

## Dreams...The First Step...To a B2B Writer's Life

What is a dream? Why is it important? Or even, imperative?

Nothing is accomplished without a dream. It is the dreamer who changes life.

“Status quo” never gets changed without a dream.

We all love “comfortable inertia”. We will never leave it without a dream.

A dream can keep us going when discouragement or despair sets in, but it needs to be a strong, overwhelming, or even indestructible dream. A dream held “irr-regardless”!

A dream is a glimpse of the future. The future is yours. You can make the future what you want, but not easily.

Change is hard. Change risks ridicule, and embarrassment. Change requires hard work that you may not know exactly how to handle.

A dream is what makes us try to change. Even the Bible says, “Where there is no vision, the people perish...” Proverbs 29:18.

A dream points the direction. Many of us do not have a good compass. We act as though our compass swings first one way and then another, but not on a steady course. How do we ever get to where we want to go?

We need a dream, a steady, strong and resolute dream, one that stays steady, even if friends and family say, “you can't do it; it is too hard; I don't see any results; don't waste your time with dreams.”

But without a dream, we will never progress, never take on the hard, new things to learn, never strike out on our own into our unknown.

Let me introduce you to an extraordinary young woman with a dream. Her name is Laura Rees. Laura graduated from the University of Cincinnati with a degree in psychology. She worked for a few years as a human resources administrator but she was dissatisfied.

An avid reader, she came across a book titled “The Well-Fed Writer” by Peter Bowerman. That book started a dream in Laura. She studied copywriting for a year on her own. She quit her job, and became a full-time free-lance copywriter. She dreamed of being her own boss, of more opportunity, of more freedom and better income. She had a second child, and wanted the freedom of a free-lance writer and a little more income.

Laura did very well for about a year or so, working several smaller businesses and one or two major clients, but the 2009 recession hit and her business dropped significantly. She came close to starving. But, contrary to what most of us would have done, she went into hyper drive. She mailed out 250 letters to prospective clients. It was hard! But, she kept her dream!

Only one company, a national branding/marketing firm responded. She was asked to come in for an afternoon assignment and two weeks later they offered her a full-time position with their company.

Now six years later, she is Director of Brand and Marketing for Cyanna Education Services, a national firm. Laura is doing well and may even be a little too busy! The lean times were difficult, testing her dream, but she held on to it. She now works from home, is more available for family, does some travelling for major presentations, but in essence, has achieved her dream.

It never would have happened without a dream. A dream that was not particularly shared by her family, but a dream that Laura kept always in front of her mind, despite the difficulties.

This is the kind of dream we need. One that survives 249 rejections or being ignored, and yet, continues on.

But how do we get a dream like Laura's? It depends on us. What do we want? How much will you do to achieve your wants? Despite your fear, would you leave your comfort zone and try something you don't know how to do? Nobody knows everything, and everybody starts out knowing nothing! All of us, from the best to the worst, fall into that same category. If someone rejects or ignores you, remember that they once knew nothing also.

Secondly, we must recognize that the dream exists. Laura read her book, "The Well-Fed Writer" and suddenly saw a whole new world that could be. While she immediately understood this new vision, not everyone may get it that quickly.

You have to believe in yourself and your abilities. You need to realize that you can do more than you have done. How do you know what talents you have or can learn if you have never tried?

It comes down to "just do it"! Remember Star Wars? Yoda's advice to Luke Skywalker? "Do or do not. There is no try"!

There are many types of dreams leading to many things. Mine is to become a successful B2B writer (helping companies sell to other companies). My favorite example of a perfect B2B writer's opportunity is that of aluminum. Aluminum is one of the most widely used materials, second only to plastics.

It wasn't always that way. In Napoleon's time, aluminum was more expensive than gold. Aluminum ore in rocks is one of the most abundant metals, but to refine it costs more than gold. But, an American (Hall) and a Frenchman (Heroult) discovered a method using electricity to cheaply refine aluminum. That method is of course called the Hall-Heroult.

Imagine yourself working for that aluminum company in that time. Nobody could afford aluminum then, but suddenly, it became cheap!

You now need to tell the whole world of aluminum's uses. You would write a white paper on the breakthrough of cheap aluminum and send it worldwide. Then articles and brochures on the uses of aluminum would be written. A whole new industry would arise, and you would write it all! You might even have to hire more copywriters to keep up!

If you had the dream of becoming a B2B writer, and had followed through on it, you would have had an unparalleled opportunity. There may not always be as great a breakthrough as cheap aluminum, but nearly all businesses have a similar need for B2B writers to help them spread the news about new products.

If you continue to follow your dream to a B2B writer's life, this is where it could lead!

If you need help or encouragement for your dream, contact [AWAOnline.com](http://AWAOnline.com), or [B2Bsuccesswriting.com](http://B2Bsuccesswriting.com) for starters. Telephone 1-866-879-2924.

The only thing that is hard is what you do not know, yet. Once you know it, it is easy.

Seize your dream today!

Howard Linder