

# B2B Launch Bootcamp Workbook

Ed defines a "profitable" B2B writing business as one where you can earn between \_\_\_\_\_\_ and \_\_\_\_\_ per hour to start and \_\_\_\_\_\_ or more in the long run.

Sample industries that use B2B writers and copywriters:

- High-tech
- Energy
- Healthcare
- Medical supplies / medical equipment
- Manufacturing
- Industrial equipment
- Professional services of all sorts
- Business Consulting
- Financial services
- Business services
- Banking
- Insurance
- Green products and technologies
- Architectural, engineering and construction
- You name it! We're talking about dozens and dozens of industries that sell products, services, solutions to other businesses

#### The Big Problem

- Most new B2B writing business launches FAIL!!!
- Why? Because they can't get \_\_\_\_\_.

Peter Bowerman, author of *The Well-Fed Writer* (<u>www.wellfedwriter.com</u>):

"As I say in my book (AND believe with every fiber of my being): Being successful as a freelancer is far more about a \_\_\_\_\_\_\_than a \_\_\_\_\_\_; it's far more about a lot of things you have to DO than some way you have to BE."



## **Biggest Causes of Failure for B2B Writing Businesses:**

- 1. They assume they have to \_\_\_\_\_\_ on the first round (that they have to get everything right from the very start)
- 2. Overwhelm
- 3. Wrong \_\_\_\_\_
- 4. Not enough \_\_\_\_\_\_

## The SOLUTION

- 1. \_\_\_\_\_ to success
- 2. Going after \_\_\_\_\_\_ clients and focusing on \_\_\_\_\_ writing!
- 3. Implementing a \_\_\_\_\_ marketing effort that's simple and very doable (and focused on landing the first \_\_\_\_\_ of clients only).

Stair-stepping your way to success is about:

- Taking \_\_\_\_\_ steps
- Remember: the \_\_\_\_\_ in your car will guide you when you travel long distances at night!

Why go after content marketing projects in the B2B arena? According to the Content Marketing Institute, with content marketing Instead of pitching your products or services, you are delivering information that makes your buyer



Why go after the B2B content market?

- 1. The incredible need for \_\_\_\_\_.
- 2. The fact that marketing departments are \_\_\_\_\_\_ too thin.
- 3. Content is typically the first thing they want to \_\_\_\_\_\_.

When working on B2B content assignments, your top objective is to keep your client \_\_\_\_\_.

B2B content writing is one of the few writing fields that allows you to leverage your \_\_\_\_\_, and \_\_\_\_\_.

# Three Essentials to a Hyper-Focused Prospecting Strategy:

- 1. Start with what you \_\_\_\_\_
- 2. Start with a small, \_\_\_\_\_ list.
- 3. Focus on landing first \_\_\_\_\_\_ of clients only!

## What Corporate Marketers Are Looking for in a Writer:

- 1. \_\_\_\_\_ well
- 2. \_\_\_\_\_, professional, trustworthy, likeable
- 3. "Gets" their \_\_\_\_\_ and \_\_\_\_\_
- 4. Can \_\_\_\_\_ with them

#### The B2B Launch Ignitor Model is all about:

- Less crap in your \_\_\_\_\_\_
- Less noise and \_\_\_\_\_\_



- Focus on \_\_\_\_\_ variables
- Focus on \_\_\_\_\_, not the summit
- Focus on getting from \_\_\_\_\_ to \_\_\_\_\_ for now
- Focus on the \_\_\_\_\_ phase

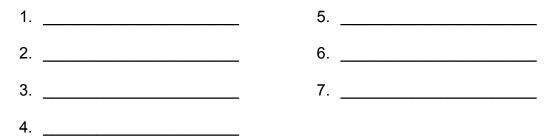
## The Steps of the Launch Ignition Phase:

- 1. \_\_\_\_\_ yourself for success
- 2. Create a simple \_\_\_\_\_
- 3. Create your \_\_\_\_\_ list
- 4. Prospect for \_\_\_\_\_

# Solid Positioning Begins by Clearly Defining:

- \_\_\_\_\_ you do
- For \_\_\_\_\_
- Why you're \_\_\_\_\_
- Why that difference \_\_\_\_\_\_

For Now, the Only Pages You Need on Your Website Are:





Wordpress is the way to go. And we specifically recommend the Genesis framework + Studiopress themes: <u>www.studiopress.com/features</u>

You can find a visual explanation of how this works here: <u>www.studiopress.com/get-started</u>

## Your First-Round Lists Should Consist of:

- 1. Your \_\_\_\_\_ and \_\_\_\_\_ network
- 2. A solid list of \_\_\_\_\_ prospects

## The Fast-Track Marketing Mix Consists of:

- 1. \_\_\_\_\_ Emails
- 2. \_\_\_\_\_ Emails
- 3. \_\_\_\_\_\_to select people in your network only



Want to take this to the next level? Want more detailed, step-by-step training on launching a successful B2B writing business?

Check out my new, online home study program: <u>B2B Launch Ignitor</u>.

You'll get nearly 7 hours of solid, detailed training to guide you through this critical phase of your business launch. Plus you'll get checklists, handouts and tools to help you accelerate your progress and boost your chances of success.

Think of it as my boocamp on steroids!

For a few days only, you can take advantage of a **special offer** on this program. To learn more, visit <u>www.b2bLaunchIgnitor.com</u>.