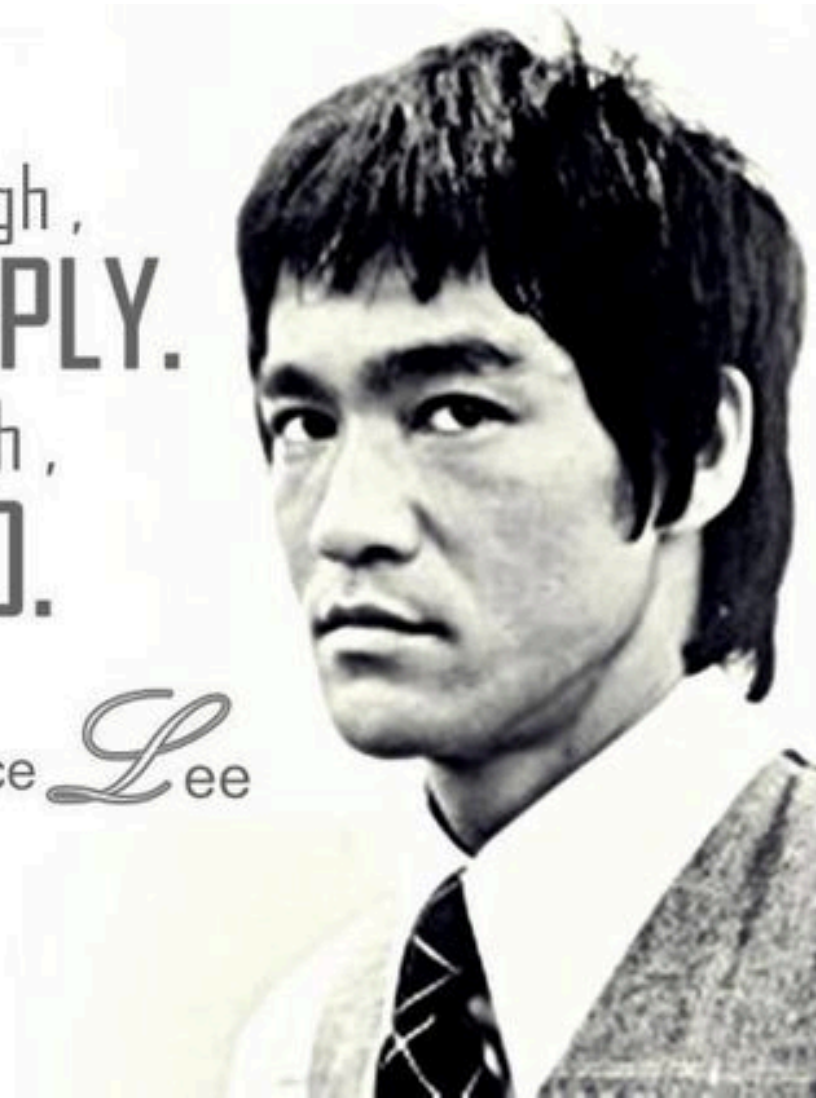





Knowing is not enough ,
We must APPLY.

Willing is not enough ,
We must DO.

- *B*ruce *L*ee





**You don't have
to see the whole
staircase, just
take the first**

step.

You need a
framework to
make smart
decisions quickly



**You DON'T
need a niche**



Reason #1:

Niche does not
always mean
“industry”



Reason #2:

Your niche decision
is **NOT** one you have
to live with forever



Reason #3:

When you're starting
out, you're using
theory, not reality



Reason #4:

Most new freelancers
are putting too much
weight on their
**passions & personal
interests**



Reason #5:

Most **new** freelancers
err on the side of being
too narrow with their
niche



What you need is the ability to describe:

