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MONTH YEAR

CLIENT NAME

COMPANY

Hello CLIENT NAME and team,

It was a pleasure to connect with you this week and learn more about the clients you serve!

Here's what it might look like to work together on content this year with the primary goal of 1) capturing your client's voice in the form of high-level thought leadership and sharing industry insights, and 2) providing a reliable source of editorial, mature content as your needs grow.

Beyond my recommendations, I've also included an overview of my relevant experience in developing marketing and lead generation assets in the B2B space, as well as a rate sheet for the most common content projects I've taken on recently so you can see how this partnership might grow in the future.

I'll look forward to hearing what stands out to you and your team!

Warmly,

Sarah Greesonbach

WHY [YOUR NAME]?

The best person for this initiative will have experience developing **high-quality, high-authority long-form content** like white papers and thought leadership articles from start to finish. They'll also be deeply familiar with the kind of content and thinking that attracts the attention and respect of business leaders in complex and highly-regulated industries in the B2B space. And that's me!

Here are a few key ways my unique expertise and experience can be applied to this project as a long-term, on-demand content development partner:

B2B MARKETING EXPERIENCE

Since 2012, I've concentrated my work in the business space on marketing content for B2B companies and products, especially in the technology, HR, retail/e-com, fintech and financial services, and higher education spaces.

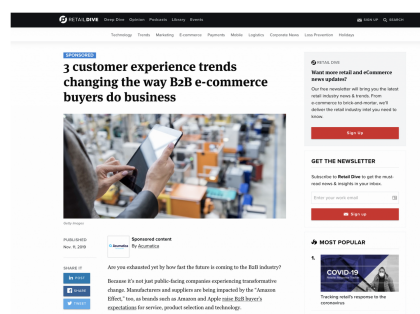
I've collaborated and written for the content marketing teams at elite organizations like Google Cloud, ADP, Oracle, IBM, Adobe, Stanford University, and more, and I'm deeply familiar with the value proposition B2B companies seek out when evaluating marketing material. And the challenge that comes with taking rich, complex value propositions and massaging them into a content experience that's relatable and interesting to read.

I've also played a key role in the coordination of these projects, ensuring the projects I'm a part of stay on schedule and top of mind for the stakeholders involved.

A full portfolio can be located at B2BContentStudio.com/Clips-Portfolio, but please find below targeted samples that represent the quality of the work we hope to do together:



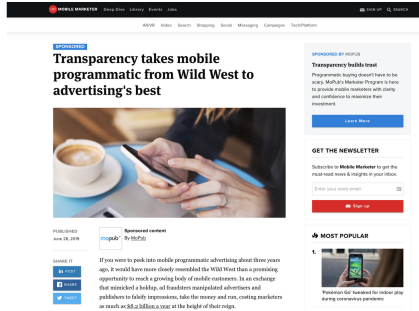
[Shopkick White Paper](#) (Link)



[Retail Dive Article](#) (Link)



[Wirecard White Paper](#) (Link)



[MoPub Article](#) (Link)



[Omnichannel Marketing Industry Report](#) (PDF)



[ShopifyPlus Webinar](#) (Link)

CONTENT STRATEGY AND IDEATION

Throughout my experience writing and ghostwriting for publications like The Washington Post, Fast Company, Content Marketing Institute, Forbes, and Entrepreneur, as well as leading technology companies like those listed above, I've invested hundreds of hours interviewing and ghostwriting for executive-level thought leaders. Capturing natural and engaging content from a thought leader and translating it into interesting, leadership-worthy content for social, blog, and webinar content — without losing its important message — has been a fundamental part of my daily work since 2013.

IMMERSION IN COMPLEX INDUSTRIES

Over years spent interviewing executive level subject matter experts, I've diligently grown my network of connections in the technology, executive recruiting, HR tech spaces, as well as heavily regulated industries like FinTech. As we create content, I would be able to tap that network to find relevant collaboration and interview opportunities. I would also share the content we work on, giving those connections a chance to see the great work your clients are doing in their industry.

