

“The first thing is that I got a paid client. [And] I have a clear sense of direction, which I didn't have before.”

See how Daniela Llanos was able to build her B2B copywriting business faster and with greater confidence thanks to the B2B Biz Launcher 2.0 coaching program.

Ed: Daniela, thank you so much for talking with me today, I really appreciate your taking the time to be here.

Daniela: Hi, Ed, no problem. I'm glad to help out.

Ed: You recently went through my B2B Business Launcher program, that's what we're going to be talking about today—and your experience, what you found going through it, now that it's been a few weeks since the program ended. Before we get to that, why don't you tell us a little bit about yourself, what you do as a B2B writer, what type of writing and for what types of clients.

Daniela: Okay. Well first of all I've had ten years' experience as an engineer, a mechanical engineer, doing mostly HVAC (heating ventilation, air conditioning) and plumbing design. Essentially I used that as my springboard to start my writing business. So I focus on companies in the industry, in the construction industry, because essentially their target is the engineer. So I'm very familiar with what their target needs and what their target wants. My approach to them is that I am a member of your target audience, so I can write for you.

Essentially right now I'm focused on agile marketing. So a lot of articles, I'm actually sort of feeling my way along as I go as well. I've had more people ask for things like articles and blog posts. And sales letters, for example, they don't seem to do a lot of that. Right now that's my main focus, case studies as well—there are a lot of requests for case studies, so I'm doing that.

Ed: Obviously you're leveraging your engineering background, but were you also focused on any particular type of project? Were you really emphasizing that at first?

Daniela: Case studies and white papers were the two things I was focused on. I found when approaching companies that a lot of the white papers get written internally. I've actually, as an engineer, I had to read quite a few of them and they are hard to read.

Ed: Yes, they are.

Daniela: Trying to leverage myself as somebody who can make it easier for the engineer to read, because engineers are very busy—and to be honest we don't have a lot of time to sit down and try to wrap our brains around difficult concepts as we're going along. We need it written simply, even though it's technical, we still need it written as easy to read as possible. I'm trying to get, people that I talk to I'm trying to make them understand that they need to make, to write these things in a way that engineers can read it quickly and understand it quickly rather than have to spend a whole lot of time on it, because honestly we just don't bother after like a couple paragraphs. If it's too much trouble, we just put it aside and talk to somebody or go back to what we were familiar with.

Ed: I love about what you just said there that this really shows why it's so important to leverage your background. The fact that you're doing it very well and telling these people, "Hey, I am and was a member of your target audience, so I get it." That's a very, very powerful message, I think that's really smart. I'm curious, when you came across the B2B Business Launcher program where were you in your writing business, in terms of getting it off the ground, getting it launched? What challenges were you facing at that time?

Daniela: I had a company name registered, I had a website, I had spoken to a few people, but I hadn't gotten a paid client or an unpaid client for that matter. I was still buying as many programs as I can and not getting anywhere with basically most of them, and just sort of feeling no sense of direction. Not that the programs weren't good, they were pretty good, they still are and their content is excellent, I just think at that point I was floundering, trying to figure out one direction to go in because I was going in ten different directions and getting nowhere.

Ed: It sounds like you hadn't really launched officially, right? You'd done some things, some of the basics, set up some of the foundation, but you hadn't really gotten any clients.

Daniela: No. I was also scared to approach people, which is something I've always had to deal with, it's just approaching people is a big deal for me. Not being comfortable with that sort of held me back. Okay, it really held me back, not sort of, it was a big hurdle I had to overcome.

Ed: Well, and you're not alone and you know that, right? That's probably the biggest stumbling block for a lot of people. I always say it's easy relatively speaking to take a writing course, right, because it's very straightforward.

Daniela: Yeah, that's the easy part. Yeah.

Ed: That's actually the easy part, it's putting yourself out there—that's very difficult. You're not alone there. Here's what I'm curious about, Daniela: You had done some of the basics, you had said you'd invested in several courses, several training programs. I'm very curious why you decided to enroll in this program, because it sounds like you were at a point where you'd already invested a lot of money in other courses. I mean that's usually a place where some people say, "You know what, no, I don't need something else." I'm curious what made you decide to give this a try.

Daniela: I realized actually from my initial time as an engineer that the most that I learn and the further that I go is when I'm working with someone. Starting as a junior engineer you work under a senior engineer and you learn stuff, and you learn how everything works, not just the technical but the project management and dealing with people and all that. I realized that sitting down and learning a course is not enough, I need somebody, I basically need a coach or a mentor, I need a person there to give me feedback which is a big thing.