1. Whom you can best serve
2. What you can do for them



Define your

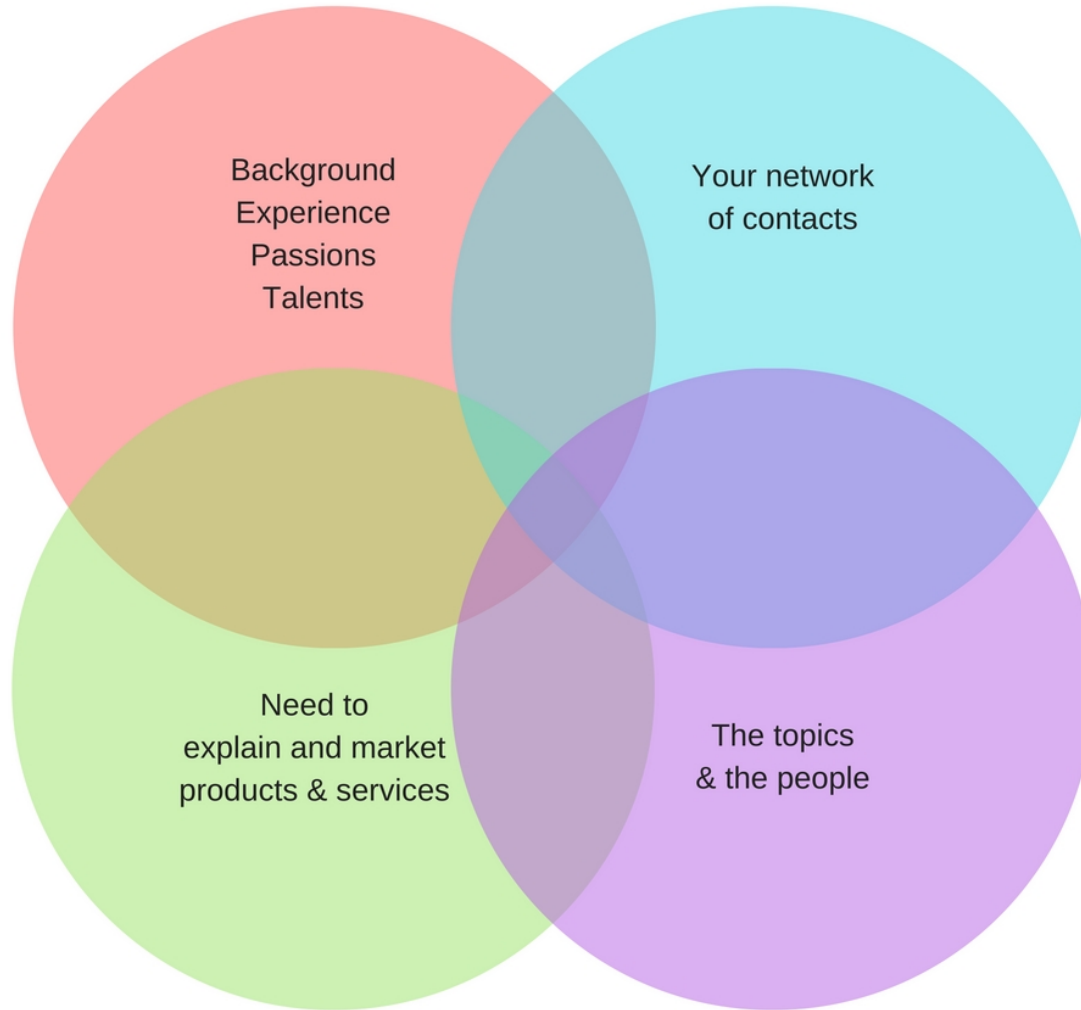
“For Whom”



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Background
Experience
Passions
Talents