LEADERSHIP CONTENT AND BOOSTER SHOTS

ARTICLE BOOSTER SHOT **\$375 PER PROJECT**

Edit and optimize an existing blog post to include a more compelling introduction, more thorough research, and a smoother reader experience from start to finish. Also comes with a headline clinic to make sure the title of the blog post is as attractive as possible.

WHITE PAPER BOOSTER SHOT **\$975 PER PROJECT**

Edit and optimize an existing white paper content to upgrade various elements that might be out of date or not marketing-led copy, such as the introduction, relevance and timeliness of research, visual suggestions for text callouts and data callouts, as well as suggestions for a smoother reader experience from the graphic design and layout of the content. Includes a headline and landing page clinic to make sure your content is optimized for downloads and lead generation.

GHOSTWRITTEN PIECES FOR YOUR WEBSITE **\$1500**

Journalistic ghostwritten articles written to the standards of publications like Forbes, Inc, and Fast Company (regardless of where the final article is placed) on behalf of another individual. Receive topic, theme, and outline information from client (via Word Document interview or recording of your team's interview) and perform executive interview. Brainstorm, research, and write site-appropriate content that meets high standards for journalistic integrity and readability while elevating your brand's thought leadership.

Note 1: At this time I'm only taking on collaborative ghostwriting projects where the ideas and content is captured directly from the executive.

Note 2: I am unable to place articles. You'd need to be invited to contribute or have a pitch approved by a publication before commissioning one of these pieces. If you want to focus exclusively on post placement, I highly recommend [Influence & Co.](#), an agency I wrote for many years ago.

ON THE WEBSITE

ORIGINAL RESEARCH SURVEY, REPORT, AND WEBINAR **\$13,250+ PER PROJECT**

Original research is a highly rated way to attract attention from both news outlets and prospective readers and customers. In fact, a recent report from SmartBrief and the Content

Marketing Institute indicated original research is the most influential kind of content for B2B customers. This comprehensive project rate covers three segments of this project:

- Survey. Brainstorm the topic and angle of the research with your team and generate 10-15 questions for research gathering, then distribute the questions via your email newsletter platform and/or whatever paid media distribution platform you prefer. (You would make arrangements and assume the cost of the paid media distribution platform).
- Report. Analyze the results of the survey and organize the data into a 2000-3000-word thought leadership piece for your review via Word doc or Google doc. The final product will be a Word document for your update, design, and use.
- Webinar. Coordinate the slide content for a 45-minute expert webinar based on the results of the survey based on interviews with your internal or external subject matter experts. (You would secure a moderator and host the technical portion of the webinar.)

In some cases, the parts of this project can be priced out to mix and match different segments, such as to not include the report or the webinar, etc.

LEADGEN GUIDE OR WHITE PAPER \$5750+

White papers are powerful opportunities to tackle a topic that intrigues your target customers with accurate research, authoritative writing, and revealing insight. For this project rate, I'll receive the topic and angle for the target audience and research and develop a 2000-3500-word piece for your review via Word doc or Google doc (no fee for overages – the piece should be as long as it needs to be) with up to two rounds of edits. The final product will be a Word document for your update, design, and use.

The initial quote for the white papers will reflect any requirements for original research, interviewing, or topics that require background research on technical subjects like economics, science, technology or compliance, or politics, etc. In order to be as turnkey as possible, this rate also includes...

- 4-5 dynamic, clickable headline options
- 4-5 suggestions (total) for social media promotion on Twitter, LinkedIn, and Facebook
- 150-300 word landing page or email content to promote the white paper to your list

Here's a look at a tentative timeline for a white paper:

Week 1 Kick off call to identify topic, angle, subject matter experts, and stakeholders

Week 2 Outline and abstract prepared for approval

Week 3-4 SMEs interviewed

Week 4-6 First draft development

Week 7-8 First draft reviewed and edited, final draft developed

ORIGINAL RESEARCH ADD ON \$3750+ PER PROJECT

"Content marketing style" original research is a highly rated way to attract attention from both news outlets and prospective readers and customers. In fact, a recent report from SmartBrief and the Content Marketing Institute indicated original research is the most influential kind of content for B2B customers.

