

Selected B2B Copywriting Coursework

Selected speculative assignments from Steve Slaunwhite's
B2B Writing Apprentice course

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Supplemental Portfolio Sample





Sample Context

Audience: B2B marketers, creative directors, training evaluators, and agency reviewers

Asset Type: Supplemental coursework portfolio

Objective: Show applied B2B copywriting fundamentals across email, social, article, case study, and video script formats

Scenario: Speculative assignments completed during Steve Slaunwhite's B2B Writing Apprentice course

What This Demonstrates: Clear offer framing, practical buyer insight, storytelling, script structure, and format versatility

Winner

Assignment #2

Finalist

Assignment #1

Reviewed

Assignment #3

5 samples

Cross-format proof

Assignment #2	Assignment #1	Assignment #3
Best Submission winner • LinkedIn promoted post • Newsletter article	Finalist for Best Submission prize • Promotional email	Instructor-reviewed portfolio work • Case study • Promotional video script

Instructor feedback excerpt

"Definitely put this in your portfolio."

Steve Slaunwhite video review, Assignment #3

What These Samples Help You Evaluate

- Range across email, paid social, newsletter article, case study, and video script formats.
- Ability to adapt structure and voice across different B2B buying situations.
- Practical use of offer, audience, proof, CTA, and response logic.
- Recognition from a working B2B copywriter and trainer, without implying client approval.
- Disciplined fundamentals that support the MedTech samples elsewhere in this portfolio.

Chill-O-Matic LinkedIn Promoted Post

Short-form promotion for a movable commercial cooler

Promoted Post Copy

Is your cooler hard to move when it's time to clean?

Grease and debris collect behind heavy equipment. If your staff can't move the cooler easily, cleaning becomes difficult - and that can lead to inspection problems.

The new LBR Cooler from Chill-o-Matic solves that problem. It's 12% lighter than comparable models and sits on heavy-duty rollers. One staff member can reposition it in seconds. Same storage capacity. Much easier access for cleaning.

Schedule a demo by June 15 and receive a 15% discount coupon, valid for six months.

[Schedule Your LBR Cooler Demo](#)

Image overlay copy

"Moves easily for fast, thorough kitchen cleaning."

What this demonstrates

- Pain point in the first sentence
- Specific use case: cleaning access
- Concise offer and deadline
- CTA aligned to demo request

Strategy note

The post keeps the argument narrow: hard-to-move equipment creates cleaning risk, and a lighter, wheeled cooler removes that friction. The offer gives the reader a clear reason to act without overcomplicating the message.

5 Ad Tweaks That Bring Better Kitchen Clients

Educational B2B content for kitchen remodeling contractors

The phone rings.

A homeowner asks for a quick “ballpark price” on a kitchen remodel. You give them a realistic number. The tone of the call changes.

“Okay. We’ll think about it.”

And that’s the last you hear.

If that conversation sounds familiar, you’re not alone. Many contractors aren’t short on inquiries. They’re short on homeowners with a realistic budget for quality work.

The good news is you don’t need more calls like that. You need fewer, better ones.

With a few small tweaks to your ads, you can attract homeowners who are serious about investing in their kitchen - and quietly filter out bargain hunters.

Here are five simple tweaks you can make to your ads.

1. Focus on one type of kitchen project

Instead of saying you “do all types of renovations,” highlight the kind of kitchen work you want most. When homeowners see their situation described clearly, they think, “This remodeler is for us.”

For example:

“Bright, modern kitchen remodels for 1980s-2000s homes in [Your City].”

2. Set a clear “projects start at” investment

Leave price out, and you’ll attract people hoping for a miracle deal.

Imagine a homeowner comparing three remodelers online. Two say nothing about budget. One says:

For example:

“Most full kitchen remodels start around \$40,000, depending on size and finishes.”

The homeowner hoping to spend \$12,000 keeps scrolling. The homeowner expecting to invest \$50K thinks, “Okay - this company is in the right range.”

That one line filters many calls before the phone ever rings.

3. Add one strong proof point

To a homeowner, most remodelers look the same. One clear proof point can make you stand out.

For example:

“30+ five-star kitchen remodels completed in [Neighborhoods].”

5 Ad Tweaks That Bring Better Kitchen Clients

Continuation and close

4. Use one clear call to action

Many ads list several next steps: call, email, visit the website. When everything is the next step, nothing is. Choose one clear action instead.

For example:

"Book a free 20-minute kitchen design call."

5. Explain what happens after they contact you

Some homeowners hesitate to call. They expect a hard sell or wasted time. A simple explanation removes that concern.

