



Writers
Offer
Reliable
Direction

WORD

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Writers, we're here for you.

WORD: Writers Offer Reliable Direction

We've noticed that people who offer writing services like copywriting, content marketing, ghost writing, and more seem to share some common challenges.

At Copyblogger, we get it: we've helped writers make the most of their careers since 2006.

In WORD, we're sharing our best advice from respected professional writers like Sonia Simone and Brian Clark. Click to go directly to:

<u>Traits that all well-paid writers share</u>	<u>4</u>
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A special invitation for writers

The world should be your oyster.

As a web-savvy writer and talented professional, you should be acknowledged as the expert “rainmaker” in your field.

Because businesses need you.

They need great wordsmiths to build their blog, email, and white paper content. They need writers who understand how social media works. And they need writers who can build a solid SEO strategy without resorting to ineffective, spammy tactics.

If you're ready to rise above the crowd of penny-a-word freelancers, click the button below and put your name on the list to find out first when our Certified Content Marketer program reopens. It's advanced education for writers and it offers you the opportunity to apply for our Certified Content Marketer seal of approval. Certified Content Marketers have [their own page](#) on Copyblogger where we help promote their businesses.

Find out when the program opens



CLASSIC TRAITS OF **well-paid writers**

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The 7 Things Writers Need to Make a Living

by SONIA SIMONE

If you're a writer, you might have heard this most of your life:

People don't make a living writing. You should find something practical to do with your life.

Smart, capable writers grimly pass around war stories on Facebook. Penny-a-word assignments, clients who don't pay, disdain for our craft, and disrespect for our profession.

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And yet, look around at this digital world so many of us spend our lives in — *it's made of words*. The technology to produce digital content exists *because* we create words worth sharing.

Text, video, audio — it all needs great writing if it's going to be worth spending our time on.

If writing is your profession and your passion, you can accept crap assignments for crap money and crap treatment.

Or, you can choose something better. *Because there is something better.*

In the time I've been writing professionally, I've noticed some necessary traits, abilities, and strengths that make the difference between life as a well-paid writer and life as someone who likes to write but can't seem to get paid for it.

Here are seven of the most important.

#1: Love

This might seem squishy, but if you're meant to be a writer, you know what I mean.

There is no substitute for the love of writing. For the passion of getting the words right: the head-scratching and the pacing around the house and the endless drafts that aren't quite right yet.

If you don't love language and your topic and the act of putting words together, none of the rest of this really means anything.

I could have just as easily used *Compulsion*, *Obsession*, or *Bullheadedness* for this section. Whichever word you choose, it's about refusing to settle for weak writing, because the words matter.

#2: An attitude of service

Writing for self-expression can be high art, pursued for the sake of your own experience of truth and beauty.

As soon as money changes hands, though, the audience — the reader, listener, or viewer — becomes the focus.

Professional writers work from an attitude of serving their audiences. Serving them with truthful, beautiful words, yes. But also with language that meets their needs, language that clarifies rather than prettifies.

Novelists, copywriters, and content marketers all live in service to our audiences. No matter how clever or perfectly poetic we may find a phrase, if it doesn't serve the audience, it goes.

#3: Confidence

It's always struck me as odd that many of the most capable writers are also some of the most insecure.

But it doesn't need to be that way. Confidence comes from putting the work in to become a genuinely authoritative expert. It comes from research, craftsmanship, and seeing the difference you make to your audience.

 Serious craftspeople are humble and proud at
 the same time.

The pride and confidence come from hours of deliberate practice — the kind of work that expands your abilities and challenges you to grow. The humility comes from the knowledge that a true pro is always improving, expanding, and refining.

#4: Training

Many writers imagine that if you have a good writing voice and a strong opinion about the serial comma, you're qualified to work as a professional copywriter.

Not so fast.

Great copywriters and content marketers are fine wordsmiths, but they're also strategists. They understand what types of content work to attract attention, to stand out amid the sea of content clutter, to motivate buying behavior, and to help the audience make the journey from interested bystander to loyal customer.

Solid content and copywriting strategy come from training (and practice). You can get a lot of that training right here at Copyblogger, of course.

For writers who are serious about professionalism, we have a course designed to train you about the craft of professional content creation. (The "art" is up to your talent and abilities.)

#5: Discipline

You may be a brilliant wordsmith and master strategist, but if you don't devote yourself to the butt-in-chair time needed to produce a significant quantity of work, you won't get where you want to go.

