

PROJECT

ANDREA BASSETT

Business Development Project

thorpebenefits

PROJECT ELEMENTS

- Research
- Subject matter expert interview
- Revising the “10 questions” article
- Writing an intro to the article that speaks directly to client concerns about their group benefits program
- Writing landing page text
- Revision session
- Submitting revisions (which were minor)

SUBJECT MATTER

- Group benefits
- Insurance
- Brokers

Client: Thorpe Benefits

Project: Revise an article about what business owners don't know about their benefits plan and write landing page text so the piece could be used as a lead magnet.

Objective: Create an educational piece of sales collateral to help prospects get a clearer picture of whether their current benefits plan still fits the needs of the business.

Project summary

On this project, I worked with Roger Thorpe, the president of Thorpe Benefits, to revise an educational article used as a business development tool. This included a telephone interview where we talked about the purpose of the piece, the sales cycle and the questions and issues that matter most to his clients and prospects. After that, I re-wrote the original article based on Roger's input and included essential B2B copywriting elements (such as calls to action) in the article and the landing page text.

Results and feedback

The rewritten and redesigned article and landing page text were well-received by Roger and required only minor revisions to the original draft submitted. This article—*The 10 questions you need to ask to maximize the value of your Group Benefits plan*—is currently part of the About Us page as a free download.

“Andrea took the time to understand my business and the story behind the writing. With good collaboration we achieved a solid piece of writing that I can use as an effective business development tool.”

- Roger Thorpe
President, Thorpe Benefits

About Thorpe Benefits

At Thorpe Benefits, we are senior specialists in Group Benefits. We provide advice unparalleled by brokers and general life insurance agents and have the knowledge, experience and resources to help you assess your plan. We specialize in helping businesses develop and implement Group Benefits solutions that addresses employee and organizational health.

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