

# Walt Kania, Writer

## Tech and B2B Marketing

Web sites

E-books

White papers

Case studies

Video scripts

Newsletters

Email marketing

Product literature

Presentations



### Contact:

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web: <http://waltkania.com>

### Gets it. Gets it done.

Walt Kania is a freelance business writer known for his deft touch for marketing technology and B2B products and companies.

### Especially good with:

Industrial, IT, software, networking and telecom, biomedical and specialized products and services.

A quick study with almost anything. (As long as Calculus isn't required.)

### Clients:

AT&T, Panasonic, Zerotech, LG, Toshiba, Avaya, R-Squared, Alcatel-Lucent, Wipro, and Chubb Insurance as well as dozens of niche companies and entrepreneurial firms.

- **Principal writer** for AT&T's case study program and **AT&T Profiles** books
- **Content consultant** for speciality insurance brokerage Professional Risk Solutions.
- **Consulting writer** for Chubb video and multimedia group

### Track record:

Since 1995 has delivered 1,704 projects. Only 16 of which came out lame.

### Top seven rules:

- Skip the strategic corporate technospeak. Talk human.
- Be as fascinating and *readable* as an article in BusinessWeek or the Wall Street Journal
- Specifics and examples always beat abstractions and fluff
- Explain what it's like to use your stuff. Show clever things customers can do with it.
- Focus on what the customer cares about. Not what *we* want to say.
- Simplify and clarify, without dumbing it down
- Try for fewer words, fewer pages

Question? See the FAQ -->

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# FAQ 1

### **Q: How do you pronounce your name?**

It rhymes with *Pennsylvania*. Or *Lusitania*. Kania.

### **Q: What types of work do you do?**

The short answer : Web content, video, print, e-books, white papers, product literature, speeches and presentations. You can see the latest projects [here](#).

But what I'm best at (and get most jazzed about) is finding interesting ways to talk about your company, your products, and what you do.

What's the intriguing story here? What would make people *want* to buy your stuff? How do you get this idea across in eleven seconds? And make it *irresistible*?

That's what I lie awake thinking about at 3:20 am.

### **Q: What is your background? English? Journalism? MBA?**

Sorry, no. I was a Botany major, and not a very good one.

In college I made a few dollars ghostwriting term papers for friends. That was highly unethical, of course, but it paid better than working in a pizza place. And I actually liked writing term papers. (Never delivered less than a B, by the way.)

What I know about marketing and business comes from writing a few million words of content for companies and watching what happens. That will teach you what works and what doesn't.

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# FAQ

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### **Q: How do you charge?**

Usually a flat project fee, which covers all the work needed to get the content written and ready for production. If a project is too open-ended or undefined for a fixed fee, we can work at a daily or hourly rate. Either way, you will know how much is involved before we get going.

### **Q: Are you expensive?**

You can easily find writers who charge *way* less than I do (see [elance.com](https://www.elance.com), for example) and some who charge much more. It's all relative. But if budget or fee is the overriding concern, I'm probably not the right guy.

Most of my clients find that well-crafted content saves them serious money. On a typical project, writing will account for less than 25% of the total budget. But that 25% determines how many calls, customers and sales the project brings in.

A video costs the same to produce whether the script is good or not. If the content on a web site is lame or indecipherable, the \$14,000 spent on programming and design goes straight into the dirt.

But then, I'm a writer, so I *would* say that.

### **Q: How can I tell if you're a good fit for us?**

It's impossible to tell from a web site or little profile like this. (No matter how engaging I may sound here.)

Best suggestion: one 12-minute phone call. You'll know pretty soon whether we should talk further. Or *not*. It's easy, and usually very interesting.

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### **Q: How do you handle a project?**

However you wish. Given my druthers, I keep things as streamlined and transparent as possible. We discuss what needs to be done and determine what background or briefing discussions would be helpful.

I then go away and do it. I eat, sleep and dream your project for the duration. Even when mowing the lawn.

You receive the content as polished and as "finished" as possible. What you see is typically draft seven or twelve. From there, we work through corrections and revisions until you're thrilled with it. Three passes, tops.

If your boss requires creative briefs and preliminary outlines and status reports and process charts, I can do all that. But it costs extra and slows everything down. And your content won't come out any better.

### **Q: What if I hate the copy?**

I will keep revising it until you like it. *Really* like it. No additional charge.

But in practice such rework is rarely necessary. The mission and tactics are usually settled in our initial discussions. Every once in a while I will resign an assignment if I can't seem to nail it. No fee.

### **Q: Can you provide references from current clients?**

Plenty. Just [ask me](#) for their contact information. Then ask them anything you like. They will give it to you straight, with no editorializing from me.