To a great degree, discipline is a set of habits that can be cultivated. As a writer, you can string together rituals, create the right work environment, and adopt the behaviors of productive writers.

As a *working* writer, you also need to throw in a set of habits that will ensure that you meet your deadlines, keep clients updated, and invoice your clients promptly.

If you care enough, you'll do it. The habits can be difficult to put into place, but fortunately, once they're in place, they tend to keep you on the right track. (That's the difference between habits and willpower.)

#6: The willingness to become a marketer

There is some money in writing fiction. (For the lucky few, there's a great deal of money. Emphasis on *few*.)

There's also still a little bit of money in journalism and feature writing, especially if you have excellent contacts.

But for the most part, if you want to make a living as a writer, the fastest, most enjoyable way to do that is to write content for businesses that want to find more customers.

It's interesting, lucrative, very much in demand, and it will get you researching and investigating as many different topics as you like.

You might think that this kind of writing is boring to do. Far from it. Creating really good content (as opposed to the mass of junk that makes up 95 percent of web copy) will call on your skills as a storyteller, investigator, wordsmith, and historian.

A well-qualified content marketer needs all the skills of a great feature or fiction writer — combined with solid marketing strategy.

You also, of course, need to get comfortable marketing yourself. This can be surprisingly tough even for writers who create superb marketing for their clients.

“Create a bunch of content and hope someone wants to do business with you” won’t work for your writing business any more than it will for your client’s business. You need to apply the same strategies and frameworks to your own business that you do to theirs.

If this doesn’t come naturally to you, don’t let that worry you. It doesn’t come naturally to a lot of good writers. But it’s something that’s well within your ability to learn.

#7: Support

One of the tough things about living as a professional writer is that the path you walk is one you make yourself.

There’s no one to tell you which direction to go, no one to give you sign posts along the way, and no one to outline your day for you and tell you where you need to be and when.

That’s also one of the fantastic things about living as a professional writer. But sometimes *Fantastic* is also *Difficult*.

Writing is a lonely business. And it can be just a little lonelier when you don’t have colleagues to bounce questions off of or share your gripes and triumphs with.

When you do find a community of writers, though, it's a lovely thing. They're some of the most funny, smart, and quirky people you'll ever meet. And it just feels good to hang out with people who get you.

(Because your friends and family actually do think you're sort of a weirdo.)

Are you a writer who wants to become a professional content marketer?

For you, we'd recommend participating in our Certified Content Marketer training program. It's usually closed, but we'll reopen it soon for a short time to invite a new group of students inside.

We'd love to see you there. Click below to give us your email address and we'll let you know when we're enrolling a new group of writers.

Find out when the program opens

HOW TO COMMAND **higher fees**

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Are You Cheap or Are You Exceptional? How to Price Your Services

by PAMELA WILSON

The success of your service-based business will be built on the bedrock of how you answer this one simple question:

Do I want my services to be perceived as economical — or exceptional?

It seems like a no-brainer, doesn't it? I mean, of course we want to be perceived as exceptional.

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But positioning your offerings as exceptional is more difficult than it sounds. It takes guts, unwavering faith in your abilities, and an unflagging devotion to producing quality work.

I've lost count of how many times I've sat down with a fellow creative person and said, "Look, you have to start charging more money. Just do it!"

I'm going to have that little chat with you about this right now. If you're a writer, designer, or any type of service provider, this article is for you.

Why is it so tough to charge what you're worth?

It seems like it should be easy. You want to charge more? Just charge more!

But in reality, being more expensive than the average service provider means:

- You'll lose out on some business.
- You'll have to keep a straight face while people overreact to your prices.
- You'll have to continue to believe in yourself even when people look you in the eye and tell you you're being unreasonable.
- You'll need to navigate through potentially uncomfortable negotiation sessions.

The first “marketing tactic” many new service providers try is, “I’ll be cheaper than everyone else!”

That’s a bad idea.

Positioning yourself as the bargain service provider sets you up for problems that are way worse than having to sit through some tough negotiations.

The pitfalls of positioning yourself as the “bargain” service provider

Bargain service providers attract bargain-hunting clients. And bargain-hunting clients aren’t your best clients. Actually, they’re going to be your worst clients. Here’s why:

Bargain-hunting clients need education

Clients who buy services based on price don’t usually know what they need. They go into the process of contracting a service without a firm grasp of the solution that will take care of their problem.

