

## CLIENT SUCCESS STORY

# JP Boyle & Associates Wastes Zero Dollars (on Professional Services B2B Content Marketing)

Have you ever hired a copywriter but then spent hours rewriting the copy so it's jargon-free and in your voice?

Wouldn't it be refreshing to collaborate with a seasoned content marketing writer and strategist who uses a battle-tested system to eliminate rewrites?

This story shows you how to develop and write your marketing content correctly the first time, so it resonates with your specific audience.



**THOMAS  
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B2B COPYWRITER

B2B Copywriter & Content Marketing Writer  
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JP Boyle & Associates is a retained executive search firm focusing on health technology clients.

Our clients include companies in the medical device, digital health, nanotech and startup spaces.

Since our founding in 2000, we have been the only company that operates at the intersection of these markets.

We're located in the Chicago area, but our clients are distributed all across the U.S., the UK, Ireland, Israel, China and Taiwan.



Peter Boyle, co-founder and principal of the firm, has worked in the field of executive search for 30 years.



# CHALLENGES

**The biggest problem I faced was developing professionally written, effective B2B content that would build visibility for my firm and would appeal to the clientele I wanted.**

Creating content for blog posts and service description pages was very time-consuming and frustrating.

When I sought help from ghostwriters, the content was superficial and did not reflect what I was trying to say. Much of it, I never used.

This left me to write the content myself.

Writing content on my own consumed way too much time.

I rushed through it, which resulted in an editing process that was not as objective or rigorous as I would've liked.

But when I turned the task of creating content over to another writer, the work was not up to the level that I believe my clients would expect.

Thus, I would waste money or have to spend time trying to rewrite the content to meet my expectations (if I could do so at all).



# HESITATIONS

## In the past, hiring outside writers led to failure.

The primary issue was that they really did not understand how to write B2B professional services copy.

Obviously, my hesitation in hiring yet another copywriter was about replicating the drill of giving instructions and still having the work be subpar — hence, wasting time and money.



# SOLUTIONS

## There was no such deficiency with the next writer I hired: Thomas Clifford.

Tom's approach fully addressed the issue of getting a B2B copywriter to completely understand my writing requirements.

He was able to work with me step-by-step to help develop my ideas and then organize them into a cohesive (and coherent) piece of content that I could confidently put out for public consumption.



# RESULTS

## **The time I spent with Tom was focused and productive.**

Anyone who has tried to sit down and write a 1,000-plus-word article or services page has spun their wheels while trying to get an outline or a logical sequence of paragraphs together. I certainly have.

I have spent days on a single piece of content, and in the end it always lacked the clarity and quality that I was able to accomplish working together with Tom.

## **Now I know that when we have a piece to write, it will get done on time.**

This time savings and predictability, knowing that I can count on the work to be done and to be of the quality I seek, is huge for me.

In other words, compared with other copywriting experiences, there is zero waste of my dollars spent, as I will use all of the content created with Tom.



## 3 BIG BENEFITS

**The biggest benefit for me is the collaborative model of working WITH Tom.**

**That is, not giving him instructions and sending him off to write up what he thinks would work.**

This process of working together step-by-step to build a piece of content has numerous benefits.

**1** I have an experienced writer to help me organize and focus my ideas in a way that I could not do on my own. This benefit alone is huge.

Tom asks the right questions and gets me to think through completely what the goal of a piece of content should be. Then he helps write it in a way that achieves that goal, which is something I could not do on my own.

**2** In working with Tom, we break each part of the process into bite-size, manageable steps, which makes the process enjoyable (unlike laboring on your own).

**3** Most important, the copy is in my own “voice.”

**Tom is guiding me along the way, line by line, to help express what I want to say. He does so in a way that sounds like how I would say it, and not in the voice of a ghostwriter.**



# SUMMARY



## **I would wholeheartedly recommend Tom as a content marketing writer.**

Tom brings to the table the wealth of experience and training that gives me confidence he “gets” what I am trying to do and say.

He can draw on his past experience as a writer and filmmaker and apply that to the situation at hand.

This makes him very effective and great to work with.

~ Peter Boyle

# 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...

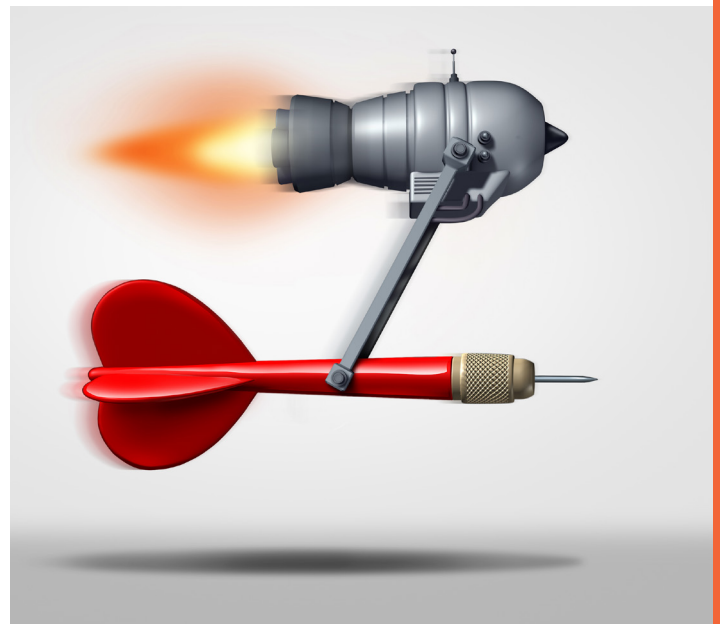
**But choosing that B2B copywriter is challenging. Let me make that choice easier for you.**

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



***The money I invested in Tom was well spent, and I know that having tried to do this on my own would have taken way more time, and I would have second-guessed every line I would have come up with.***

*I appreciated how he treated me as a customer, accommodated my schedule and needs, and how he was always prepared for our next meeting.*

*I'm sure I'll be working with Tom on future projects.*

**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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Content is subject to change without notice.

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

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# Is your **LinkedIn** presence attracting ideal prospects?



If not, I offer two packages to solve that problem.

## LinkedIn Marketing Packages (for B2B Executives)

LinkedIn Marketing Package	Regular	Premium
<b>5 LinkedIn articles</b> (approximately 1,000 words each article)	✓	✓
All meetings, discovery, outline, structure, collaborative writing	✓	✓
Review / edit / format copy for online readers	✓	✓
Proofreading: two professional proofreaders	✓	✓
Deliverable: editable Word document	✓	✓
<b>10 LinkedIn status updates</b> to promote your LinkedIn articles	✓	✓
BONUSES (with the Premium package)		
<b>LinkedIn Summary</b> Designed to attract prospects and customers	-	✓
<b>LinkedIn Coaching</b> 90-minute session to get answers to your most pressing LinkedIn questions	-	✓

Intrigued? Email me at [ThomasClifford@me.com](mailto:ThomasClifford@me.com) to schedule a free discovery call.