

# How to Write Jargon-Free B2B Marketing Content:

## A 5-Step Guide for CEOs and Business Owners

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B2B Content Marketing Copywriter

Copyblogger Certified Content Marketer



**Certified Content Marketer 2022**

Content Marketing's Most Rigorous Certification

copyblogger

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Email me at [ThomasClifford@me.com](mailto:ThomasClifford@me.com) with any questions.

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I hear this quite a bit from prospects and clients . . .

## **“How does someone write B2B marketing copy that sounds conversational—without the jargon—but is still professional?”**

There are two little-known factors keeping most professionals from writing conversationally:

1. The curse of knowledge
2. The fear of appearing unprofessional

### **The curse of knowledge**

Being cursed by knowledge is what happens when we assume those we’re communicating with have the same information we do. When that happens, our message often gets lost. Our knowledge gets in the way of communicating our message—hence, we’re “cursed.”

### **The fear of appearing unprofessional**

The temptation to appear smart by being formal is natural. But here’s the thing: you’ll appear smart by being clear—not formal—to readers. Why? Because your audience will understand your message, increasing engagement opportunities.



Remember, you’re writing marketing copy—not physics theories.

**What’s needed in marketing copy is clear, concise, compelling language.**

## How do you jargonproof your B2B marketing copy?

Jargonproofing your copy is easy; just use my Publish-Ready System.

The Publish-Ready System is a five-step process I developed and have used with dozens of clients for years.

It's called the Publish-Ready System for a good reason: it delivers copy you can publish immediately, without spending hours on the merry-go-round of rewrites.

It's battle-tested, reliable and easy to use.

**Here's how the system rolls out for every project, small or large.**

## Step 1: Write a few rough headlines

Headlines are like bull's-eyes; they provide you the focus and direction you need so your message doesn't go off track.

Don't worry about getting the headline perfect now. You can finalize it when you've finished writing.

*Someone may write good advertising copy but when it comes to writing copy for consulting and coaching, Tom has remarkable talent and skill in getting ideas across in a clear, concise and compelling way. He also cut my writing time by 50%.*

**EUGENE MOREAU, Certified Master Coach**



**Don't worry about getting the headline perfect now. You can finalize it when you've finished writing.**

# Step 2: Write an outline

The technique of writing a successful outline is to ask questions that your prospects and customers would ask.

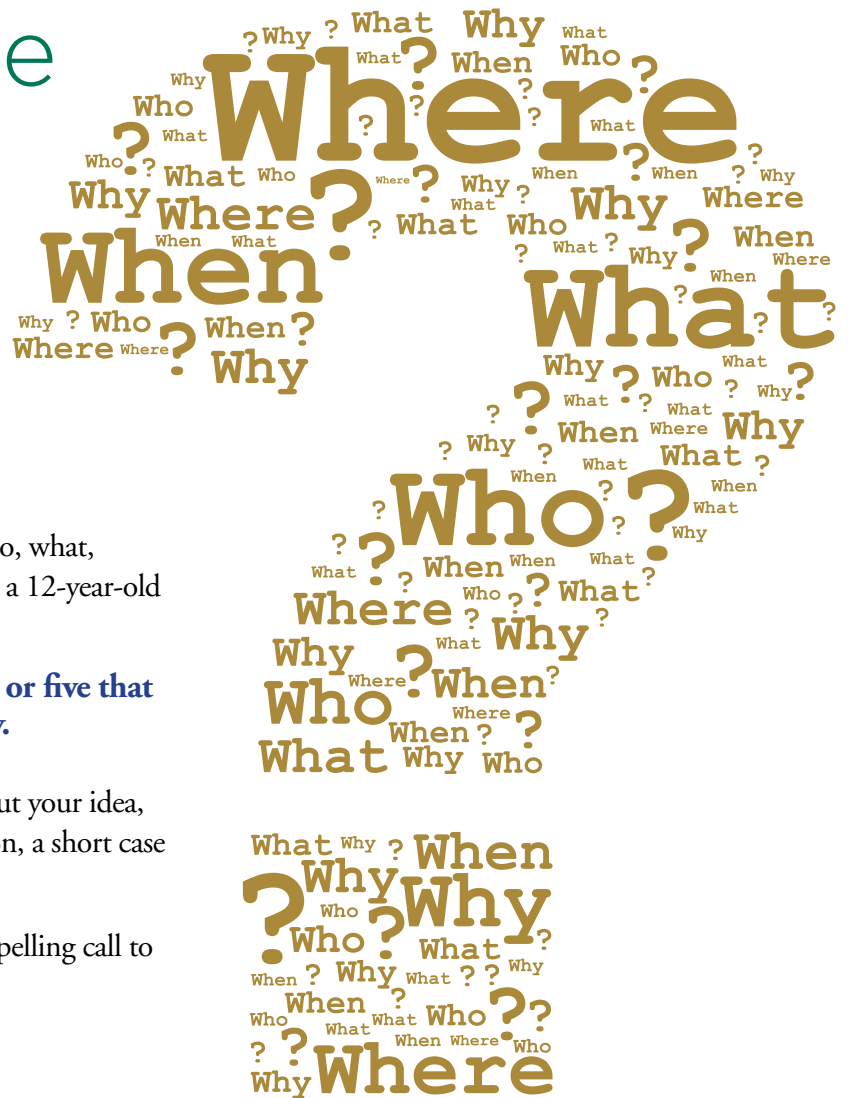
Don't make statements when outlining; questions stimulate the brain and make it easier for you to write.

