

High Paying B2B Copywriting Jobs

How to Earn a Great Living From B2B Copywriting Jobs



Business-to-business, or B2B, is a huge — \$6.5 trillion — industry and still growing every year.

B2B businesses are in a wide variety of niches, including manufacturing, healthcare, education, hospitality, sales training, aviation, telecommunications, and many, many more.

Still it remains mostly invisible to the general public because B2B companies sell products and services to other businesses, like software, consulting, or equipment.

But just like in the B2C world, B2B companies face competition and must market themselves effectively to land new customers and clients.

That's where you come in — as a freelance writer specializing in B2B, you can take your pick of appealing and high paying copywriting jobs. There just aren't enough qualified writers to meet the demand, especially as B2B clients have embraced the many ways they can now market their products and services online.

Sure, it can be a challenge to write about unfamiliar technology or industries. But your B2B clients won't expect you to be an expert in everything. They do want you to be a persuasive writer familiar with formats like brochures, white papers, emails, websites, case studies, blog posts, and more. They'll fill you in on the technical information you need.

B2B companies are hiring right now ... and the pay is good for these copywriting jobs, which tend to be more straightforward and less "sales-y" than standard direct response projects.

With fees like these, you can easily make a living as a writer.

- Press Release – \$500
- Series of five emails – \$2,500
- Online sales page – \$1,500
- Email newsletter (about 1,000 words) – \$1,250
- White paper – \$5,000
- Case study – \$1,250

The best part is that after you've worked with a client once — and you're familiar with their product or service and their marketing style — they're more likely to hire you again and again. That means a steady income.

The most successful B2B copywriters work with a small group of clients — they become the go-to freelancer and don't have to worry about finding new work constantly.

This is within the reach of even newbie copywriters. All that's needed is an education in the unique style of B2B copywriting and all the different types of projects clients expect you to be able to complete.

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