For example:

"On the call, we'll review your ideas, look at photos of your space, and give you a realistic budget range - no pressure."

Start With One Small Change

You don't need to rewrite every ad you run. Start with just one place where homeowners find you now. That might be your Google listing, a Facebook ad, or a page on your website.

Add a budget range, one proof point, and a clear call to action.

Then watch the next few inquiries. You may hear fewer people asking for "ballpark prices" - and more homeowners ready to talk seriously about their kitchen.

Why this sample works

- Educates without sounding academic.
- Filters poor-fit leads before the call.
- Uses specific examples contractors can apply.
- Ends with one practical next step.

Chill-O-Matic Promotional Email

Offer-driven email for the National Restaurant Association Show

Subject:

Claim your \$1,000 coupon for the cooler that moves with you

Preview text:

Finally, a commercial cooler you can roll across your kitchen in seconds

The only cooler designed for restaurant owners who won't stop innovating

You reorganize your kitchen layout. You test new stations. You optimize workflow. That's how you stay ahead of the chains.

But your cooler? It's bolted in place like an anchor.

Our new LBR Cooler changes that.

It's 12% lighter and on heavy-duty rollers, so one person can move it across the room in seconds. Want to test a new prep station location? Done. Need to deep-clean behind it? Easy. Health inspector coming? No stress.

J. Bloe of Blow the Man Down Seafood Cafe said in a recent Restaurant Business Magazine article: "Chill-O-Matic's new LBR cooler makes light work of restaurant cold storage... one of our staff rolled it across the room in seconds."

And here's what that mobility really means: fewer back injuries from staff struggling with heavy equipment. Less downtime when you need to access electrical or plumbing. More flexibility when your business changes.

But it doesn't sacrifice what matters:

- Same storage capacity, smaller footprint (saves you 5 inches of floor space)
- Full three-sided glass so your team finds ingredients instantly
- Whisper-quiet compressor
- Built to last with heavy-duty construction

And here's the deal: Visit our booth at the National Restaurant Association Show (May 16-19, 2026), and we'll give you a 25% discount voucher - up to \$1,000 off. Good for six months, so you can decide on your timeline.

But we only have 75 vouchers left.

See It in Action and Get \$1,000 Off

Your kitchen, your way, with a cooler that keeps up.

Jane Atkinson
Chill-O-Matic

What this demonstrates

- Subject and preview work together
- Offer is concrete and time-bound
- Features connect to kitchen operations
- CTA ties back to booth/demo behavior

Recognition note

Assignment #1 was declared a finalist for the \$1,000 Best-Submission prize.

Kinnear Office Furnishings Case Study

Story-driven B2B case study for sales training

How Kinnear Office Furnishings Doubled Its Online Networking Effectiveness, and Increased Sales

Kinnear Office Furnishings creates workspaces that are both functional and attractive. Since 2018, the company has helped clients design office spaces, manage renovations, and supply the furniture needed to complete the job. As CEO Janice Bell puts it, Kinnear likes to think of itself as the “Feng Shui” experts for office workspaces.

But while the company excelled at transforming offices, its sales team faced a different problem. “One of our toughest problems was that our sales team was getting nowhere with cold emailing,” says Bell. “We knew we needed to do a better job of online networking, especially on LinkedIn.”

For Kinnear, generating new business depends on starting conversations with the right prospects. But their primary outreach method was producing few results. The issue wasn’t effort. The sales team was active, but without a reliable way to connect with prospects, their outreach often went unnoticed.

At the same time, Kinnear recognized that online networking, particularly on LinkedIn, offered a more promising path. The challenge was knowing how to approach it in a way that was consistent and effective.

To address the problem, Kinnear turned to Smith Training & Consulting and its “Double Your Online Networking Effectiveness” program. Unlike general sales training, the program focused on building relationships through platforms like LinkedIn.

The program included a one-day workshop, a series of short follow-up videos, and up to 180 days of one-to-one coaching. This gave the team clear direction and ongoing support.

“What stood out was how practical it was,” Bell says. “Right from the first hour, our team was learning techniques they could put into action right away.”

Instead of relying on volume, the training gave the team a more structured way to approach prospects.

Instructor feedback excerpt

“Definitely put this in your portfolio.”

What this demonstrates

- News-style case-study headline
- Customer voice early in the story
- Problem, solution, result structure
- Practical B2B storytelling

Implementation, Coaching, and Results

Continuation of the Kinnear case study

For Kinnear, the difference was how quickly the training was put into practice. From the outset, the program emphasized doing, not just learning. During the workshop and follow-up sessions, the sales team practiced how to initiate conversations and engage prospects. They also learned how to build relationships online.

