



WRITING SKILLS THAT PAY THE BILLS

B2B Writing Institute



**You've got big dreams for a freelance writing business.
But the practical details need to fall in place first.**

You've made it to the right place!

In this short eBook, I'll walk you through the three most important things you need to know when you're planning your corporate transition into freelancing, or you just want to get your current writing business to level out and be more stable.

These principles focus on B2B writing, because that's what I find to be the most stable and profitable form of freelance writing. But these ideas will apply to any kind of freelance business building :).

I hope you love it — and if you have any questions, I hope you reach out!

New book smell,

Sarah G.



NO. 1

Know the difference between B2B and B2C

It can be really hard to pin down a practical definition of B2B writing. So let me lay out a really clear definition:

B2B writing stands for Business-to-business writing, and it's marketing content that focuses on products that businesses buy.

The other side of the coin is B2C writing, or Business-to-consumer writing, which is marketing content that focuses on products that consumers like you and I buy.

One way to think about it is the bottom of the iceberg in our economy and in the world of marketing.

B2C content is the top of the iceberg — we see it everywhere, and it's been a part of our lives since we could watch TV.

B2B content is the bottom of the iceberg. It's the products and technology that operate behind the scenes of the businesses that we buy from as consumers.

Here are two examples that will make this more clear.

Writing copy for the deodorant you buy is B2C. It's product photos, testimonials, pay per click ads, all that.

B2B copy is writing a white paper for the 3rd party logistics provider that helps the deodorant brand fill orders without owning a warehouse.

Writing a website for a mechanic is B2C – they're trying to get more individual people and families to be their customers.

But you'd be writing B2B copy if you're writing the website for appointment scheduling software that serves those mechanic shops.

It's this little tweak in perspective – these little changes in why you're writing that add up to make a big difference.

This also makes a big difference for your writing career. B2B companies have regular content needs, which leads to more recurring, high-paying work for the writers who learn how to do it.

(That's you and me!)

NO. 2

Build a professional online presence

Does it seem like you have to have blonde hair, a Insta-worthy home office, and thousands followers on TwitTok to be a professional writer?

Don't worry — that's not true! In reality, all that's really required is a professional LinkedIn profile or writer's website.

(And some people skip the website until they have a bigger portfolio to showcase!)

Your online presence is not about being a popular thought leader. It's about **removing red flags** and **adding green flags** that make marketing managers see how they could work with you.

Here's what I'm looking for when I scan your LinkedIn profile:

- Clear header that mentions content marketing or B2B marketing as well as your niche
- Direct bio that describes your professional experience (writing and non-writing)
- Portfolio section that includes 1-2 clips of your work

NO. 3

Focus on high-paying clients

When you set out to start a career in writing, it might seem like you have to go from 0 to \$100,000.

But that's not true — in reality you just need to get your first client. So many questions will be answered, and instincts validated or disproven, **THE MOMENT** you accept money for writing and have a deadline.

The most important thing is to focus on high-paying clients, not just clients. And that means looking in different B2B niches to find specialized work that you can learn how to do.

A great place to start? Consider any professional experiences that you have doing literally anything. Then look at the pieces of technology that were used on the job, or that could be used in those places of business.

All of those pieces of technology represent whole fields of B2B businesses that need regular, recurring marketing work done with a writer like you!

Let the learning continue!

There's a lot more that goes into building a writing career that suits the life you want to live.

But I couldn't fit it all in a short PDF, haha!

I hope you'll stay active with the emails I send you, and you'll let me know when one resonates with you.

Sarah G.



*Sarah Greesonbach
Founder, B2B Writing Institute*



Interested in B2B writing?

We help professionals ready for a career change become B2B writers, so they can have a stable, profitable writing business and a balanced life!