



Introductory Session Handout



Welcome to the B2B Biz Launcher 3.0 program! In this introductory session, I'm going to cover some basic housekeeping items. I'm also going to give you a preview of the program and what we'll cover.

First, here are a few key points about the program and how we'll be working together.

Training Portal: All training sessions, and supplementary materials will reside inside the training portal. That way you have just one place to find it all.

Training Schedule: All sessions are prerecorded, which means that you can go through them on your own schedule and at your own pace. However, to help you avoid overwhelm, we're releasing one session at a time. To get access to the next session, simply click on the "Completed" button at the end of each training. But please don't rush through the material. And please don't click on that button before you're doing the work I assign at the end of each session. Take your time going through the training and completing every homework assignment before moving on to the next one.

Pacing yourself will help you prevent overwhelm. Things can pile on top of each other very quickly! The other reason to not rush through the training is that much of this material builds on itself. So if you move to the next session before you've completed your work from the current session, you won't have what you need to deploy the next set of material.

Call Replay Recordings: Again, this program is 100% self-study. There are no coaching calls included. However, I ran this program as a group coaching experience for a number of years. And I've included replay recordings of dozens of coaching calls from back when I ran the program that way. I encourage you to listen to some of these. You'll very likely find answers to some of your own questions, and you may also find questions (and answers) you hadn't thought to ask.

One more thing about call replays. Occasionally while listening to a training session you may hear me referencing these calls or inviting you to submit your web copy for review. That's because you're getting the same training material my coaching clients were getting. Just remember that there are no longer any live calls with this program. But again, you have access to dozens of hours of coaching call replays you can listen to at your leisure.

You're essentially getting the same training at a fraction of the price!

Lifetime Access: You have *lifetime* access to all this material. In fact, I always encourage students to go back through all training sessions a few months after they've completed the program so they can review the material and internalize key concepts better.

Program Pacing: Because this is a self-study program, you can go through it at a pace that feel comfortable to you. That's a great benefit. But if you're not careful, you also risk stalling and procrastination. That's why I suggest that you create a little schedule for yourself.

When I ran this program live, we would go through the whole thing in nine weeks. That's eight weeks of training and implementation, and then an extra week of implementation time early in the program with no new training that week.

That's a fairly aggressive pace, but it's perfect for people who want to land their client as quickly as possible AND can dedicate five to 10 hours per week to this effort.

If that's too fast-paced for you, consider adding another four weeks and making it a 13-week implementation. That's a moderate pace.

And if time is a big factor for you, consider adding an additional five weeks to that, making the program schedule 18 weeks, or just slightly over four months.

Done Is Better Than Perfect: You're never going to feel 100 percent about your positioning, your copy, your message or your readiness to start prospecting. You have to get over that urge to act only when you feel completely ready. Done is better than perfect. Or, to put it another way, you'll need to adopt a "Ready, Fire, Aim!" approach to your launch.

Handouts: All sessions will include a handout. My suggestion would be to print that handout and use it to follow along and to take notes during the session. I also suggest three-hole-punching these printouts and putting them in a binder dedicated to this program.

The B2B Biz Launcher Roadmap

Think about a typical brick-and-mortar business.

The local Italian restaurant. The specialty retail store. The family-owned manufacturing business. The supplier of industrial equipment.

The founders of these businesses didn't go about their launch haphazardly, did they?

These entrepreneurs made huge financial investments to bring their dreams to life. They might also have investors and a sizable business loan.

With that much at stake, no entrepreneur can afford to "wing it."

But even with all that smart planning and execution, the sad truth is that many of these businesses will fail.

In fact, according to the Bureau of Labor Statistics, *only 50 percent of small businesses survive five years or more.*

We're talking about five years of seven-day workweeks, self-doubt, worry and fear. High stress. Decreased personal health. Maybe even a failed marriage.

And it basically boils down to a coin toss. A 50/50 chance of success or failure.

Let's look at the freelance business model. In my experience, nine out of 10 freelance writers and copywriters don't have a viable action plan. Instead, they hang their shingle and try a haphazard mix of ideas to drum up business.

There's little rhyme or reason to their launch efforts. It's a scattered approach. And too many of them are relying on their writing chops to get them through.

Unfortunately, good writing skills are not enough. Knowledge is not enough. Taking writing courses is not enough. Putting your work out there and hoping that prospects will be wowed by your writing prowess — that's not enough either.

So here's the question...

If half of all carefully deployed and well-planned businesses fail within their first five years, what do you think happens to most new freelance writers and copywriters?

That's right. It's not a pretty picture.

5 Keys to a Successful Launch

Yes, you can enjoy great success as a freelancer. It's a very real possibility. But to get there, you can't simply wing it.

You need a framework. You need a roadmap. And that's precisely what I'm going to share with you in this program.

You'll find a PDF with this lesson that illustrates the exact "launch roadmap" we're going to follow over the next few weeks. (Don't worry if it looks overwhelming right now. We'll go through it little by little as we move through the program.)

However, for this roadmap to serve you well, there are five critical things you'll need to understand and practice regularly.

#1: Wake Up!

