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Portfolio Sample: Blog Post

Where Solar Distributors Find Captivating, Lucrative Content

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How Much is “Typical”, Mediocre Copywriting Costing You?

Do you know? It doesn't matter whether you're an installer, distributor, or manufacturer. **Lagging public perception of price levels, financing, reliability, efficiency, storage, etc. seriously affects you.** This awareness generally lags many years behind current reality.

The public tends to follow closely the latest trends in popular technology. Cell phones, etc. are more like fashion. Public awareness of advances in industrial technology often lags pretty far behind...sometimes many years (or forever).

Market research says this goes double for solar PV. Worse, some industrial technologies view solar as an unwanted competitor...an enemy. They're both ultra-wealthy and fully familiar with lagging public awareness.

So they shamelessly exploit it. They promote ideas that used to be true, but aren't any longer. It's an easy, highly profitable sale for them. In the media, too, there are always those more than happy to profit from helping that sale go through.

The result? Smart distributors don't just distribute anymore. Why? **Your client/installers' marketing troubles shoot right back up the line like water in a leaky, stopped up garden hose!**

We tend to get excited about the many factors that favor increased interest in solar now. But the biggest, too often ignored problem for the whole solar industry is this lagging public perception.

Yes, Texas solar is doing well **for now** because of recent severe, destructive weather and deadly power outages. That aside, there's often a sense that lagging public awareness will just go away over time. In other words, "We really can't do that much about it right now."

But maybe we should look more carefully at this ghostly elephant in the room.

What THEY Don't Know Hurts YOU!

So what serious strategies is your firm using to deal with this? When it comes to solar energy, a short list of the most important holes in public understanding looks something like this:

The public **has largely failed to keep up** with recent vast reductions in the cost of solar (and if they have kept up, it usually stops there), and/or they...

- don't **notice** the huge advances in storage technology (no longer so dependent on the weather)
- don't **understand** the greater overall efficiency of current digital technology for automated, integrated control of real-time energy use versus storage for use later
- don't **recognize** the existence of tax advantages, PPAs, and other ways to reduce or eliminate financial barriers
- don't **notice** newer, more aesthetic panel designs...some that even look like regular roof tile
- etc., etc.

Add to these marketing problems the operating costs of local installers, not to mention yours as a distributor.

(Sales growth) X (Low margins) ≠ (Much additional profit)

Although most in the industry clearly recognize them, these nasty aches and pains stubbornly hang around. Of course, there are plenty of other tender spots in the anatomies of solar PV distributors and their vendor/installer clients:

- Cash flow
- Loan origination
- Complexity of technical options that often slow and sometimes halt buyers
- Occasional negative impact of large-scale utilities' political/financial influence

Marketing by itself can't do enough about these obstacles, of course. Despite this, the more aids you as a distributor can provide to ease these issues and reduce costs for your clients, the more effective your own marketing will be.

What More Direct Solutions Are There?

Inbound/UX marketing approaches have become quite the thing these days. Potential clients have become jaded by (translation: immunized against) more traditional approaches.

The answer to our question hinges on two simple statements:

- 1. When solar PV distributors truly connect to grow their clients, they grow themselves!**
- 2. In all but the rarest cases, you're essentially **guaranteeing mediocre copy and mediocre results** if you stick to employee (not paid for**



results) copywriters, whether they're yours or working for (more expensive) agencies.

These simple facts, and all these other barriers, translate to your need for informative (and **motivating**) content for you **AND** your clients. **You need to provide your clients direct help with THEIR marketing!**

The short answer is exactly that...short:

Get high-performance copy, share content with your clients...grow!

That means content, content...and **more content: blogs/articles, eBooks, white papers, Website content, case studies, newsletters, video scripts...!** Of course, the content has to attract your clients' and their clients' attention, engage them, and motivate them to act. It has to interest them personally!

So Where Is It?

All this boils down to the most practical question for you: **How can you get your hands on content that does that...OR does it much better than what you're already using?** It's out there waiting for you! But where?

Now we're zeroing in on the **most important questions:** Are journalists, publicists, ad agencies, or your inhouse writers the answer?

Journalists may be great writers. **But...they know how to inform; NOT how to motivate.** Remember the old, but very practical saying: "Follow the money?"

How much do most journalists get paid? How much do you pay your inhouse copywriters, if you have any? Maybe there are a few still better questions:

- How much of what you pay your agency makes it to its copywriter employees?
- On the other hand, why are there copywriters who make six and sometimes even seven figures a year?
- Do you really think they're working inhouse or in an agency as employees? (That's right! Not too awfully likely.)

If the shoe fits, **maybe you should be asking yourself:**

- Why am I using relatively low-paid employees or in some cases even low-bid, Upwork-type freelancers for copywriting?



- Why are the highest-earning copywriters always freelance and on retainers with some of the largest, most successful companies in the world?
- Why are these companies willing to pay them so well?
- What's the **opportunity cost** I'm unknowingly paying **for NOT doing that, too?**

Sure, there are those occasional flaky freelancers. Well-vetted employees tend to be more reliable. But there's another big "but". **How're you ever going to dig up truly high-performance copywriting from relatively low-paid employee copywriters?**

1. First, if you happen to hire a flaky freelancer, you don't have to keep them, do you? (Translation: relatively low risk)
2. On the other hand, you can find **game-changing, high-performance copy** from skilled freelancers **if you're willing to look for it.**
3. Better yet, you'll never, ever have to pay them benefits! That's true no matter how good they are (= how much more revenue they bring you).

How much is ignoring skilled freelance copywriters costing you? Do you know? Opportunity costs are invisible until you stop paying them. Does that concern you?

Again, in all but the rarest cases, you're virtually **guaranteeing mediocre copy and mediocre results** by sticking to (not paid for results) employee copywriters or (more expensive) agencies and **their employees.**

But is that right? Now we've arrived at the most important question of all. Is it true in **YOUR** mind? It doesn't matter one bit how true it is in anyone else's. That's right! Without **YOUR** unbiased, objective answer to that question, none of the rest matters.

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out more!](#)



Robert Wendell is a B2B copywriter at [A+ B2B Copy](#) specialized in his passion, green technology. After decades of professional work in solid-state electronics, technical writing, and marketing software and UX design services to Fortune 100 clients and government agencies, he now works independently. He is also an accomplished singer and musician.



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