Begin your outline by brainstorming and asking who, what, when, where and why questions. Ask questions that a 12-year-old would ask. Don't laugh; it works!

**After generating a list of questions, pick four or five that flow together in one direction and tell a story.**

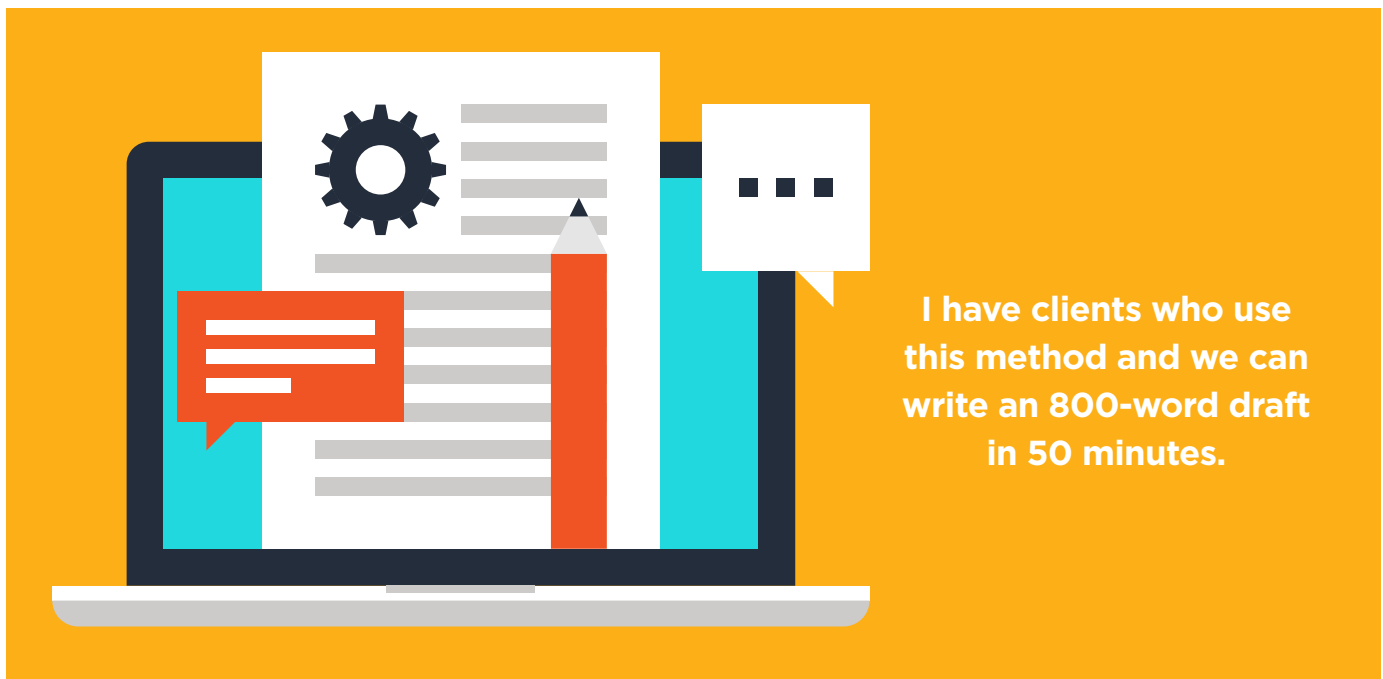
Include an objection your audience might have about your idea, and then overturn that objection with an explanation, a short case study, testimonials, awards, etc.