Getting a freelance business off the ground requires a tremendous amount of effort. Yet many freelancers haven't truly accepted this fact.

Why?

For one, the low barriers to entry are deceiving. When folks see that all they need to get started is a laptop, a phone line, Internet service and some software, they automatically assume that they can hang their shingle and clients will come.

That's rarely the case. This may have worked for Kevin Costner in *Field of Dreams*. But it's a fantasy in the freelance world.

Second, freelancing is brimming with information marketers who promise quick riches and lazy days on the beach working an hour or two between rounds of rum punches and Coronas.

I've yet to experience that fantasy in over a decade of freelancing.

#2: Focus, Commitment, Belief

Next, you need laser focus and a heavy dose of commitment and belief. And by focus I'm talking about a concentrated effort on your freelance writing business.

You might have other sideline ideas you'd like to pursue. But if you want your freelance venture to succeed, you can't afford to spread yourself too thin.

That means your moneymaking website idea might have to wait. Or you might have to hit "pause" on your teaching gig at the local community college. Or put your craft business on hold. Or resist the temptation to start writing that children's book or sci-fi novel.

You also need **full commitment**. This business is not something you dabble in. You have to give it your *all* if you want to achieve any level of success.

It's going to be hard — accept that. And commit to pushing past these difficult moments. Because they WILL come.

But you also have to believe this is possible for you. And I mean you have to REALLY believe it!

#3: An Obsession With Baby Steps

Just like a traditional business needs a plan, you also need a roadmap to succeed as a freelancer. In fact, that's what I'm sharing with you here — a roadmap I've developed and refined over the past 10 years to launch my own business and to help hundreds of freelancers get their businesses off the ground.

But you don't just need a roadmap. To succeed as a new freelancer, you have to be fanatical about milestones rather than your final destination.

Let's say you're taking a road trip from Chicago to Miami Beach. What's the most important thing you must do as soon as you pull out of your driveway?

You have to leave your neighborhood!

From there, you have to make a left at the four-way stop. And then a right on Highway 40. And then merge onto the interstate.

In other words, if you're going to ever get to Miami Beach, you have to become obsessed with getting "quick wins" — with reaching dozens of key milestones. These little wins are usually not that impressive. But they provide you with the motivational fuel you need to keep moving forward.

When you get a win, you start feeling like you're making progress. Which gives you the boost in confidence you need to keep prospecting. Which will likely yield another small win. And so the cycle goes.

#4: Prospecting Is Your Full-Time Job

You also need to make prospecting your full-time job. Whatever time you're dedicating to your business, you need to use all (or nearly all) of that time to prospect for clients.

Not to study yet *another* writing course. Not to design your logo. Not to brainstorm business names.

Those are all stalling tactics. Because until you get clients, none of that stuff really matters!

I'll share a very simple prospecting approach later in the program.

#5: Adopt a "Rapid Prototyping" Mindset

One of the most egregious mistakes new freelancers make is to over-plan and overprepare. This is especially true with new freelance writers and copywriters.

It's important to learn the fundamentals of copywriting — very important, in fact. It's also imperative to practice your craft. You have to know what you're doing. You can't just make it up.

But this approach also leads to a number of challenges. Namely:

- Procrastination
- Poor retention of what you learn
- Feeling overwhelmed
- Lack of focus and direction

Here's the truth: **After a certain point, more information is not the answer.** Because information won't get you what you ultimately want: paying clients!

There's a better path to success in this business. I like to call it "rapid prototyping."

Rapid prototyping is a set of techniques used in manufacturing to quickly fabricate a scale model of a physical part or assembly. It's also widely used in Silicon Valley to test multiple product and concept ideas and to iterate much faster and with less risk.

The goal is to spend considerably less time, money and resources finding the right solution (or business model, product or approach) that will work.

So instead of front-ending **all** the planning, studying and preparation, you instead spend just enough time preparing a prototype of the product, concept or business model. You then put it to the test, assess results and make refinements based on what worked and didn't work. From there, you continue to iterate until you find the best solution.

In the case of freelancers, rather than spending years learning and training on your craft before going to market, you spend enough to develop a basic level of competence.

From there, you work hard to land one or two clients, just so you can apply that knowledge as quickly as possible. And you use what you learn to refine what you study next or what type of writing projects you pursue.

The important thing is to get out there and apply what you're learning. Not only will you accelerate your mastery of the subject, but you'll also learn what it's like to work with a client on a writing assignment — something you can't learn from a book or an online course.

If you find yourself struggling with this idea of rapid prototyping, come back to this session. And if you want to see the idea in practice, check out [episode 137](#), [episode 127](#) and [episode 39](#) of my High-Income Business Writing podcast.

You Have to Face Your Fears

Here's the harsh truth. Prospecting for clients is scary. Talking with potential clients is scary. Quoting a project is scary. Landing the project and writing the copy are scary.

But amazing things happen only when you get out of your comfort zone. That's when you get results. That's when your business starts taking shape. And it's when you start getting somewhere.

That's what you'll work over the next few weeks. *But remember ... it's up to **you** to do the work and step out of your comfort zone.*

So again, welcome to the B2B Biz Launcher self-study program. Let's get started with Session 1.