

# Case Study: B2B Biz Launcher Helps Ted Goldwyn Land 6 New Clients and a Lucrative, 15-Month Retainer Agreement with a Major Company

Ed: Hey, Ted. Thanks for coming on. It's good to talk to you.

Ted: Yes, it's good to talk to you too, Ed.

Ed: Before we get started with some of these questions, why don't you tell us a little bit about what you do as a business writer and copywriter? What type of writing do you do? What types of clients, what types of markets do you go after?

Ted: Sure. That would be great, Ed. I'm a B2B writer focusing on content marketing for companies primarily in the financial services industry. I focus on writing white papers, case studies, articles, web content, and I particularly enjoy longer- form, research-driven content that's designed to broaden the top of the sales funnel.

That's my primary target market, financial services, but I also have clients in healthcare, non-profit, services businesses and, believe it or not, even in funeral service. I have one of my larger clients in that market, which is certainly unique and different. For those clients, I do some work that you might consider to be traditional marketing such as press releases, brochures, broadcast and print media advertising, and internal or employee communication.

Ed: Okay. Wow, a nice variety. It sounds like you're positioning yourself more in the financial services, but if the right opportunity comes along in another industry, you'll take a look at it.

Ted: That's correct.

Ed: Okay. Makes sense. I know you and I first engaged, gosh, I guess it was almost a year ago. When that happened, you first came across this program, B2B Business Launcher. Where were you in your writing business? What challenges were you facing? What attracted you to the program?

Ted: Yeah, and that's right. It has been just about a year now. When I learned about the program in the beginning of this year, at that point, I had just been getting started for a few months in my freelance business.

I'd left my full-time career as a Senior Executive at a credit union in November of 2014. Actually, November 15th will be my one-year anniversary of being out on my own officially. Big milestone.

Ed: Congrats.

Ted: Thank you. Up to that point, I had worked in financial services working at banks and credit unions for almost 20 years. I have some wide-ranging experience and good contacts in that industry. Based on that, I had decided at least roughly on my target niche. I had the outlines of a business plan. I had a makeshift website that I put up very quickly in a matter of a few days or a week and I had some income goals and projections for my first year.

I was also leveraging my prior contacts and utilizing social media, particularly LinkedIn, to expand my network. By the beginning of this year, January-February time frame, I had three clients. Those clients were not really within my target niche, but I was just getting some steady work, so I was fairly happy with kind of where things were progressing at that point.

I felt that I really needed a push to help my business achieve liftoff in a big way and to achieve my goals. I also hadn't decided on what type of writing to focus on. I'm just doing a little bit of this, a little bit of that. I was attracted to B2B, but also I was still dabbling in consumer marketing. I was also considering lead generation copywriting as well. Although, I suspected through my research and some of the training courses I had taken that probably that wasn't the right fit for me.

Most of all, I felt I needed a validated, proven, and effective marketing system to follow to take my business to where I wanted it to go.

Ed: Gotcha. You'd had some success, but sounds like you felt like you just didn't have a real plan or a system, right? To get you to the next level and help you get some momentum.

Ted: That's exactly right. I had a lot of ideas. I'd done a lot of reading. I'd taken some online courses and webinars on different prospecting techniques, but I was feeling a little scattered. I didn't feel I had a real consistent marketing plan or direction.

I was putting a lot of effort in, but it was kind of in a lot of different areas.

Ed: Gotcha. What made you decide to enroll in the program? What were the deciding factors there?

Ted: Yeah. As you mentioned, Ed, you and I probably initially connected sometime last fall, and at that point, I had been following your work for a while. I had

read *The Wealthy Freelancer*, and I had started incorporating some of your prospecting and productivity methods into my practice. It's a fantastic book, a bible that I continue to refer to today, and I also refer it out to a lot of my friends who are considering this kind of business in copywriting. B2B writing as well as some graphic designer friends who are freelancing.

I kind of knew you through that, and I'd also had begun listening to your podcasts and your interviews that you did through that medium. I'd also taken a couple of your free or low-fee training programs that you offered, and I was always impressed by the detailed actionable advice that you provided.

I'd even tried your warm email prospecting approach, but I had not really started using it consistently. I tried a couple of the methods, but it was kind of stop-and-go for me.

Around that time, early this year, I realized I needed to make the investment in a coach. That was some consistent advice that I received from a number of people in the industry. I started looking around at a few well-known names in the copywriting world, but I kept coming back to you because I felt that it would be a good fit.

You have a very rigorous well-structured training program. Yet, I kind of felt I knew you a little bit from your podcasts, and I could tell that your approach was empathetic, supportive and really down-to-earth. When you kind of put out the call for applicants for this program, I really liked the idea of small group training, which brings in another level of accountability and support.

Then, finally, once I learned you're both a wine snob and a follower of the band Rush, I was sold.

Ed: (laughs) That sealed the deal.

Ted: It absolutely sealed the deal. Yes.

