

How to Become a Working B2B Copywriter in 90 Days

By Lane Sennett

Hi, Lane Sennett here, taking over *The Writer's Life* this week.

Over the next five days, I'll tell you about the path I took to quickly become a paid B2B copywriter — in less than 90 days!

There are challenges and a few roadblocks, but I've outlined what you can do to be successful in "My 5 Steps to Success" I'm going to share with you this week.

I hope my experience will help you get motivated and take action to learn, create, network, market, and, last but definitely not least, write B2B materials for paying clients. Just a few years ago, I decided to leave my job as a technology consultant to embrace a new life with no commute, the ability to work from anywhere and still make six-figures. Based on my 10 years working as an "IT geek," I knew that web writing and B2B were my ideal niche.

There are five things I focused on when starting my B2B copywriting business that led directly to my success. Let's kick off with the first one.

If you've gone through AWAI's [Accelerated Program for Six-Figure Copywriting](#), you know the foundation of direct-response writing. But, although it's a good starting point, B2B writing is definitely different in its philosophy and writing style. B2B copywriting is more straightforward than writing for the consumer market. It's based on features and benefits of your client's products or services, and not as sales oriented in its tone or approach.

So, you have more learning to do, including understanding about a B2B client's challenges, needs, and interests (their CNI Factors), how to write strong B2B bullet points, and the twin pillars of B2B writing. My favorite AWAI resource is Steve Slaunwhite's [Secrets of Writing High-Performance B2B Copy](#). The B2B Groupsite is the best place to share your exercise content and questions with the extremely friendly and helpful members who give great feedback. You can also search the Groupsite for keywords to find answers to your questions.

The [free articles on the AWAI website](#) are also a great place for learning about picking a niche, what should be mentioned in your B2B website content, and much more.

I feel really lucky to have achieved the goal of becoming a paid copywriter so quickly! But the credit goes to the AWAI training programs I chose, and a tremendous group of mentors providing direction for selecting a niche, fast shortcuts to gain knowledge, confidence, and marketing techniques.

That said, don't get caught up in the continual learning cycle and not feel ready to get clients. Tomorrow, I'll describe how to quickly create samples and build your website.

Do you have questions about the AWAI B2B training programs? Just let me know in the comments section and I'll be glad to help.

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13 Responses to "How to Become a Working B2B Copywriter in 90 Days"

Your article comes just it time as I'm completing the 'Accelerated Program for Six-Figure Copywriting', and wondering which copywriting route/niche to choose. I feel B2B may be an ideal market for me based on my current and past working experience. As an Infinity member I have access to all AWAI programs which is very helpful. I am going to start with the 'Secrets of Writing High-Performance B2B Copy' program. Do you offer a range of B2B projects to your clients or do you have 1 specialty?

Sasha S – over a year ago

Lane, I'm seriously considering the B2B Writing Intensive, but aside from Ed Gandia's case study course, I have no B2B experience. Should I skip the weekend and buy a course or skip the course and go to the weekend. Financially, I can't do both.

Thanks, Scot Martin

Scot Martin – over a year ago

I want to begin The Writer's Life, becoming a BRB copywriter. Do I have to start with Six-Figure Copywriting before doing B2B, or can I go straight to B2B?

Guest (Karen) – over a year ago

You mentioned don't get caught up in the learning cycle but I'm caught up in the which program do I start with cycle! I still trying to figure out which area would be best for me to focus on. I'm looking forward to reading your series this week.

Guest (Beth Goddard) – over a year ago

Stasha - Glad to hear you are completing the 6 Figure class! Definitely, move forward with Steve's class and as you do the exercises you'll find that some of the assignments are more fun for you. That's the area to start with in terms of specializing. I've found my tech niche wants articles, case studies and white papers, so I've focused on those so far.

Lane S – over a year ago

Scot - definitely go to the Intensive if you are serious about starting your B2B business right away. It is the fast track to success and you will want to keep learning depending on your niche, and their writing needs. I'm working on learning video scripts next because a few clients have mentioned the need for webinars on their sites.

Lane S – over a year ago

Karen - I've had a discussion with Steve about this and no, you don't have to do the 6 Figure class first. But it does give you the basics of persuasive writing which you still need to incorporate into your B2B writing.

Lane S – over a year ago

Beth - Thanks for the question! Feel free to contact me thru my website after the end of the series if you'd like to discuss your options. As I told Karen - it's always best to start with the basics (6 Figure class), but Steve's High Performance B2B program is quick and easy to work through.

Lane S – over a year ago

Lane, congratulations on your accomplishments. You certainly have beaten the odds. Not many make the transition from technology. When you were a technology consultant, were you an employee or did you own your business? Again, congrats!

Joe R – over a year ago

Hi Joe - Thanks for reading! I have been both an employee and a consultant in the tech area with my own business, so I did have some independent freelance operating experience.

Lane S – over a year ago

Lane, It's amazing you became a B2B copywriter in only 90 days. I'm curious, which B2B copywriting courses did you take?

Thanks, Shira

Shira – over a year ago

Shira - I went thru Steve's High Performance B2B Copy program in 2011, and then I attended the B2B Intensive in 2012. Between those two programs I learned the things I needed to succeed quickly. But picking the right niche where I had experience with the B2B business was also important.

Lane S – over a year ago

I would like to start the B2B program, can I make payments for the program?

Yvette – over a year ago

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