

# How Bredemarket Can Help You Win Business

John E. Bredehoft  
Bredemarket  
<https://bredemarket.com/>  
1030 N Mountain Ave #259  
Ontario, CA 91762-2114  
April 2023

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# Introduction

Your business needs revenue.

To realize revenue, you need customers.

While many factors contribute to customer acquisition and retention, one important factor is the *marketing content* available for your customers to read.

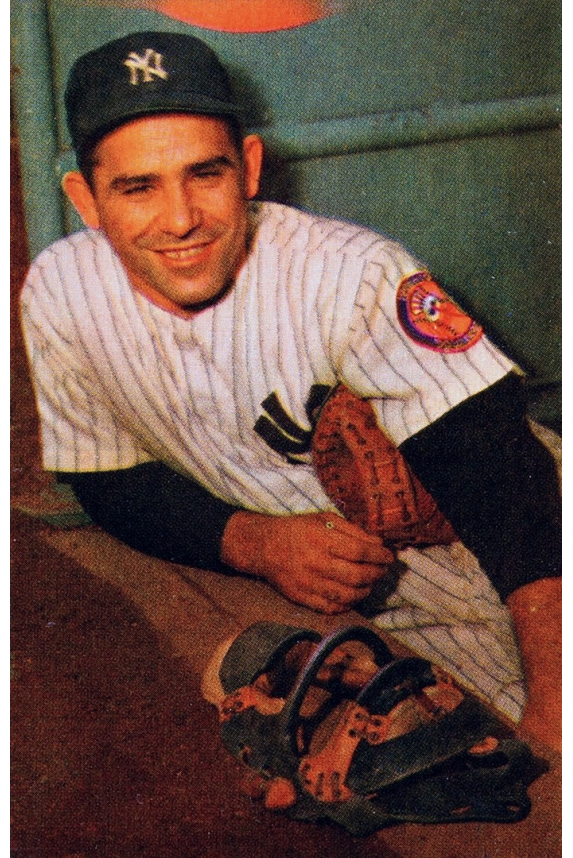
Sometimes you may want a partner to help you create marketing content, such as proposals, case studies, blogs, white papers, and social media content. You may even need internal facing content such as competitive analyses.

Bredemarket can help you create your marketing content.

This e-book lists four examples of clients that Bredemarket has helped with content creation.

The examples are mini-case studies that show how Bredemarket helped other firms win.

Can I help your firm win also?



# Quickly Generate Consistent Proposals

Those who know me could have predicted that I'd lead off with this one. After all, I use this testimonial quote ad nauseum. (And if you receive a customer testimonial quote, you should use it whenever you can also.)

A multinational company sells a technology product for different use cases. In the past, salespeople laboriously compiled information for introductory "one-off" proposal letters to potential clients.

Proposal professionals know that the multinational could have purchased custom software to automate this. But this would require significant expense and training time.

Bredemarket used Microsoft Word to create proposal templates for each use case. The salespeople generated new proposals in minutes.

During Bredemarket's contract with the multinational, Bredemarket maintained and updated the templates as the product received new features and additional certifications, and as the multinational pursued new use cases.

The salespeople appreciated these templates, which helped them win new business.

**"I just wanted to truly say thank you for putting these templates together. I worked on this...last week and it was extremely simple to use and I thought really provided a professional advantage and tool to give the customer....TRULY THANK YOU!"**

# Share Persuasive Case Studies

Another company provided a technology solution to law enforcement agencies. The agencies needed to know how this solution could quickly provide the investigative leads that law enforcement needed to solve crimes.

I helped the company create persuasive case studies to win business from other law enforcement agencies facing similar situations.

We worked together as follows:

- The company provided me with a brief description of the crime the agency faced, and how the solution helped solve the crime.
- I developed additional questions.
- The company and I interviewed an agency representative to confirm case details and obtain quotes.
- I used a tool to transcribe the video of the interview, then created the case study text.
- After revisions, the company created the final case study.

I helped the company create a dozen of these case studies for its website, and subsequently helped with competitive analyses.



# Position Via Blogs and a White Paper

Early in Bredemarket's existence, I helped a technology consulting firm position itself as a valued partner to potential clients.

Bredemarket achieved this positioning by authoring several blog posts and a white paper. The posts and white paper emphasized how the firm's expertise and process could save potential clients money,

In the process I myself became a valued partner to the technology consulting firm. As our relationship matured, the firm gave me direct access to its blog, giving me editing privileges (but not final posting privileges, which I did not want).

While Bredemarket benefited the technology consulting firm, the firm also benefited Bredemarket. Its approach helped me shape Bredemarket's own approach to time- and cost-saving processes, as well as the importance of partnership with your clients.

**The engagements also helped me overcome my imposter syndrome.**

**As I mentioned, this work began just after Bredemarket was formed. When it came time to format the white paper I begged off, saying that I did not have the expertise to do this.**

**If I were asked again today, I'd consider taking on the formatting task also.**

# Position a Sole Proprietor

You don't have to be a big firm to work with Bredemarket. I've worked with sole proprietors also.

One proprietor in particular benefited his customers via his unique combination of forensic, technological, and project management skills. Before striking out on his own, the proprietor had worked for both government agencies and private industry. He could apply his government and corporate expertise from the past to his future consulting clients.

Bredemarket helped the sole proprietor tell his story.

For each of his consulting packages, I helped him describe the problems he could solve, how he would solve them, and the benefits his customers could realize from his services and expertise.

I also reviewed some of the sole proprietor's social media posts and provided suggestions. While I do not have the forensic background of the sole proprietor, I have enough knowledge of his industry to offer advice.

My work for the proprietor must have helped. He's very busy now.