Ed: (laughs) Oh, that's great. Yeah, that makes sense, and I remember our conversation very well when you shared all that with me. It's been a few months. Right? You've gone through the program. It's actually been a couple of months since the program finished, and I'm curious as to results that you've achieved so far. When you look at the program, the experience you went through working with me, how has that helped you? Specifically, if you can talk through maybe some of the benefits or tangible results that have come from working together, I'd love to hear about that.

Ted: Absolutely, Ed, and I'm happy to say I have a lot to talk about in this area. The program was everything I had hoped it would be and more. Right off the bat, you and Crystal helped me set up, and in my case, completely revamp my

website. That gave me a huge level of confidence to go out and begin to aggressively market my business. Having that true marketing hub where you could send prospects and leads to learn more about your background, view samples, and read testimonials, all while maintaining a consistent value proposition message throughout the site is a major first step toward building your business.

I was really glad that you focused on that and put a lot of the emphasis of the program, at least in the first few weeks or month, really building that website. Having Crystal help with the technical aspects of that, but really focusing on that value proposition message was huge for me.

Next, when we started diving deep into the prospecting techniques, especially the warm email prospecting, that really helped me to put a consistent ongoing marketing program together, and it began to pay dividends for my business almost immediately.

To date, I've gained two ongoing clients just from warm email prospecting to cold prospects. These have been really strong consistent clients for me. I've also used the same warm email techniques I learned in the course to follow up on connections I've made either face-to-face at conferences or through people I knew in my network or referrals from other contacts I had in my network, which has resulted in four clients to-date, and then another dozen or so prospects currently in my pipeline.

Looking back over my first year in business, I have served a total of fifteen clients, eleven of which are ongoing clients or whom I've done multiple projects. Then I have another dozen or so hot prospects in my pipeline, which certainly bodes well for 2016.

Lastly, and this was really, really key for me, your advice on effective techniques and negotiating retainer agreements was incredible. That advice alone resulted in a fifteen-month ongoing retainer contract with my number one client, which will account for fifty percent of my income goal in 2016.

The level of confidence that that piece brought to me, and just learning how to negotiate on an equal and level playing field with my client has really, I think, brought my business to the next level.

Ed:

Oh, man. That is awesome. That is awesome, and just to be clear, if anyone's listening. Retainer agreements is kind of an advanced concept, especially the way that I do it, but one of the good things about this program is because we get to talk and interact regularly, you can ask me anything. One of the things you had asked me about was regarding [retainer agreements]. And so I was happy to help you and provide you some very specific guidance that I'm, heck, great and thrilled to hear resulted in you landing that.

That [retainer agreement material] is not part of the program, part of the curriculum, but anything like that that you get into, if I can help you, I'm happy to provide advice.

Ted: Yeah, and that's a great point I'd like to highlight as well—that I really appreciate how flexible you were with the program. We could ask you any questions that we had on the material that was presented in the program *or any other topic*, and often times that led to you adding additional resources onto the website, drawing on other training programs or advanced training programs like you mentioned and providing those resources to the whole group.

I really appreciate how it went beyond even the original parameters of the program, and you added additional value to the program as you went along.

Ed: Very cool. Yes, thanks for mentioning that. It's great to hear that that was useful. I have one last question for you. There are a lot of people who I know typically at this point are on the fence. They're considering joining me in B2B Biz Launcher, but they're not sure. They're not sure they want to pull the trigger. It's a big investment of time, energy, money, commitment.

If someone were on the fence about enrolling, and let's just assume that they can write well, they have the desire, they're willing to put in the effort to make this work—all those basic things—what would you tell them?

Ted: Yeah, I can certainly understand that perspective. Admittedly, I was on the fence in the beginning as well. It is an investment of time. It's an investment in money. Investment in your business and your future, and it's not a decision that anyone should take lightly.

There are two consistent pieces of advice that I've heard for freelance writers who are just starting out, and the first one is invest in a good business coach. The second piece of advice is join an accountability group or have an accountability partner.

What's great about the B2B Business Launcher program is that it achieves both of those objectives. Ed, you're an outstanding coach. You have proven techniques to start and grow your B2B writing business. The program is well organized, and because you're going through the program with a core group of folks in the same position, you have built-in accountability and motivation. In fact, I've stayed in touch with my group since we graduated in August, and we have recently begun having monthly check-in calls to provide each other with support, feedback and encouragement. If you're on the fence, anybody out there, I say just do it. You can't go wrong.

Ed: Wow, man, I'm blushing over here. Ted, thank you so much. This means the world to me. I appreciate you sharing your experience with me and with others.

Ted: Oh, it's my pleasure, Ed, and thank you for everything you've done for me and my business and my cohorts in our group and everybody else that you've devoted your time to training and launching in their career.

Tired of doing it all on your own? Ready to finally get your B2B writing/copywriting business off the ground quickly and safely? Check out my B2B Biz Launcher 2.0 coaching program today before registration closes:

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