They expect you, the service provider, to help them develop (for free) the solution they’ll pay you (a bargain rate) to create.

I ran my own design studio earlier in my career. It didn't take me many sessions of sitting down with clients who'd never worked with a designer before, holding their hands through the process, and receiving their teeny-tiny checks to realize, "Gee, this would be much easier if the client already understood what I offer!"

Bargain-hunting clients don't appreciate what you bring to the table

Clients with a healthy budget for your services have developed that budget because they have:

- Bought your type of service before, so they know what it costs
- Worked on projects using the assets you provide (copywriting, content marketing, design, coaching, etc.)
- Seen the value your service provides (that's why they have a budget for it!)

Bargain hunters, on the other hand, need to be "sold" every step of the way.

Wouldn't you rather be *doing* creative work than *selling* creative work? I know I would.

Bargain-hunting clients view your service as a commodity

Service-based businesses are people-based businesses. And no person I know wants their creative work to be treated like a commodity that is sold to the lowest bidder.

How to begin positioning your business as exceptional — not cheap

Getting the best possible price for your services starts with the right mindset.

The first person who has to be convinced you're worth what you're charging is you.

You must go into the pricing process with the firm belief that you provide a quality service. You have to be prepared to walk away if the potential client doesn't see the value.

Because after all, wouldn't you rather earn a nice living while serving fewer clients?

That's what we're aiming for here: quality clients who value your work — and are willing to pay for it.

Get your mindset right and the rest will fall into place.

Want more information about pricing your services?

It's one thing to believe you're worth it, and it's another to price your service in a way that protects you from "scope creep."

Scope creep is the inevitable growth in complexity and time spent on a project that happens when you don't carefully nail down exactly what you'll deliver, when you'll deliver it, and how you'll deliver it.

We want you to have the confidence, techniques, and tools you need to earn the most you can from the work you do.

In the next section of this ebook, Stefanie Flaxman teaches you how to ask the questions and get the answers you need to precisely explain what your client is paying for. And she'll provide some guidance on how to handle it if your project scope starts expanding.

After that, Beth Hayden will show you simple steps for pricing your service that you can apply to almost any business.

Some of our Certified Content Marketers have reported a little “problem”

Some of the writers we’ve certified and are featuring on our [Certified Content Marketers](#) page have told us about a little issue they’re having.

Since taking the Certified Content Marketer course, passing their certification exam, and getting featured on the page, their business has exploded.

They can’t handle the volume of work they’re bringing in.

Such a terrible “problem,” right?

It got so bad that we had to create a “Limited Availability” section at the bottom of the page.

This tells us it’s time to reopen our Certified Content Marketer program so we can train a new group of professional content marketers. The program is for professional writers who want to learn techniques for improving their skills and running a profitable writing business.

We'll invite a new group of students into the course sometime soon. Click below and share your email address on the page. That will tell us you want to be notified when the program opens up.

Find out when the program opens



PRESENT
**irresistible
pitches that
convert**

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How to Craft Winning Pitches for Your Service Business

by STEFANIE FLAXMAN

I have an affinity for service businesses.

I love when people:

- Recognize that they possess specific skills that can help others
- Invest in training that will help them succeed
- Offer their expertise and problem-solving abilities in exchange for money

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But I *don't love* when these driven individuals make a certain mistake that invites unnecessary frustrations into their workdays and weakens their reputations.

"Sure! I can do that!"

I understand that it's exciting when a work offer sounds good.

So, when a potential client proposes a project to Joe Service Business, he'll immediately respond with, "Sure! I can do that!" (or another phrase with a similar sentiment) before he finds out everything he needs to know about the project.

For example, more information about the project may reveal that he's not the best person for the job or it's not actually an assignment he'd like to work on.

When you respond to an inquiry and move ahead with a project too quickly, you operate under the assumption that you'll figure out the details later, as issues arise.

But your service business can only become respected in your industry and a long-term source of income if you abolish the casual approach to discussing work that runs rampant in freelance culture.

If you want to have an exceptional service business, you cannot casually respond to **any** form of business communication or informally agree to **any** business transaction.

To become exceptional, you must become a master of assessing, communicating, and managing expectations.

How to rise above the competition

Competition can be distracting and paralyzing.

It can be difficult to make progress with your business when you're worried about all the other people who provide similar services and how they might charge less expensive rates than you do.

