

Video:

# Quick Tip to Finding Your B2B Copywriting Niche *Presenter: Steve Slaunwhite*

You've probably heard plenty about how red hot the [business-to-business \(B2B\) market](#) is right now for copywriters.

But I don't mind reminding you again!

There are literally hundreds of thousands of B2B companies scrambling to find good writers to handle such projects as website content, emails, newsletter articles, brochures, case studies (aka product success stories), [white papers](#), and more.

And the income potential hovers between \$1,000-\$1,500 per day.

But there is a huge advantage that the B2B market offers, and that's *niches*. There are hundreds, if not thousands, of niche markets up for grabs.

In this video Steve Slaunwhite reveals a niche market with plenty of advantages that most B2B copywriters often over look .

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## 7 Responses to "Quick Tip to Finding Your B2B Copywriting Niche [video]"

I have one more quarter until I graduate college. As a communications major, I have spent the past two years writing. I enjoy writing and have been told I am a good writer. I get A's on my papers with very little effort. I also have a background

in sales. As much as the prospect of making six figures is very enticing, I am just looking for a way to pay off my student loans and credit card debt. I would like to know how realistic this could be and would like to know more specifics about how this is done. Thank you!

*Guest (Kristi)* – over a year ago

I have been trying my hand at the dog training niche, but so far, I'm not having much luck. I'm not sure if I'm not doing something right, or it just isn't a good market. For B2B, I could concentrate on training tools (just thinking quick here) and we have PetSmart and Petco companies, but when dealing with large companies like that, would you have to be near the headquarters?

thanks, Laurie

*Laurie L* – over a year ago

**Great to hear from you, Laurie!**

**I suspect dog training is too small of a niche market for your copywriting services. You need a niche (aka target market) that has a few hundred companies at least. I recommend to broaden your focus to include all types of companies that sell pet-oriented products and services.**

**(Check out Pam Foster's website. She specializes in pet industry copywriting.)**

**As for your second question, no, you don't need to live near head offices of prospects you're targeting.**

*Steve Slaunwhite* – over a year ago

Steve, Seriously? Maybe after 10 years, but I challenge you to show me 10 newbies -- not celebrities, not mega-salesmen, not professional writers of another variety -- real Joes and Jills who are making 22,000-33,000/month within a year of launching.

*Guest (Tim)* – over a year ago

Greetings to all, I was really shaking my head in agreement with the info in this video. The local market is really a good way to learn and start a B2B business. I tried this one time but the only negative I came across was, I would have to expand my search and I needed transportation for that. But I believe I can do it again better with the suggestions presented by Mr. Slaunwhite. Thanks for the info.

*Aunti Vi* – over a year ago

Just right. I have been considering the local market as the means to get to meet the 'target" and do a better job. Mr. Slaunwhite's words just convinced me that he is right and so am I.

Thanks! Blanca.

*BLANCA R* – over a year ago

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Steve's comments are germaine and appropriate. I am truly focusing on the local market in my area here in southeast PA, but I am having difficulty in getting prospects to respond to all my email marketing efforts and advertising. I am open to helpful suggestions by visitors to this site. Thanks for the opportunity for letting me share.

*The Write Stuff* – over a year ago

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