"We also liked that the workshops, and even the follow-up training videos, were so action oriented," Bell says. "None of the learning was passive. Our team was practicing and implementing the techniques throughout the entire program."

Ongoing support helped sustain that progress. Salespeople received direct feedback on their outreach, asked questions, and refined their approach in real time.

"And the one-to-one coaching was fantastic," Bell adds. "Our sales team raved about that."

Kinnear's sales team improved how effectively they connected with prospects online. "Our team has doubled their online networking effectiveness - within the first month!" Bell says.

The improvement had a direct impact on the business. Kinnear began generating more opportunities, and increased sales followed.

For Kinnear, the program provided a practical way to build relationships and generate new business through online networking.

"Without a doubt, it's a very effective program," Bell says. "Especially for sales teams like ours that rely on online networking to build sales. I'd highly recommend this training program."

Doubled

online networking effectiveness

First month

early measurable improvement

Increased

sales opportunities followed

Chill-O-Matic LBR Cooler Video Script

Visual storytelling for a mobile commercial cooler

Scene	Visual / Action	VO / On-screen Copy
SCENE 1: PROBLEM	A busy kitchen. Employee strains to pull a heavy cooler away from the wall. There is a loud scrape, but it barely moves. He stops, frustrated. Cut to grime behind the unit.	VO: Manager: "We've got an inspection coming. This needs to be cleaned, now!" On-screen: Heavy. Hard to move.
SCENE 2: ESCALATION	Second employee joins. They struggle together, slowly and awkwardly inching it out, one corner at a time.	On-screen: Wasted time. Extra effort.
SCENE 3: TRANSITION	Freeze frame on the struggle, then cut to a clean, modern kitchen.	VO: "There's a faster, easier way to move and manage your kitchen."
SCENE 4: PRODUCT INTRODUCTION	Two employees roll the Chill-O-Matic smoothly into place.	VO: "Meet the Chill-O-Matic LBR, built to move with your kitchen, not against it." On-screen: Chill-O-Matic LBR Cooler
SCENE 5: CLEANING USE CASE	The cooler glides out easily, giving full access. Then the employees quickly and easily clean behind it. Just as easily, they push it back into place.	VO: "Roll it out in seconds, and clean thoroughly, without the struggle." On-screen: Clean faster. Sanitize thoroughly.

Instructor feedback excerpt

"Very professional work here, Ray, nicely done."

Chill-O-Matic LBR Cooler Video Script

Scenes 6-10 and portfolio note

Scene	Visual / Action	VO / On-screen Copy
SCENE 6: LAYOUT FLEXIBILITY	Cooler repositioned closer to the preparation area. Kitchen flow improves.	VO: "Change your layout in minutes, and keep your team moving efficiently." On-screen: Adapt your kitchen instantly
SCENE 7: EVENTS / MOBILITY	The cooler is rolled into catering setup / loading area.	VO: "Take it where you need it, without tying up your staff." On-screen: Ready for catering & events
SCENE 8: FEATURES IN ACTION	Employees move the cooler easily. Close-up of the wheels over an uneven surface. The employee pushes the lock with his foot. A loud click shows it is locked into place.	VO: "Durable rubber rollers glide smoothly, even on uneven floors. Locks securely in place with just a click. And at fourteen percent lighter, it's easier and safer to handle." On-screen: Durable rubber rollers / Locks securely in place / 14% lighter
SCENE 9: PAYOFF	A smoothly running, squeaky-clean kitchen, with staff moving efficiently. No one is bumping into each other.	VO: "Less strain on your team. More flexibility in your space. And a cleaner, more efficient kitchen every day." On-screen: Move smarter. Work faster.
SCENE 10: CTA	Hero shot of the Chill-O-Matic LBR cooler.	VO: "Discover how much easier your kitchen can run with Chill-O-Matic. Click the link below." On-screen: Discover the Chill-O-Matic LBR

Why this script works • Opens on a visible operational pain point • Uses action and on-screen text, not narration alone • Shows multiple use cases without losing the core idea • Ends with a clear product CTA	Coursework Disclosure These are speculative coursework samples created for B2B copywriting assignments. They were not produced for, approved by, or published by the named companies. Brand, product, and customer scenarios may be fictional, course-provided, or used only for training purposes. Award references describe recognition within the course assignment context.
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