You may even feel pressure to lower your rates to look more "reasonable" or meet the "industry standard."

There are always going to be service providers who charge less than you do. The trick is realizing that those businesses do not provide the same quality — and they are not your competition.

Ignore “reasonable” and the “industry standard” and focus on creating an experience for your clients that they won’t find anywhere else — that is the winning difference that will make them choose to work with you.

The “service business as go-to collaborator” model

Being yourself in business is important. You don’t want to abandon your personality and become bland.

But to be seen as exceptional, you need to overcome the tendency I mentioned above where you impulsively respond to a prospective client as if he is your friend.

Instead, you want your prospective client to view you as a business peer.

In order to achieve that, you must:

- **Demonstrate** you’re dedicated to producing the best-possible final product
- **Outline** the details you consider when evaluating a new project
- **Communicate** that clients must agree to your terms of service

Those three actions allow plenty of room for passion and enthusiasm, but they also reveal that you:

- **Take** your business seriously
- **Offer** a premium service
- **Enforce** a clear contract or work agreement

This model attracts prospects who respect you. Over time, you'll become the "go-to collaborator" when your clients have a problem they know your service business can solve.

Initiate a project assessment that communicates professionalism

While gathering information about a project helps you decide if it's the right fit for your business, it also allows you to tailor your service — before a client has given you any money — in a way that justifies the premium you will charge in exchange for your ongoing exceptional work.

You'll convey that you're highly focused on your client's business goals — and that you may have even given those goals more consideration than he has.

I'm going to give specific examples of factors a content marketer — let's call her Penelope — might consider when assessing a potential writing project, but these questions can be adapted to any type of service offerings:

- Does the client have a budget for this project? If so, what is it?
- What's the client's business goal?
- How does this project fit into the client's marketing strategy?
- Has the client produced or commissioned similar projects in the past? Did the projects meet his goals? If not, what does he wish would have happened instead?
- Does the client have examples he likes?
- Will the client supply any materials needed to complete the project?
- What's the client's desired length or word count? Does it matter for this project? If not, what aspects are more important?
- Does the client intend to make any alterations to the completed project (i.e., edits to the text)? Or, is there any subsequent work the client or other service providers will perform related to this project (i.e., formatting, graphic design)?
- Is this a project that could lead to regular work (daily, weekly, monthly), or is this a one-time task?
- When is the project due — what's the client's desired deadline?

A note about deadlines

A client may say he has no deadline preference and then get angry at you when you don't complete your project by a certain day and time.

Even though that sounds nonsensical, it happens.

If your client is vague about a deadline, set a precise one yourself based on the information you gather about the project. Then tell your client when the project will be completed and meet (or beat) the deadline.

Present terms of service that tip the scales in your favor

Continuing with the example from above, when Penelope Content Marketer presents her project fee, she'll give her client a terms of service agreement with:

- A detailed description of her goals for the project
- How her service will specifically meet each goal
- A word-count range or approximate length (i.e., an article that's 1,000 to 1,500 words or a brochure that's three-to-four pages)
- Her project deadline — the date and time she will return the completed project

- The number of revisions included in her price
- Payment method options and when payment is due
- The best way for the client to contact her if he has a question
- When and how the client will receive a payment transaction receipt
- What will happen if the client cancels the work requested after payment has been made but before the project has been completed
- The extra costs and consequences that will incur if the client has an additional request that goes beyond the terms outlined

Once your client agrees to your terms of service in writing, you have a work contract you can reference if confusion arises.

When you draft your first terms of service, you don't have to cover every possible scenario that could develop.

Rather, think of your terms of service as a "living" document you can update with:

- Rules to prevent common problems
- Additional details that help your clients understand your offerings
- Processes that will make your workflows easier

Your business and future clients will both benefit from these revisions to your standard terms of service.

Examples from a digital service business

Before I was Rainmaker Digital's Editor-in-Chief, I had my own writing and editing business that operated completely online — no in-person meetings, no phone calls.

When you focus on your needs as a service provider first, you help ensure that you can take care of your clients' needs.

It's like when an airplane is in distress and you're instructed to first put on your own oxygen mask before you help others.