With this add-on, we will brainstorm the topic and angle of the survey with your team and generate 10-15 questions for research gathering. We'll then distribute the questions via your email newsletter platform and/or whatever paid media distribution platform you prefer. (You would make arrangements and assume the cost of the paid media distribution platform, such as Survey Monkey Panels). We would then analyze that data together to uncover themes that could be explored in whatever content format you've added the survey to, such as a white paper or webinar.

Adding a survey adds about four weeks to the typical white paper timeline (two weeks of development and as much as two to four weeks of survey deployment).

WEBINAR CONTENT \$3750 PER PROJECT

Brainstorm and develop a concept for a 45-minute expert webinar for lead generation purposes. All-inclusive fee includes concept development, interviewing up to five experts to take part in a panel, and delivering a final word document that includes:

- Moderator script
- Slide content
- Notes for each speaker based on their interview content
- 4-5 dynamic, clickable headline options
- 4-5 suggestions (total) for social media promotion on Twitter, LinkedIn, and Facebook
- 150-300 word landing page or email content to promote the white paper to your list

Your team would be responsible for securing a moderator and hosting the technical portion of the webinar.

INFOGRAPHICS AND MICRO-SITES \$1500 PER PROJECT

Up to 750 words organized in a visual framework for development into an infographic. Includes brainstorming and editorial kick-off meeting to collect requirements, wireframing and outline of infographic, and first draft. Also includes any necessary consultation with the graphic designer to ensure a striking, story-led visual journey.

CASE STUDIES AND MINI REPORTS \$1750 PER PROJECT

A solution-focused case study of 750-1200 words that outlines the customer's problem and how you met their needs to provide a solution. In particular, the case study will focus on universal takeaways that encourage the reader to consider how the solution could be applied to their situation and compel them to take action. Project rate includes up to three client interviews to capture the product story and quotes to be included throughout the final product.

B2B EMAIL SEQUENCES \$575+ PER EMAIL (5 MINIMUM)

Email marketing is a powerful relationship-builder in marketing for B2B companies, but few organizations feel confident that they're making the most of their existing audience's time and attention. In developing an email sequence for a particular product, trend, theme, or promotional period, I'll work closely with your marketing team to map out a 5+ email sequence to improve your open rates, click-through rates, audience engagement, and sales conversations.

Email sequence ideas:

- Prospective customer onboarding for a product trial
- Sales meeting follow up
- Customer onboarding for a new purchase
- "Shadow" or "Evergreen" newsletter to warm up a cold list
- Educational or tutorial email sequence to educate an existing audience about thought leadership trends in your space

All email sequences require a five email minimum for the project. A sequence with fewer than five emails isn't enough to test the subject lines or the effectiveness of the emails. Sales collateral to support the email sequence is not included in the email rate.

VARIATION EXAMPLE: THREE TYPES

WARM-UP \$3500	STEADY OUTPUT \$8750	MAXIMUM FOOTPRINT \$12,500
1hr strategy call or interview — 1 Article based on webinar /interview, two unique LinkedIn posts (1500 words) 1 Case study based on webinar/interview, two unique LinkedIn posts (1500 words)	1hr strategy call or interview — 1 Article based on webinar /interview, two unique LinkedIn posts (1500 words) 1 Case study based on webinar/interview, two unique LinkedIn posts (1500 words) — 1 White paper based on webinar/interview, two unique LinkedIn posts (2500-3500 words) 2 Suggestions for infographic /visual content based on white paper copy (150 words)	1hr strategy call or interview — 1 Article based on webinar /interview, two unique LinkedIn posts (1500 words) 1 Case study based on webinar/interview, two unique LinkedIn posts (1500 words) — 1 White paper based on webinar/interview, two unique LinkedIn posts (2500-3500 words) 2 Suggestions for infographic /visual content based on white paper copy (150 words) — 1 ~ 45 min Podcast episode including production (Requires ~2 hours time with) 1 Thought leadership email per month