When you're doing a course you're not really getting feedback per say, you're getting information and you're applying it, but then you're not sure, "Am I applying I correctly?" Having that person to walk you through or to help you out is what I really needed. That's why I decided to go with this one, because well I had been following your podcast as well. I listen to your podcast, and I think, did you co-write Wealthy Freelancer? Yes, your name is there.

Ed: Yes.

Daniela: I have the book.

Ed: Yeah, I was one of them. I was the one driving the Corvette on the cover. No, I'm just kidding!

Daniela: Oh, okay. Yeah. I was familiar with you from AWAI as well. I was comfortable enough having all that background content from you that I knew that you knew what you were talking about. I wasn't too worried about the who. But it was just making the leap was a big deal. Financially I had to really consider it, but I think that was something I really had to do because of needing somebody who is an expert in the field to help me through this, to help me launch the business.

Ed: Yeah, that makes sense. I think for a lot of people the coaching and mentoring element is really the missing piece. You've gone through the program, I'm curious how it's helped you so far. Have you, especially if you have anything tangible, have you experienced any tangible results from following the road map and implementing the ideas that we covered in the program?

Daniela: Yes. The first thing is that I got a paid client.

Ed: Excellent.

Daniela: That was a huge step for me. I also was able to approach more people. I developed more confidence because, well, you helped me to revamp my site. I had a site before but then the program, the way the program is set up to focus on value, what is it? The value statement.

Ed: Oh, yeah.

Daniela: Yeah. That helped me revamp the website to be more focused and to be clearer. I was more confident approaching people and sending them to my site. I was more confident with my positioning, and as of now I have a clear sense of direction, which I didn't have before. It's not, it isn't one of those courses with a whole ton of information and very little direction and you have to pick one and pick and choose. It was very well organized and the presentations were clear, the direction is clear, if I'm unsure about anything I still have the course that I go back and I look and, for example, the one, I would say email but up in Canada it's just mail marking.

I'm able to go back and look at the format, the head, the subject lines and the templates and see which works for what situation and that kind of thing. I have a lot more than I did before to actually get out there with confidence as opposed to just trying to figure it out myself. The forum helped as well, I was able to ask direct questions and you were able to answer, which is great. It was great having that connection, as well as feedback from the other people doing the course.

Ed: Yeah, I love that forum because I try to create something that I would have been really happy with when I was starting out. One thing that I always missed and I always wish I had was direct access to someone. So when I thought of a question or when I had a dilemma, I'd be able to post it somewhere and get an answer quickly.

Daniela: Yeah, that was a big help.

Ed: Yeah, yeah, and it's not just me, right? It was others in the group would sometimes chime in and offer advice. Yeah, having access to the mentor is key to this process because not everything's going to be answered right away and we don't have calls every day. So between calls it's a great opportunity.

One last question for you, Daniela. Let's say somebody's listening to this, they're on the fence about enrolling in the program, let's just assume that they're willing and able to do it, but they're on the fence because it's a big investment. What would you tell them based on what your experience was?

Daniela: I would say that it would save them tons of time in getting their business started and creating momentum, because I think quick wins are a key part of growing a business, and a lot of times we set our goals for these, you know, we set our ultimate goals, what we would really like to be in ten years or five years, or how we'd like our business to flourish. But we don't think of the small steps. And this program really helps with the small building steps and the building blocks, and it creates that momentum that we need.

If you're unsure about it, I would say it's definitely worth the investment because you will be miles ahead faster than if you try to figure it out on your own. The feedback from Ed is priceless, the sense of direction you'll have is definitely worth it. Yeah, that's basically it. I would say it's definitely worth the investment, and you would more than reap it in your business as it goes on, as it grows.

Ed: Well thank you so much. I'm flattered and I'm honored that you decided to join me in this program. It's been wonderful to work with you, and again, thank you so much for sharing this with us today. I know it's helpful for people who are considering making this investment themselves.

Daniela: Yes. It's definitely an investment in yourself and in your business. A lot of times you think a writing business doesn't require a whole lot of investment, but it does. Just as any business you need to have a clear sense of direction and sometimes you need help. And this definitely the kind of help that would grow people's businesses—as opposed to just, you know, as I say, trying to figure it out on your own.

Ed: Well said. Well, Daniela, thank you so much. I appreciate your candid feedback here today.

Daniela: All right, you're welcome.

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