Finish the outline with a short summary and a compelling call to action.



*While working with Tom, it was just amazing to see how a perfect description appeared in front of us, paragraph by paragraph. Like a sculptor chiseling away marble, Thomas patiently massages individual pieces of the text until a beautiful piece of work emerges.*

VLADIMIR BLAGOJEVIC, Managing Partner, Growth Engine Lab



## Step 3: (Option A)

# Collaborative writing

I use Google Docs when writing with clients. Clients like this approach because they can see the copy unfold immediately; they can approve it or change it as we write in real time.

The first action we take when writing is to create an outline.

It's important to create an outline first, before writing the copy, because without an outline, you can spend hours writing and deleting copy and get nowhere. The outline consists of about eight questions your customers would ask about the topic.

**After we create an outline together, I ask the client, "Where do you want to start filling in the content? What section excites you the most?"**

The client picks an area to focus on, and within seconds, we're off to the races, writing at warp speed!

Sometimes the client chooses the headline; sometimes it's the summary or the call to action.

It doesn't matter where you start; just start writing.

I have clients who use this method and we can write an 800-word draft in 50 minutes.

Remember: to write jargon-free copy, you must answer the outline questions in a way a curious student would understand what you're saying.

## Step 3: (Option B)

# Record audio of and transcribe your answers

Here's another great way to write conversationally: record audio of the answers to your questions.

Use something like a simple MP3 audio recorder to record your answers.

If you're uncomfortable answering your own questions, have someone interview you. The interview can be conducted over the phone, on Skype or in person.

Answer the questions as if you were having coffee with a friend or a customer.

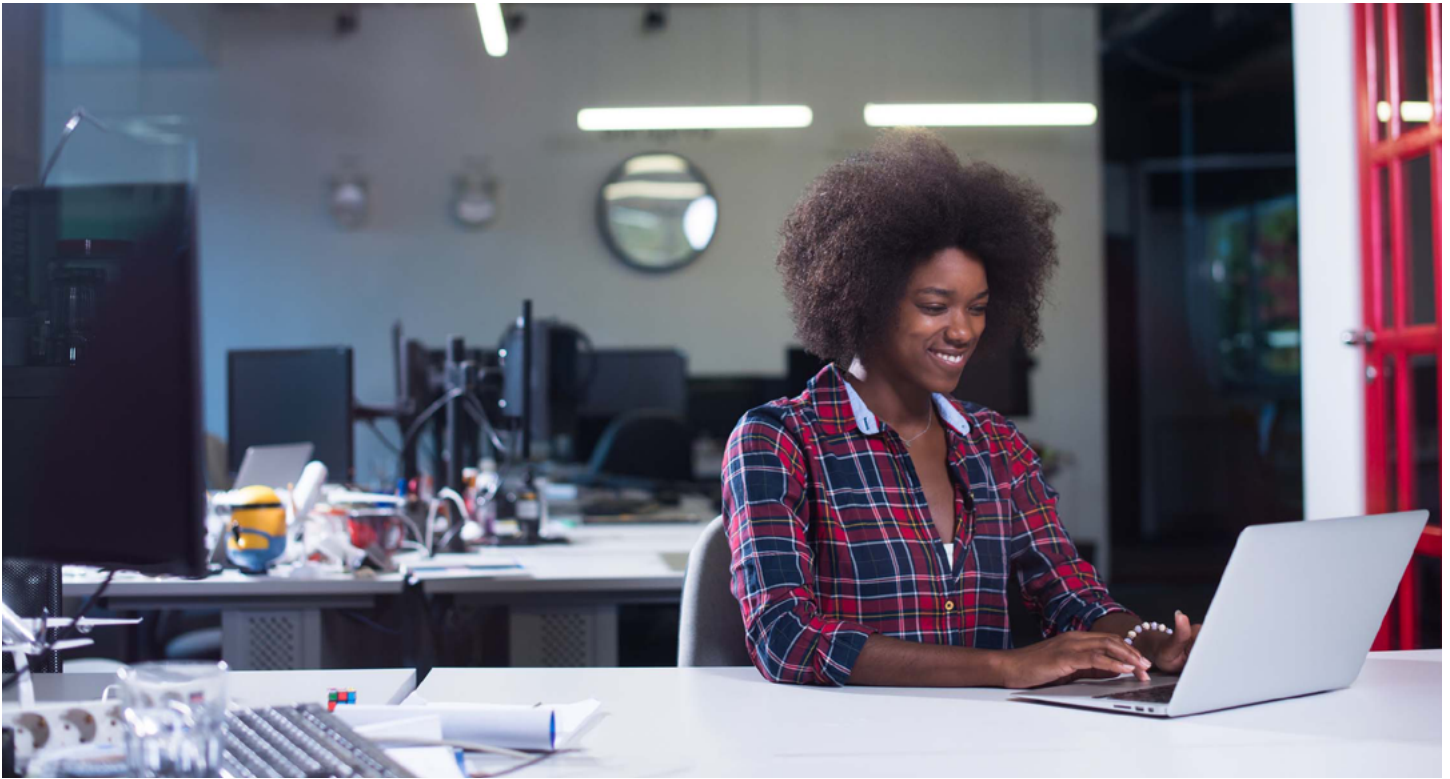
**Once your answers are captured, get the audio transcribed. You can transcribe it yourself, or you can send it to a vendor.**

