

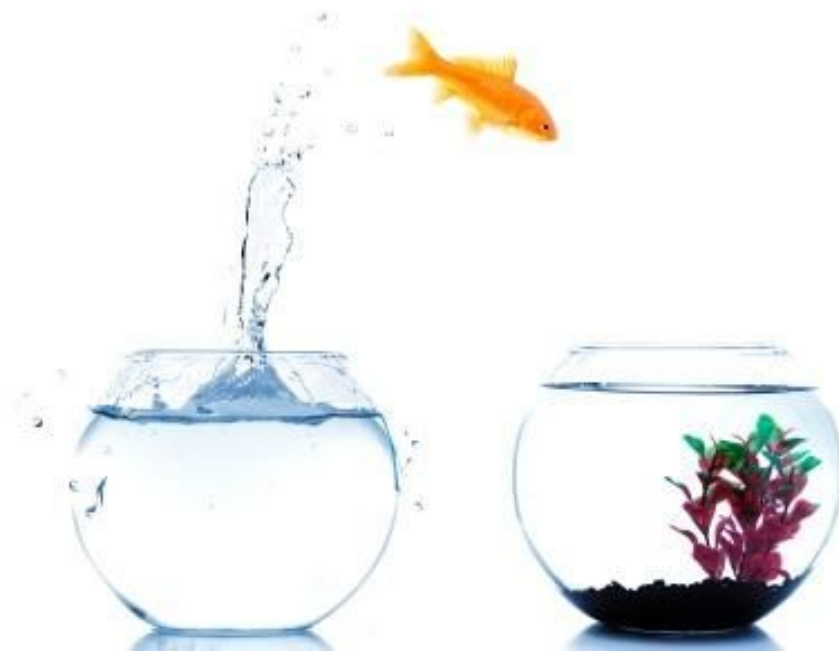
Copywriter Becoming a B2B content writer

Are you a copywriter?

Then you are familiar with marketing more than other writers from different niches.

And you've probably got the most rewarding skills.

You can make six-figure income using this skill on the biggest market of B2B content writing.



The definition of B2B content.

The B2B content writing includes blog posts, case studies, e-newsletters, press releases, slide decks, video scripts, white papers, placed articles, and etc..

Actually, the B2B content is a piece of writing that helps a company's website ranking in Google's search results and attracts prospective buyers.

I tell you one thing, it's not a sales copy. You can't add the "Buy now" buttons anywhere in the marketing material.

B2B content is designed to help business owners identify certain major issues, solve a problem, or take right action.

There are not enough skilled writers who can write the B2B content. As a copywriter, you can make wonders there.

As a copywriter, you already have many highly rewarding skills as follows.

- Understanding why B2B products sell like a hot cake.
- Understanding audience mindset
- Doing in-depth internet research
- Interviewing subject matter experts
- Writing persuading content
- Writing like an experienced copywriter
- Meeting client's deadlines
- Handling interactive content like reviews and comments

The above skills will help you more to write excellent B2B contents.

You can learn some other new skills

You can master the following skills to succeed as a B2B content writer.

- Capable of writing to explain so many new ideas
- Handling quote messages and information from various sources
- Proving all your claims with evidence
- Formatting documents with right images and bulleted points
- Telling story with fun
- Writing your blogs for search engines
- Updating your blog posts frequently because search engines love fresh content always

You can master all the above skills, by studying successful B2B contents, and practicing constantly at your own terms.

Three things you need to avoid

When you write B2B content at first time, your copywriting experience will influence in your B2B writing. When you write B2B content, don't force your audience to buy the products.

Because sales copies encourage visitors to buy. Keep in mind that you are writing more helpful and reliable content for your audience.

So you need to avoid these sales slogans and include useful and persuading information.

If you can remove the sales attitude from your mind, you can have a wonderful future as a B2B content writer.

1. Tel the logics and facts

Copywriters often try to sell the products and services. But B2B content is different.

You can reach a target business audience by delivering the promises smoothly. You'll need to eliminate extraordinary flowering words and much more promises. You'll need to write some logics and facts to tell a real world problem.

You write trustworthy information in each sentence to increase the confidence of the customer.

2. Talk the features, not the benefits

Writing a copy is a sales pitch, there you can link every feature to a benefit. You insist how the people's lives is boom **after** they buy.

To write B2B content, your words need to go deeper into features. Your role is to describe the implementation of the features and how it solves the problem.

You may discuss the life time of a product, or the recursive occurrences of an iterative procedure.

But in B2B content, benefits are secondary because the business people seek more about the features.

3. Don't ask for the order

As a B2B content writer, you don't "ask for the order".

You'll be writing B2B contents to support a complex B2B sale processes and to help business owners take a right decision.

At the end of the document, you might encourage readers to take the next step in the sales cycle, such as visiting a website.

But in copywriting, you ask readers to pick up the phone and call the service or product vendor.

No sales pitches, just useful info

As you move into the field of B2B content, remember that business people aren't looking for a sales pitch.

They are looking for useful content to help them understand an issue, solve a problem, or make a decision.

If you can provide it, you will position your client as a trusted advisor that prospects can rely on. And you can have a wonderful career as a B2B content writer.

Before, I was a copywriter writing sales copies in web designs, E-commerce, and SEO areas.

Now I focus only on B2B content writing jobs for more profits.