



Key Resources for B2B Copywriters

Successful B2B copywriters are lifelong learners. But there's so much content out there — how do you know what's helpful and what's not?

To help you focus on the best resources and use your learning time efficiently, we've compiled this list of programs, books, and other online resources.

How to Use This Resource List

While it's tempting to stop everything and just read — don't!

Your learning should supplement your business-building actions, not replace them. Keep talking with prospects, keep doing work for clients, and keep writing every day!

When you combine study and live writing experience, you'll learn more and move toward your ultimate goals faster.

Use this list to determine what you should read or study next. Then, block out time each week to focus on that resource and use the remaining time to focus on getting clients and doing writing projects.

And when you read about a concept, put it into practice as soon as you can so it becomes second nature to you.

Enjoy your journey to B2B copywriting success!

AWAI Programs

Introduction — Considering B2B Copywriting

[*Introduction to the B2B Market: How to Use the Business Skills You Already Have to Earn a Six-Figure Income*](#) (Steve Slaunwhite, Ed Gandia, Pete Savage)

In this program, you'll get a quick-start guide to B2B copywriting, including a roadmap to help you make a smooth transition to a full-time career as a B2B copywriter.

[*Crash Course in B2B Content Writing*](#) (Gordon Graham)

Is content writing your passion? In this program, you'll get an overview of the 12 most in-demand B2B content projects, including an in-depth video walkthrough, advice on what to charge, and more.

Core — Pursuing B2B Copywriting

[*Secrets of Writing High-Performance Business-to-Business Copy*](#) (Steve Slaunwhite)

Hands-down the best foundational B2B copywriting program available anywhere. In this program, you'll discover the writing techniques used by top B2B copywriters, plus you'll get tools to help you land clients and run your successful freelance business.

For a more interactive experience, including the opportunity to have your writing critiqued, watch for *12 Weeks to B2B Copywriting Mastery*. It's conducted by Steve Slaunwhite twice a year and has limited enrollment so you get the attention you need to understand and apply the concepts taught in the program.

[*B2B Writing Success Platinum Membership*](#) (Subscription)

Regardless of whether you're a beginning or experienced B2B copywriter, you'll find roadmaps to success, expert interviews, templates, and more to help you sharpen your skills, land more clients, and achieve your goals as a Platinum Member of *B2B Writing Success*.

Plus, you'll be a part of a thriving community of fellow B2B copywriters who will keep you motivated and moving forward.

Getting Clients

[*Getting B2B Clients: How to Land Great Clients Fast in Just 6 Easy Steps*](#)
(Steve Slaunwhite)

Just what the title says — here's your roadmap to getting all the B2B clients you'll need to have a thriving freelance business. A must-have for all new B2B copywriters.

[*How to Price, Quote, and Win B2B Writing Projects*](#) (Steve Slaunwhite)

A companion to *Getting B2B Clients*, you'll get Steve's step-by-step "Power Pricing" system so you always get paid the best price for your B2B projects.

Focus Programs — Specializing and Advanced Study

[*Become a Lead-Gen Specialist*](#) (Steve Slaunwhite)

Lead generation is the first step in the B2B buying process and is vitally important to every B2B company. If direct-response is your passion, you'll enjoy working on lead-gen projects.

[*Email Copywriting for B2B Companies*](#) (Steve Slaunwhite)

B2B companies rely on email for follow-up once they have a lead. In this program, you'll discover the five B2B email types and how to write each of them.

[*B2B Websites: Developing Content that Builds Authority and Generates Leads, Too*](#) (Dianna Huff)

There are over 5 million B2B websites — and many of them need updating. In this program, you'll get everything you need to know to land and complete B2B website copy projects.

[*Key Message Copy Platforms*](#) (Casey Demchak)

Key Message Copy Platforms are an easy way to land your first project with a B2B company. Casey Demchak, the creator of the Key Message Copy Platform, walks you through the process and gives you tips for landing these short, easy projects.

[*Creating Email Newsletters for Professional Service Firms*](#) (Michael Katz)

If you're looking for a steady, predictable income, writing monthly email newsletters is for you. Michael Katz walks you through landing projects, setting up the newsletters, and producing the monthly content.

[*Writing Case Studies: How to Make a Great Living by Helping Clients Tell Their Stories*](#) (Ed Gandia)

B2B companies use case stories extensively to add credibility to their marketing campaigns. If you like storytelling, case studies are perfect for you.

[*How to Write White Papers that Command Top Fees*](#) (Steve Slaunwhite and Ed Gandia)

White papers are the granddaddy of B2B content. They are often used as lead magnets as well as elsewhere in the B2B buying process. If you like doing research and working on larger projects, white papers are an excellent (and lucrative) choice.

BOOKS

Copywriting Books — Classics

These are five classic copywriting books every writer should have in their library. Read them over and over. Mark them up. They're that good.

Breakthrough Advertising (Eugene Schwartz)

[*Tested Advertising Methods*](#) (John Caples)

[*Scientific Advertising*](#) (Claude Hopkins)

[*Ogilvy on Advertising*](#) (David Ogilvy)

[*The Robert Collier Letter Book*](#) (Robert Collier)

Copywriting Books — Contemporary

These books are more recent and address both print and online media.

[*The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy that Sells*](#) (Bob Bly)

[*The Online Copywriter's Handbook: Everything You Need to Know to Write Electronic Copy that Sells*](#) (Bob Bly)

[*How to Create Irresistible Offers*](#) (Bob Bly)

[*Great Leads: The Six Easiest Ways to Start Any Sales Message*](#) (Michael Masterson and John Forde)

[*Copy Logic! The New Science of Producing Breakthrough Copy \(Without Criticism\)*](#) (Michael Masterson and Mike Palmer)

[*The Wealthy Freelancer*](#) (Steve Slaunwhite, Pete Savage, and Ed Gandia)

[*Everybody Writes: The Go-To Guide to Creating Ridiculously Good Content*](#) (Ann Handley)

[*White Papers for Dummies*](#) (Gordon Graham)

Marketing Books

[*Influence: The Psychology of Persuasion*](#) (Robert Cialdini)

[*Pre-suasion: A Revolutionary Way to Influence and Persuade*](#) (Robert Cialdini)

[*Positioning: The Battle for Your Mind*](#) (Al Ries and Jack Trout)

[*Words that Sell*](#) (Richard Bayan) — Words and phrases to make your copy more engaging

[*They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Customer*](#) (Marcus Sheridan)

Other Reading

Supplement your study and reading with works of great literature. Reading well-written fiction will strengthen your storytelling skills and help you write copy that engages readers.

Podcasts and Blogs

[*B2B Writing Success Podcast with Steve Slaunwhite*](#)

[*High Income Business Writing Podcast \(Ed Gandia\)*](#)

[*Bob Bly's blog*](#)

[*B2B Writing Success E-letter*](#)

[*Wealthy Web Writer E-letter*](#)

And don't forget to subscribe to podcasts and blogs in your niche market.

Remember, you don't need to try and read everything right away.

Review the list and choose the one resource you want to study next.
Implement what you learn, and then move on to the next one.

And finally, enjoy your journey as a B2B freelance copywriter!