



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* (www.wellfedwriter.com):

"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:

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | |



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

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

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: [B2B Launch Ignitor](http://www.b2blaunchignitor.com).

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 bootcamp on steroids!

For a few days only, you can take advantage of a **special offer** on this program. To learn more, visit www.b2blaunchignitor.com.