VARIATION EXAMPLE: SEQUENCE OF MONTHS

FRACTIONAL CHIEF CONTENT OFFICER **\$3500/** MONTH, 3- to 6-MONTH COMMITMENT

MONTH 1

- Content strategy session to identify ideal content roadmap and key messaging
- Content audit of existing website content, website, and flow of leads (including recommended edits of existing content, if desired)
- 6 Article edits/rewrites
- 2-4 Floating hours for interviews, strategy, and internal meetings

Option: [Pause and evaluate]

MONTH 2

- 1 Article based on webinar/interview
- 1 Case study based on webinar/interview
- 2-4 Floating hours for interviews, strategy, and internal meetings

MONTH 3

- 1 White paper based on webinar/interview
- 2-4 Floating hours for interviews, strategy, and internal meetings

Note:

- *Content actually created for each month completely flexible to what's determined to be the highest priority at the start of the month*
- *The ultimate outcomes being 1) content strategy and roadmapping support and 2) two 1500-word pieces (article/case study) or one 3000-word piece (white paper) each month*

At the end of our engagement, you'll have:

- A clear roadmap of content to create, covering important TrueVoice concepts and suggested content efforts
- A strong content process in place that covers 1) idea capture, 2) content process, and 3) suggested editorial calendar
- Several pieces of high-quality thought leadership to support your lead gen

B2BWI Note

NDA + DISCRETION

As a professional copywriter, I automatically extend a reasonable level of discretion to my working relationships. I will not publicly disclose intimate details of the cost or process of our work together to friends, prospective clients, or strangers. The only exception is in using examples of our work in my portfolio with a surface-level explanation of the problem we worked together to solve. I work as if I have already agreed to a Nondisclosure Agreement, but I am also willing to read and sign a real one if requested.

AI POLICY

I specialize in writing content that is original and effective. To accomplish that, I maintain the role of primary writer — doing the important thinking, strategizing, and wordsmithing myself. I do, however, use AI (Open AI's ChatGPT) as a kind of "writer's assistant," which I maintain and train on my own time. For example, I might get an AI to:

- Transcribe an interview.
- Summarize an article, web page, or video.
- Research a topic and find reputable sources.
- Provide insights into a target market; particularly what motivates them to buy.
- Generate ideas for creative concepts or content topics.
- Come up with fresh examples, scenarios, stories, analogies, metaphors, turns-of-phrases, etc. to use in the copy.
- Review a draft and recommend edits and improvements.
- Proofread for typos, grammar, and other errors.
- Play the role of your customer and tell me how persuasive the copy is from that POV.
- Photoshop myself into a Koala costume. (Dali refused, unfortunately!)

If you provide me with information that is a trade secret or otherwise confidential, I will not input that information into an AI without your approval. I will also amend this process to adapt to whatever AI policy you prefer.

COMMUNICATION + HOURLY

I am most communicative and effective by email and respond to email within 1 business day. I typically am not available Mondays or Fridays, as I reserve them for phone-free creative work. I am available to schedule meetings with 2-3 days of notice most of the time, just email!

BILLING

I invoice through [FreshBooks](#). I require full payment upfront via PayPal or e-check. Payments are non-refundable because they reserve my time and prevent me from taking on new clients. However, in some situations 50 percent of the payment can be retained as credit to apply to a

different project. In some scenarios, due to timing restraints, upfront payment may be delayed to coincide with delivery of the first draft.

A retainer agreement does not require a long-term contract. Either party can pause, change, or cease our arrangement with 30-days notice. If for any reason I need to terminate or pause our arrangement, I will strive to provide at least 45 days notice and to finish out any arranged content that we have in planning at the agreed-upon retainer rate.

RUSH RATE

The average project timeline starts at five business days and extends up to three weeks. If a deadline comes up or a key part of your workflow fails to function and you need something good and fast, I can often deliver in less than five business days (and as early as within 24 hours) for a rush rate of 25 percent of the total project cost. If I need to offer a shorter deadline because of my own scheduling conflicts or am able to deliver early on a deadline, the rush rate will not apply.

ASSISTANTS

I am the sole provider of the content development services I offer. I brainstorm, strategize, coordinate, write, and edit my own work. From time to time, I engage with partnerships or assistants to secure redundancy for social media content and writing and editing in the event of illness or emergency so there is no disruption to our work together.