Part of my terms of service and payment policy for editing work included:

- My business hours: when I would reply to emails, send invoices, and return completed projects
- A 24-hour time frame when payment needed to be made after I sent an invoice, which allowed me to begin all my work with confidence, rather than wondering if a client forgot about my invoice or when he would pay me

- The financial penalty that would incur if a writer wanted me to review a different version of a document after payment was made and I had already started working

Clients were thoroughly informed about doing business with me, and I had stress-free systems in place that communicated my needs and boundaries as a service provider.

Take your writing business to the next level with our Certified Content Marketer training

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HOW TO
**price
any
project**

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5 Stress-Free Steps for Pricing Your Services

by BETH HAYDEN

Why does pricing our services provoke such fear and dread?

Even when we're certain that we provide an exceptional service and charge what we're worth, we still worry that clients will view our prices as unreasonable.

Of course, we don't want to underprice our services, either.

Where does this leave us?

Most of the time, it leaves us paralyzed and stuck. So when it comes time to actually give a prospective client a price estimate, we often just take a wild guess.

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That's a huge mistake.

To help you calculate your service prices accurately, I'm going to share a step-by-step method for setting your project rates.

Let's get started.

Step #1: Perform research and determine your hourly rate

The first step in figuring out your rate is researching the project and asking yourself critical questions (examples below). These questions help you clarify all the details of the project.

You'll also use the information you gather to determine your hourly rate, and that's the starting point for the entire process.

At Copyblogger, we highly recommend quoting a project rate, rather than an hourly rate — it protects you and the client.

When you carefully consider your project price, you'll be able to work comfortably until the project is completed — and you won't be penalized if you

finish faster than anticipated.

And because freelance services are notoriously variable in cost, your client will appreciate knowing their fixed cost going into a new project.

Why, then, do you need to determine your *hourly rate* if you're going to quote a *project rate*?

Your hourly rate is the first variable in your project price. Your client doesn't need to know this rate — it's for your own calculations only.

During this step, consider:

- **The project scope.** Make sure you have a clear understanding of the client's expectations and your role in helping him meet his goals for the project.
- **Whether or not this project will lead to ongoing work.** Is the client already talking about additional projects he'll need help with, or is this a one-time assignment?
- **The client's budget for the project.** Carol Tice, a freelance writer and founder of Freelance Writers Den, recommends inquiring about the budget for a new project. Clients won't always have an answer, but when they do, it gives you a great piece of data to work with. Carol also adds that asking about the prospective client's budget helps you weed out low-paying clients who don't value your services!

After you've researched the project, your role as the service provider, and the budget, determine an hourly rate. This is the first component you'll use to calculate your project base rate.

Step #2: Estimate how many hours the project will take

Break down the project into parts, and then estimate how many hours each part will take to complete.

Add up the hours for each part to get the total number of hours for the entire project. This is the second component you'll use to calculate your project base rate.

Step #3: Multiply your hourly rate by the number of hours, then add padding

Calculate your project base rate by multiplying your hourly rate (from Step #1) by the total number of hours the project will take to complete (from Step #2).

Base rate = (Hourly rate) x (Hours the project will take to complete)

Then add some padding. We recommend adding a markup of 25-50 percent to your project base rate to cover additional expenses, overhead, and that affliction most service providers suffer from, which we call “Acute This-will-be-easy-itis.”

In other words, pad your total time just in case you’re underestimating it (which is extremely common).

Padding will cover aspects of the project like:

- **Client interaction and ongoing project questions.** To provide great service, you’ll want to be available to answer client questions and provide status updates — that time can add up.
- **Revisions and additional changes.** Are revisions included in your project fee? If so, include them in your markup number if that time isn’t already reflected in Step #2.
- **Other unexpected additions.** Ideally, the project will unfold as expected. But if it doesn’t, padding allows you to be flexible (within reason). It enables you to be a helpful service provider who goes the extra mile to meet your client’s needs — because you know your own needs are covered.

Once you've added your markup, you have your final project price.

$$\text{Project price} = (\text{Base rate}) + (\text{Markup})$$

Step #4: Communicate the price clearly to the client

Now you can clearly communicate the project price to your client and how you will proceed if the work scope expands beyond the original expectations set for the project.

Actively manage your client's expectations and avoid miscommunications during this stage of the process.

Step #5: Track your hours and adjust future pricing accordingly

Here's a critical last step of the pricing process that many service providers overlook: If you want to get better at pricing your services, you must track your hours when working on a project to determine if your original estimate was accurate.