Once the audio is transcribed, it's time to clean up the copy.

You use more words when speaking than when writing, so it's a matter of editing down the copy to the core message.

If you must add industry-specific jargon, this is the time to do it. Use it only when necessary.





## Step 4: Finalize the copy

**Once all your copy is written, it's time to polish it.**

**Here are a few tips:**

- **Create bold subheads.** See how certain lines in this article are bold and without periods? Those are subheads. Subheads typically don't use periods. That's because they act like mini headlines.
- **Use single sentences.** Mix them up with paragraphs.
- **Avoid paragraphs longer than five lines.** Keep them to about four lines.
- **Add visuals.** Photos, videos, charts, illustrations, etc., keep readers engaged longer than copy alone.
- **Finalize the headline.** Now that your message is complete, go back and make sure the headline represents what the content delivers.
- **Speak the copy.** Speaking the copy catches all sorts of words, phrases and ideas that sound awkward or don't flow.

# Step 5: Proofread

One of the best ways to look professional in the eyes of your audience is to have your copy professionally proofread.

Professional proofreaders are experienced in making sure your copy is thoroughly reviewed for any errors, resulting in copy that is mistake-free, clear and publishable.

## Here are a few other quick tips to humanize your B2B copy:

- Use contractions (like we do when we speak).
- Ask questions (like we do in real conversations).
- Use “you,” “your” and “I” more than “we” (because it shows you care about the reader).



*Tom is one of our secret weapons. He's great at helping me work through my ideas, and he brings some much-needed structure and experience to our creative process.*