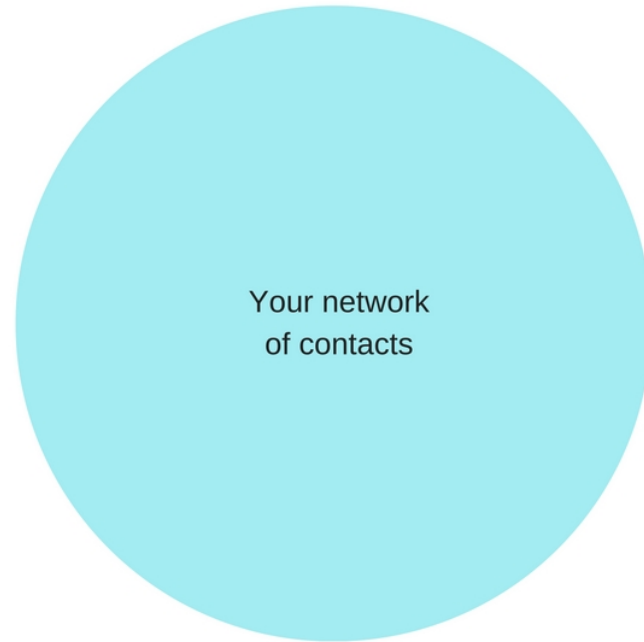
This includes

- Career background
- Career experience
- Professional and personal knowledge
- Passions
- Talents
- Skills



Take **each item** on your list from this dimension and run it **individually** through each of the other 3 dimensions...





Do you have relationships here?
How strong are these contacts?
How many are good connectors?



- 5 -- I know a ton of people in this area
- 4 -- I know a good number of people
- 3 -- I know some people
- 2 -- I only know one or two people
- 1 -- I don't know anyone in this area



Need to
explain and market
products & services



You're just trying to get a
general feel for the
potential demand



Are the products, services:

1. New or innovative?
2. Expensive?
3. Complex?



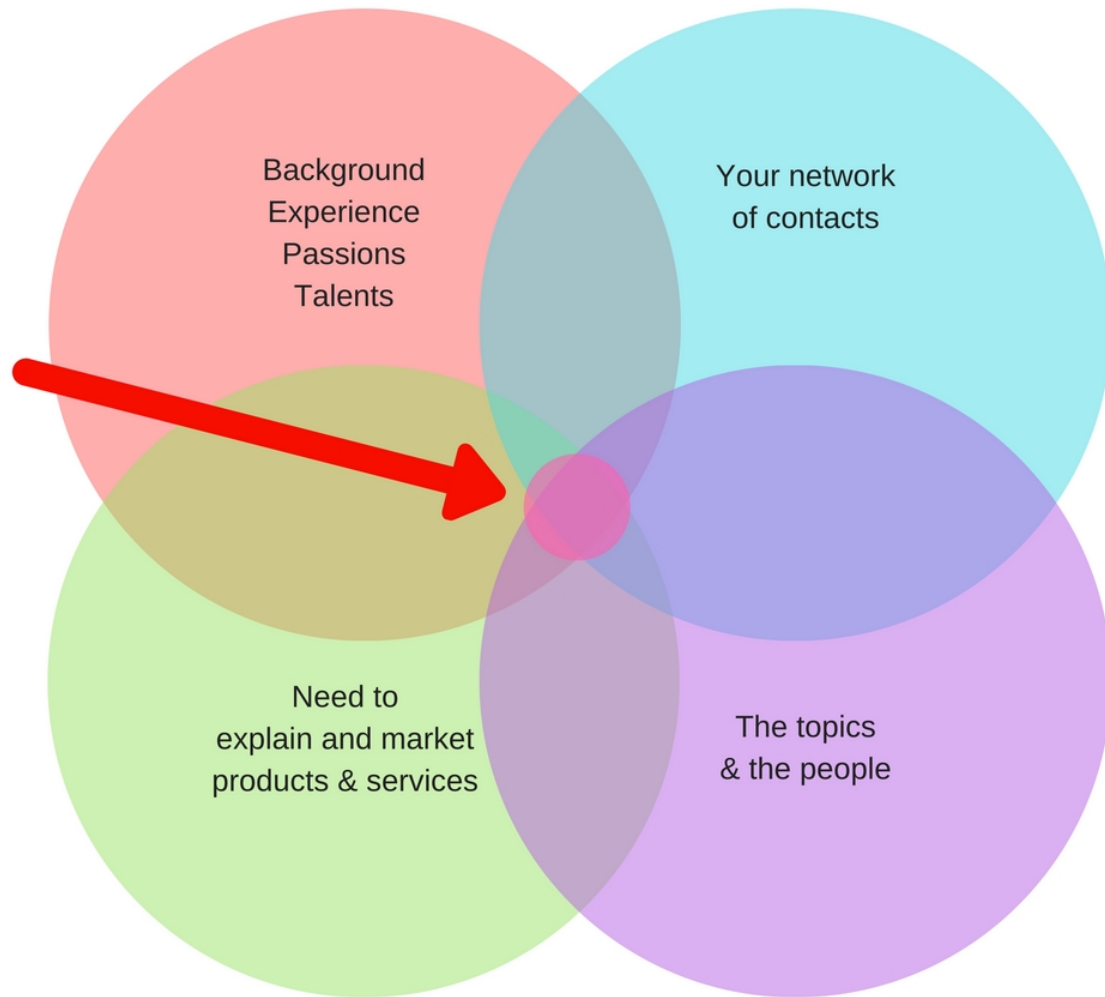
The topics
& the people

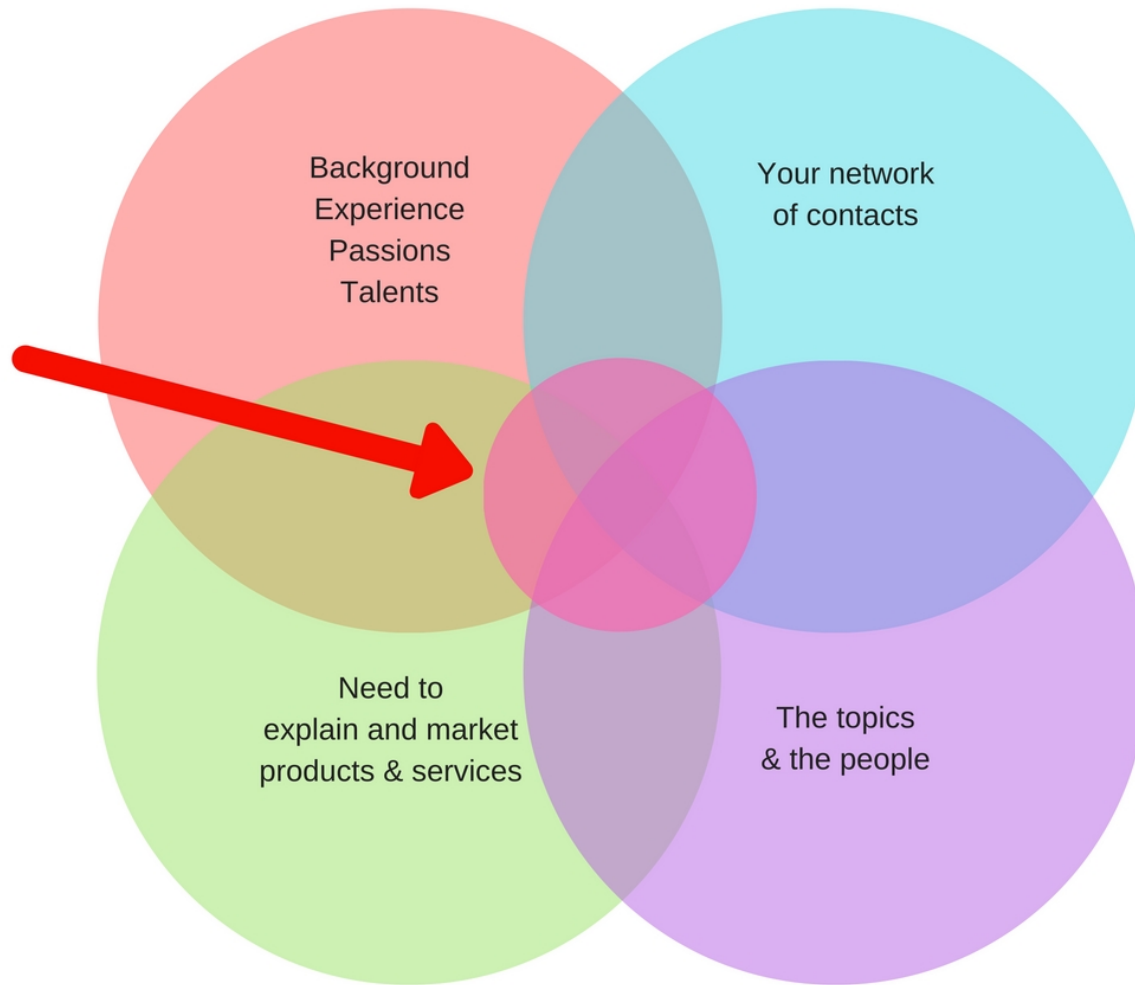


Think about:

1. The **topics** you'd have to write about
2. The **people** you'd have to work with







**Your niche
doesn't have to
be an industry!**



Biology professor who
writes for companies
that sell scientific
products...



Writer who ghostwrites
articles & blog posts for
CEOs and executives...



Copywriter who writes
for companies that sell
to nonprofits...



Writer who helps
companies clearly explain
and sell very technical
products to very
technical engineers...



Copywriter who works
with online education
companies to market
their offerings...



Copywriter specializing
in writing white papers...



It could also be a combo
of industries or markets...



Or it could be a combo
of factors:

Industry +
Audience +
Project Type



Define your “What”



The type of writing
or assignments you
take on



Your “What” refers to:

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



Your “What” can be
more general



Key advice:

- Focus your niche on the “For Whom” (target audience)
- Keep your “What” **fairly broad**
- Try to resist the temptation to incorporate BOTH (For Whom and What) into your niche



Flexibility is KEY
when starting out!



If you narrow things
too much right out
of the gate, **you**
lower the probability
of early successes





Big Takeaway:

When you're starting out, **don't** be ultra-specific with your "What." Instead, **save that specificity for your "For Whom."**