# How Does Bredemarket Work with You?

The topic of *how* Bredemarket works with you could fill an entire e-book. In fact, last December [I wrote an e-book entitled “Six Questions Your Content Creator Should Ask You.”](#) But here’s the TL;DR version.

Bredemarket starts its client engagements with a meeting to understand what the client needs the marketing content to say.

- My questions ensure that the content satisfies the client’s needs and minimizes rework. (Something I learned from the technology consulting firm described on page 6.)
- I ask six questions, and many more, to ensure that we both agree on the work that needs to be done.

## Bredemarket Kickoff Guide

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<b>BREDEMARKET KICKOFF GUIDE</b>	
For content and proposal projects	
Some questions may not apply to every project	
Client	
Project	
<b>GENERAL KICKOFF QUESTIONS</b>	
Simon Sinek Golden Circle:	Why?
	How?
	What?
Bredemarket questions:	Goal
	Benefits
	Target audience

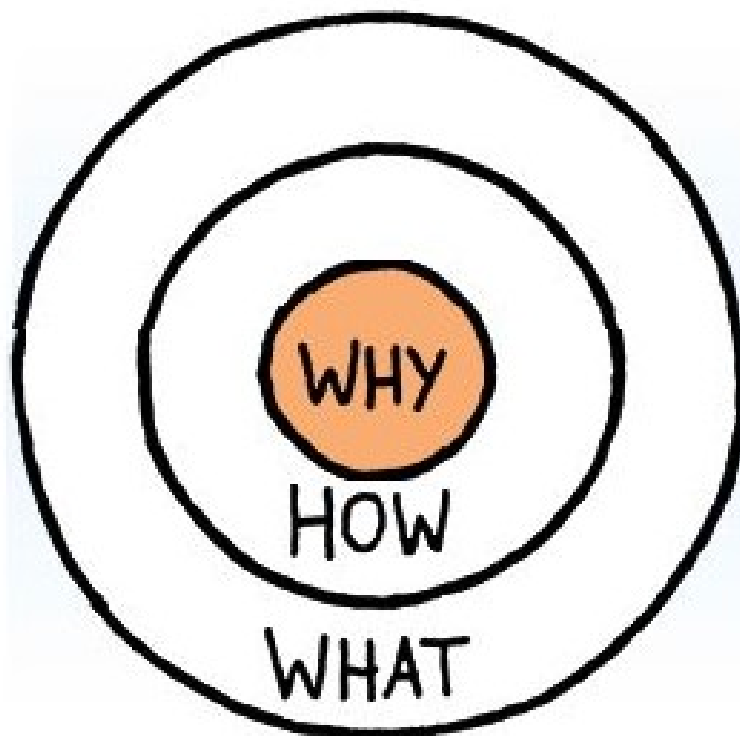


Then I draft the content within the specified time.

- Between you and me, my very first draft is usually overly complex, and I need to make another pass through it to simplify it before showing it to the client.
- Even after my simplification pass, I like to sleep on the content when I can so that I can look at it with fresh eyes before turning it over.

If you immediately think my first draft is perfect, then something has gone wrong. Usually, we need to make a few tweaks before the content is final.

Then it's yours to use as you see fit. Bredemarket works for hire, as a ghostwriter. (Which is why I didn't publish the names of my customers earlier in this e-book.)





Like the sole proprietor client that I mentioned earlier, I also offer packages. My two most popular packages are the following:

- [Bredemarket 400 Short Writing Service](#), intended for text between 400 and 600 words.
- [Bredemarket 2800 Medium Writing Service](#), intended for text between 2800 and 3200 words.

The specifics of the content creation process vary depending upon the length of the content, and your own specific requirements. We'll work all of that out.

## Bredemarket 400 Short Writing Service



**Your town crier**

- Approximately 400 to 600 words
- Blog posts, social media posts, news releases, short case studies / testimonials
- Usually between 1 and 4 pages
- Number of review cycles: two
- Standard offering can be adjusted based upon client needs

By Unknown author - postcard. Public Domain.

### Content creation process

**Kickoff:** You and Bredemarket answer the why/how/what questions and agree upon the topic, goal, benefits, target audience, outline, section sub-goals, relevant examples, relevant key words / hashtags, and interim and final due dates. For content with multiple subject matter experts / reviewers, we also agree upon tasks and assigned persons.

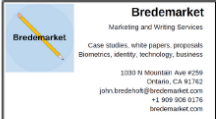
**Deliverable format:** Unless agreed otherwise in advance, Microsoft Word docx including callouts, hyperlinks, key words, hashtags.

**Interview:** When required, one 30 minute interview with the end customer.

### Review cycles

Bredemarket provides draft within three days, and you return comments within three days. Final copy provided after all review cycles.

**Standard price \$500. Net 15. Zelle and other payments accepted.**



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Marketing and Writing Services  
Case studies, white papers, proposals  
Biographies, identity, technology, business  
1233 N Mountain Ave #208  
Orlando, CA 91762  
john.bredemarket@bredemarket.com  
+1 909 906 0176  
bredemarket.com

Bmt0400-2706a <https://bredemarket.com/>

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- How, Bredemarket 400 (page 10): Bredemarket 400 brochure as of June 2022. Current version downloadable from <https://bredemarket.com/bredemarket-400-short-writing-service/>
- This image wasn't used in the e-book, but if you've read all of this fine print you might as well get something extra. Here's a picture of a DJ during the February 2023 Ontario Art Walk: <https://www.instagram.com/p/Co1C4CjrVSG/> And here's another DJ from the Art Walk: [https://www.instagram.com/p/Co0\\_PJfr0jw/](https://www.instagram.com/p/Co0_PJfr0jw/)