**JOSH RITCHIE**  
Cofounder & CEO at Column Five



## Write WITH your copywriter

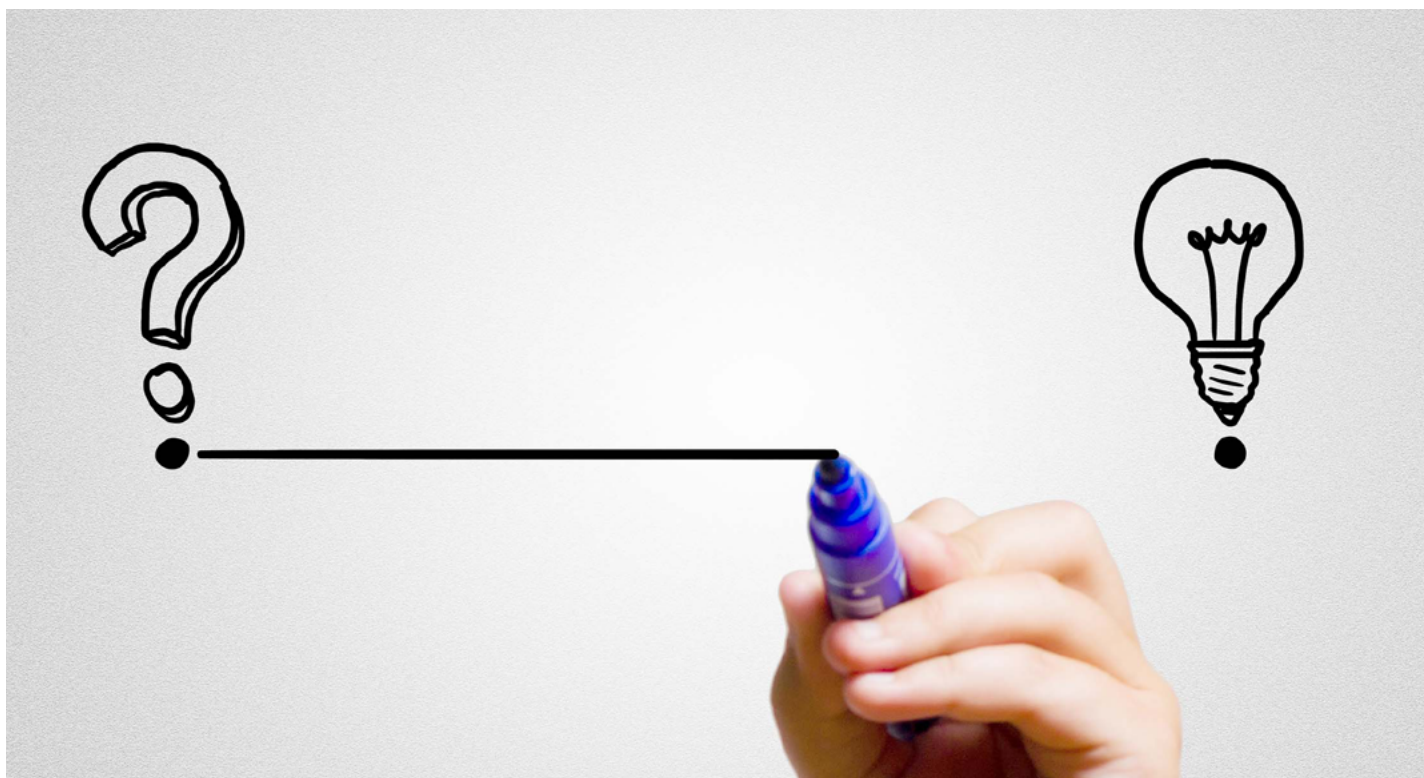
Imagine having a hand in defining your issues and crafting your solution—while eliminating hours of rewriting.

To get the final copy you want—without spending hours on rewrites—don't expect a copywriter to write everything FOR you.

Instead, write WITH your copywriter.

Writing with your copywriter is fast, economical and efficient.

Once your copy is complete, let your writer review it one last time for flow, formatting, polishing and proofreading.



## Don't let the curse of knowledge keep you from communicating clearly

The next time you sit down to write, give your expertise a break.

Write as though you're talking to someone who knows less than you do—like a little kid who wants to know what you do.

# Did you know ...

that collaborating with a B2B copywriter is the best way to achieve the results you want?

Imagine having a hand in defining your issues and crafting your solution—while eliminating hours of rewrites. Bliss...