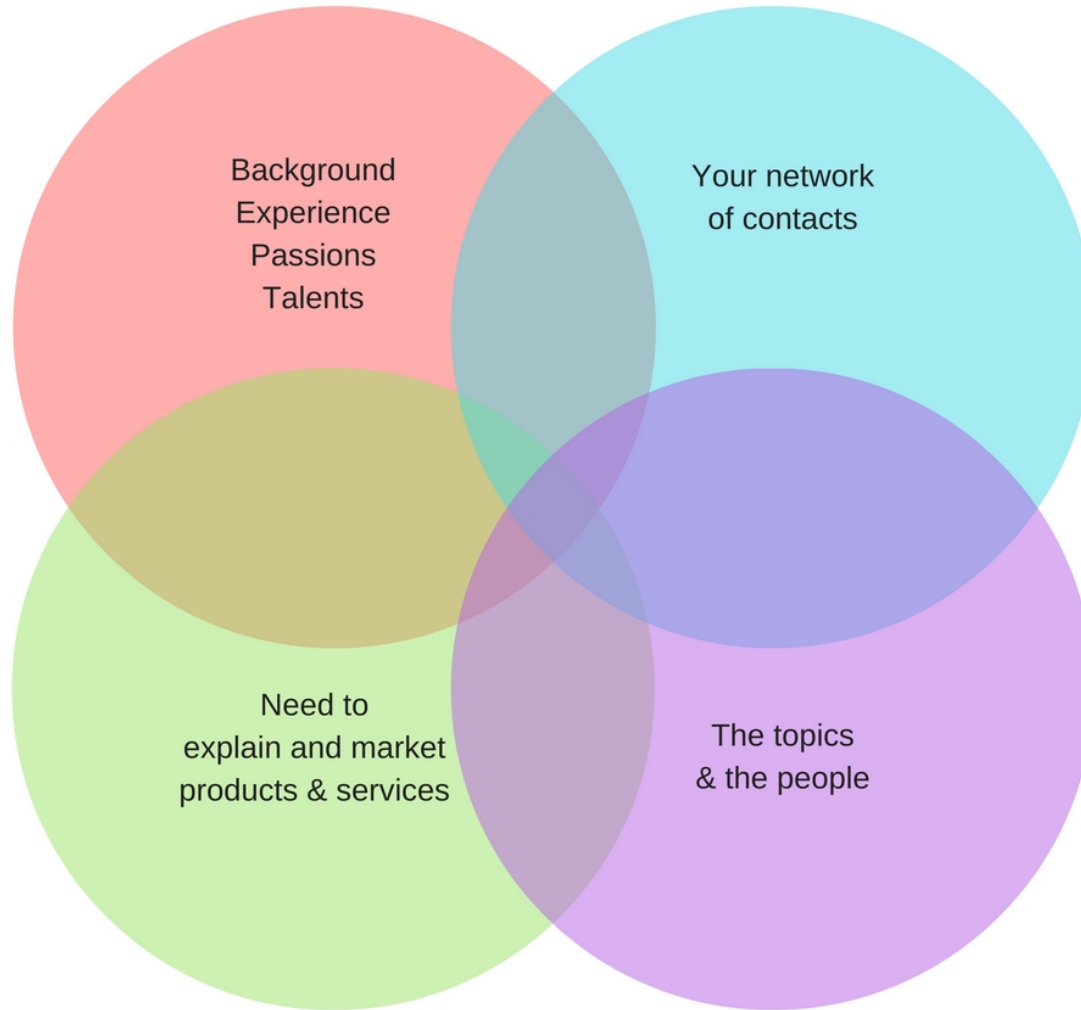
Pivot as you get
market feedback!



Making Your Decision







Choose wisely



Don't go too
narrow at first



Don't be too rigid



Some of my early clients:

- Potato chip company
- OB/Gyn
- Small telecom company
- Financial newsletter
- Small training company
- B2B blogger
- Mom & pop software company



Take your time
(but not *too* much time)
;-)



Don't wait for
perfection



Still can't come
up with
something viable?



1. Pick a broad area
2. Tie it to your background
3. Pivot as you get results



Someone will
hire you based
on what they see
in you **TODAY**



Recap...



The “niche” decision
doesn't have to be as
stressful as we make it!



Use my 4-part formula
to make your best
decision



Start with **Dimension #1:**
Run each item on that
list through the other 3
dimensions



Start today...
But let the ideas incubate



It's smarter and safer to
start with a **broader**
niche than with an ultra-
specific one



Remain flexible as you get
out there...

Remembering that
EVERYONE pivots several
times in the first few years



You're looking for that
prospect who will hire
you based on what they
see in you **TODAY**



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



I've been working with
small groups of new and
struggling writers for the
past 4 years...



Through our work
together, many of these
professionals have achieved
remarkable success in a
short time



If you're spinning your wheels... and you'd like to **start landing clients** and get your 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
writers and copywriters.



Week 1:

Position yourself for success



Week 1:

Position yourself for success

Week 2:

Implementation Time
+ Live Coaching Call



Week 1:

Position yourself for success

Week 2:

Implementation Time
+ Live Coaching Call

Week 3:

Create Your Marketing Hub



Week 4 & 5: Implementation Time



Week 4 & 5:

Implementation Time

Week 6:

Create Your First-Round List



Week 4 & 5:

Implementation Time

Week 6:

Create Your First-Round List

Week 7:

Prospecting with Warm Emails

+ Live Coaching Call



Week 8:

How to Prospect for Quick Wins



Week 8:

How to Prospect for Quick Wins

Week 9:

Qualify, Quote & Close the Deal
(pt. I)



Week 8:

How to Prospect for Quick Wins

Week 9:

Qualify, Quote & Close the Deal
(pt. 1)

Week 10:

Qualify, Quote & Close the Deal
(pt. 2)



Week 11:

Implementation Time
+ Live Coaching Call



Week 11:

Implementation Time
+ Live Coaching Call

Week 12:

Warm Email Prospecting Case
Studies + Advanced Execution Plans



Week 11:

Implementation Time
+ Live Coaching Call

Week 12:

Warm Email Prospecting Case
Studies + Advanced Execution Plans

Week 13:

Implementation Time



Week 14:

Smart inbound marketing strategies
+ Live Coaching Call



Week 14:

Smart inbound marketing strategies
+ Live Coaching Call

Week 15:

Implementation Time



Week 14:

Smart inbound marketing strategies
+ Live Coaching Call

Week 15:

Implementation Time

Week 16:

How to find immediate project
opportunities with clients



Week 17:

Live coaching call



Bonus #1: Members-only portal

- All training session recordings
- All Q&A session recordings
- All handouts, worksheets, checklists, and materials
- Lifetime access to all recordings & files



Bonus #2: Private discussion forum

Access to a private, closed-door online forum where you can ask questions and get answers and feedback directly from me. I'm in the forum at least every other business day.

Bonus #3: Website Copy Review

I'll personally review your website copy and give you detailed feedback and recommendations.



Program's Structure

- 4 months of training, coaching and support
- We start on Jan 3 and go through Apr 27
- Training sessions are on **Tuesdays**
- Training sessions are **pre-recorded**
- That way you can catch them at your convenience



Coaching Calls

- January 12
- February 9
- March 16
- April 13
- April 27

All coaching calls start at 1:00 pm Eastern Time.

All calls are recorded and replays available next day.

Calls go for 90 min to 2 hrs.



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



Your Investment:

6 installments of \$384

Or one payment of \$1,997

(saves you \$300)





Learn more at:

b2blauncher.com/awai





Malinda Meeks, Preston, CT

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



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Ted Goldwyn



Adria Schmedthorst

"[B2B Biz Launcher] was the best of all the other copywriting programs I've done. It motivated me and motivated my clients. Motivation is gone the next day, at least for me. You have everything you need in that even thinking about taking it on. [And] unless you just have paid for it, you're not going to do it."



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Robyn Weisman

"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 other clients. That was a huge thing. First of all, it made me more confident that I could do it. It was a huge bit of money — more than a bit ... 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."



Les Worley, Dallas, TX

I couldn't have done it without you, Ed. I did 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

B2B Biz Launcher Alumni Dan O'Brien Launches a Near-Six-Figure Freelance Business During His First Year

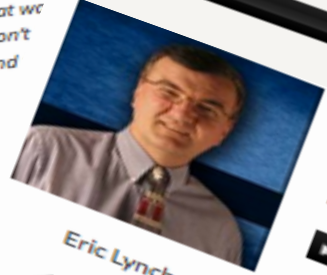
"I've taken a lot of courses over the years — both academic and business-focused — and this is one of the best, ever. Partly because the methodology was so clear, useful and experiential. It wasn't theoretical. ... This one [new client] will result in probably \$80,000 in revenue."



"Coming into this coaching program, I was in a position where I was positioning myself toward companies that were not 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 freelance writer. I have in the books, I figured things would never happen now, so it was time!"



John Hays, Jacksonville, FL

The word 'excellence' gets used way too often. Ed's program is the only one that really embodies excellence. The results speak for themselves. ...

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. Yippeeeeeeee! This is a shot in the arm I badly needed!

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





Ed, you are spot on in so many ways! I just received another warm email response from, of all companies, Re...
D...! 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.

Strict cap of 50 students.

This is the **last opportunity** until
at least summer of 2017.





Learn more at:

b2blauncher.com/awai

Questions?