Carol advises:

“Track your time, and find out how long it really takes you to do a project. Most people underbid when they’re getting started, so careful time tracking makes it all about the data. That’s useful.”

If you closely monitor your time and discover you consistently underestimate or overestimate the amount of time you spend on your client projects, you can adjust your future price quotes accordingly.

Price your services with confidence and clarity

Pricing your services doesn’t have to be a nerve-racking process. When you use a smart method like this, creating price quotes can even be (dare I say it?) fun.

And remember:

Communicate price quotes to clients with confidence and don’t apologize for your prices.

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HOW TO CRAFT compelling copy

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Does Your Copy Pass the 'Forehead Slap' Test?

by BRIAN CLARK

One of the most repeated rules of writing compelling copy is to stress benefits, not features.

In other words, identify the underlying benefit that each feature of a product or service provides to the prospect, because that's what will prompt the purchase.

This is one rule that always applies, except when it doesn't.

We'll look at the exceptions in a bit.

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Fake benefits

The idea of highlighting benefits over features seems simple. But it's often tough to do in practice.

Writers often end up with fake benefits instead.

Direct response copywriter Clayton Makepeace asserts that fake benefits will kill sales copy, so you have to be on the lookout for them in your writing. He uses this headline as an example:

Balance Blood Sugar Levels Naturally!

That sounds pretty beneficial, doesn't it? In reality, there's not a single real benefit in the headline.

True benefits

Makepeace advises to apply his patented "forehead slap" test to see if your copy truly contains a benefit to the reader. In other words, have you ever woken up from a deep sleep, slapped yourself in the forehead, and exclaimed "Man ... I need to balance my blood sugar levels naturally!"

I think not. So getting someone to pull out their wallet to buy that so-called “benefit” will be difficult at best.

Here’s how Makepeace identifies the real benefit hidden in that headline:

“Nobody really wants to balance their blood sugar levels. But anyone in his or her right mind DOES want to avoid the misery of blindness ... cold, numb, painful limbs ... amputation ... and premature death that go along with diabetes.”

A high-risk person will want to avoid the terrible effects of diabetes. That is the true benefit that the example product offers.

How to extract true benefits

So, how do you successfully extract true benefits from features? Here’s a four-step process that works:

- First, make a list of every feature of your product or service.
- Second, ask yourself why each feature is included in the first place.

- Third, take the “why” and ask “how” does this connect with the prospect’s desires?
- Fourth, get to the absolute root of what’s in it for the prospect at an emotional level.

Let’s look at a product feature for a fictional “read later” app:

Feature:

“Contains an artificial intelligence algorithm.”

Why it’s there:

“Adds greater utility by adapting and customizing the user’s information experience.”

What’s in it for them:

“Keeps the data you need the most at the forefront when you’re in a hurry.”

Emotional root:

“Stay up to date on the things that add value to your life and career, without getting stressed out from information overload.”

Getting to the emotional root is crucial for effective consumer sales. But what about b-to-b prospects?

When features work

When selling to businesses or highly technical people, features alone can sometimes do the trick. Overtly pandering to emotions will only annoy them.

Besides, unlike consumers (who mostly “want” things rather than “need” them), business and tech buyers often truly need a solution to a problem or a tool to complete a task. When a feature is fairly well known and expected from your audience, you don’t need to sell it.

However, with innovative features, you still need to move the prospect down the four-step path. While the phrase “contains an artificial intelligence algorithm” may be enough to get the tech savvy reader salivating, he’ll still want to know how it works and what it does for him.

The *What’s in it for me?* aspect remains crucial.

For business buyers, you're stressing "bottom line" benefits from innovative features. If you can demonstrate that the prospect will be a hero because your CRM product will save her company \$120,000 a year compared to the current choice, you've got an excellent shot.

While that may seem like a no-brainer purchase *to you*, you'll still need to strongly support the promised benefit with a detailed explanation of how the features actually deliver.

Remember, change can be scary to the business buyer, because it's their job or small business on the line if the product disappoints.

Sell with benefits, support with features

We're not as logical as we'd like to think we are.

Most of our decisions are based on deep-rooted emotional motivations, which we then justify after the fact with logic. So, first help create the emotional desire, then aid the rationalization process with features and hard data so that the wallet actually emerges.

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We open our Certified Content Marketer training to new students periodically, and we'd love to see you there.

Add your email to our waiting list below to be the first to hear about it.

Find out when the program opens