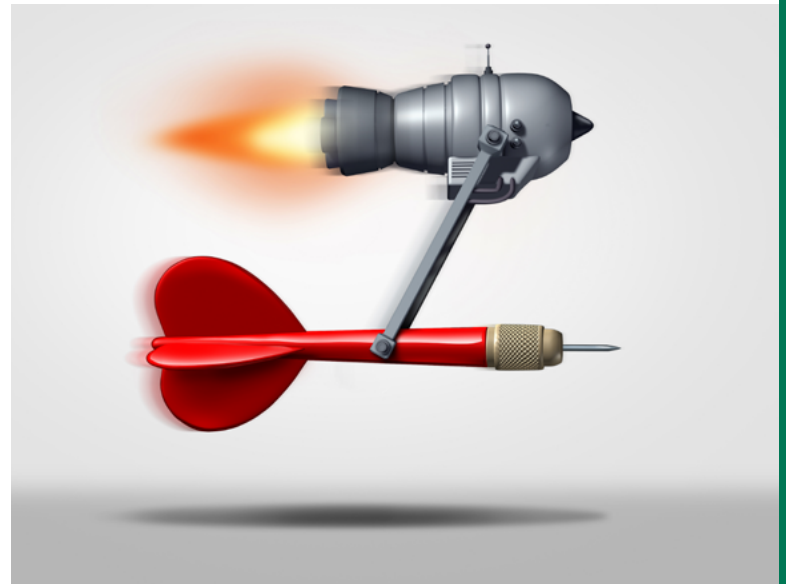
**But choosing that B2B copywriter is challenging. Let me make that choice easier for you.**

My name is Thomas Clifford and I'm a B2B copywriter, certified Copyblogger content marketer, and a B2B ghostwriter.

I ghostwrite for CEOs, business owners, consultants, and coaches in small to midsize B2B professional service firms.

I help clients who:

- Spend too much time writing
- Struggle to structure complex ideas
- Wrestle with writing customer-focused copy
- Aspire to write jargon-free copy



***I needed to create a consistent and compelling narrative for a new product.***

***I knew that if I wrote the copy myself, I would have second-guessed everything.***

***Instead, I hired Tom. I'm glad I did because he asked the kind of questions that made me think critically. Tom nailed the message and I'm psyched at the results.***

**JASON ALBA**  
CEO/Founder, JibberJobber

# Are you ready to start a conversation?

Do you have a project in mind you'd like to talk about?

Do you still have questions I haven't answered?

If so, email me at [thomasclifford@me.com](mailto:thomasclifford@me.com).

Tell me a little about your project and how best to reach you. I'll email you a discovery questionnaire to answer and return to me.

We'll then schedule a free, no-obligation 60-minute call to find out if we're a good fit.

During our call, you'll discover how to get:

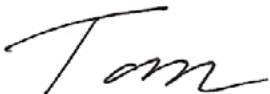
- 50% faster writing and publishing times (client average)
- Clear, concise, compelling copy
- Structure from complex ideas
- Customer-focused copy
- Jargon-free copy
- Exclusive access to templates
- Single point of contact
- Guaranteed pricing
- Professionally proofread copy

After we talk, we'll discover one of three things:

- 1 We're a great fit, and we'll discuss the next steps to move forward.
- 2 We're not sure whether we're a good fit, and we'll schedule another call to follow up.
- 3 We're not a good fit for now, but we'll keep the door open for future opportunities.

Thank you for investing your time in reading this material.

*Happy B2B copywriting!*



P.S. Connect with me on LinkedIn at [www.linkedin.com/in/thomasclifford/](http://www.linkedin.com/in/thomasclifford/)

(and read why 75-plus customers recommend me).

(See the following page for a description of my LinkedIn B2B packages).

P.P.S. Are you interested in shaping your vision with a B2B copywriter who never misses a deadline and never goes over budget? Email me at [ThomasClifford@me.com](mailto:ThomasClifford@me.com) for my information kit. It's packed with information on how I work with clients, the five-step Publish-Ready System, examples of what makes me unique, FAQs, and much more.

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# Is your LinkedIn presence attracting ideal prospects?



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### LinkedIn / Blog Post Copywriting

Regular

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approx. 1,000 words each



All meetings, target profile, strategic outlines, collaborative/real-time SEO writing, internal linking, meta description, and selection of photos



Review / edit / format copy for easy online reading



Proofreading: 2 professional B2B proofreaders



Deliverable: editable Word document



#### 10 LinkedIn Posts

to promote each article with 2 posts, including 3 hashtags per post



### BIG BONUSES

#### LinkedIn About

to attract your ideal prospects and customers, including keywords

-



#### LinkedIn Headline

to propel prospects to click and view your profile, including keywords, benefits and your uniqueness

-



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