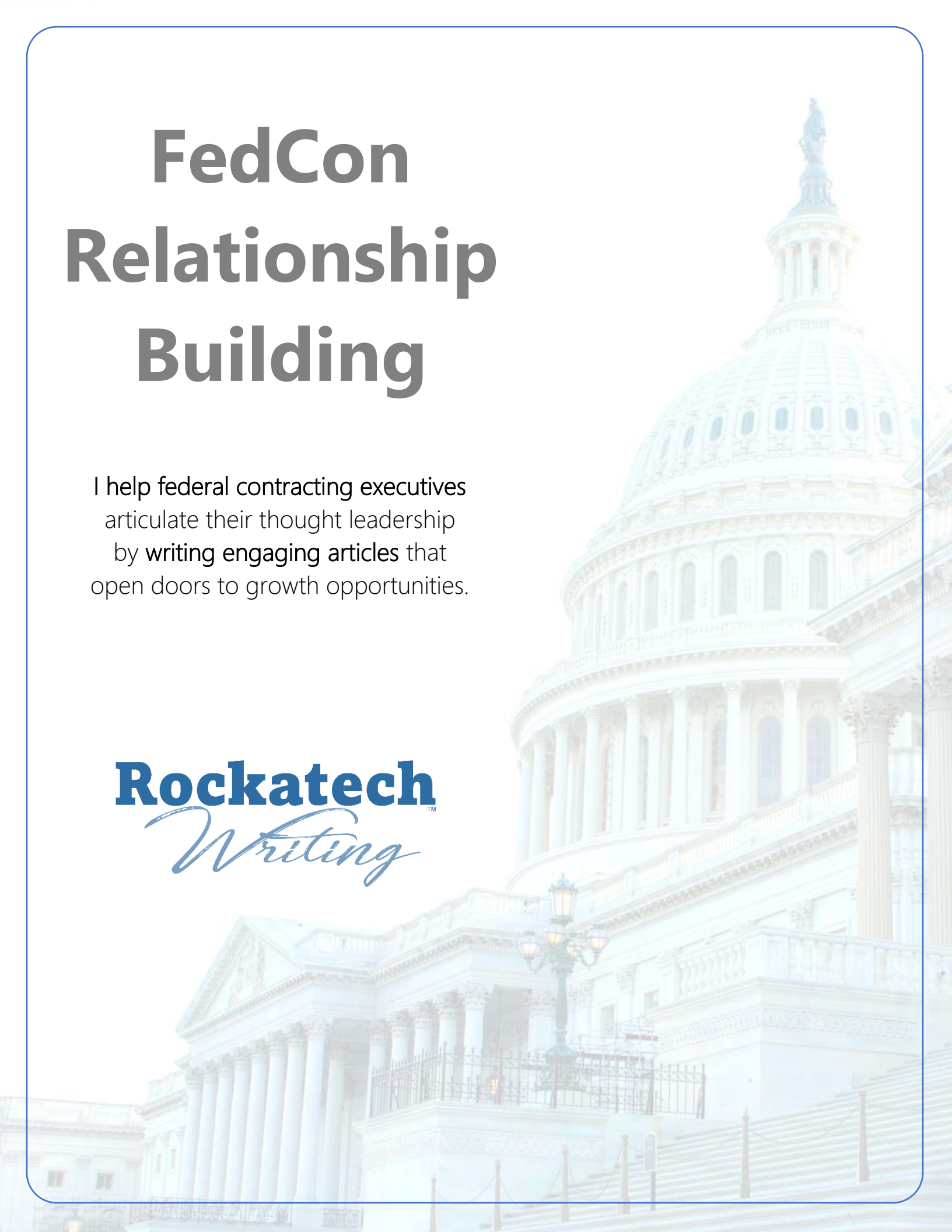


# FedCon Relationship Building

I help federal contracting executives articulate their thought leadership by **writing engaging articles** that open doors to growth opportunities.

**Rockatech**<sup>™</sup>  
*Writing*



Dear FedCon Executive:

You may have read my [thought leadership posts & articles](#) on LinkedIn or other social platforms, without realizing that I wrote them. This is the power of ghostwriting articles for busy executives like you.

Most federal contractors are unknown and unrecognized to key government contracting officers, because they only use RFP responses to promote their services. When they try to sub to established prime contractors, they get lost in the frenzied shuffle to establish meaningful agreements in time for proposal submission. Making things worse is the fact that face-to-face meetings with decision-makers are increasingly difficult. How can you get your struggling business into stable contracts? You need *FedCon Relationship Building*.

I ghostwrite social posts for modern FedCon executives like you, positioning you as a credible and authoritative player in the FedCon industry, building relationships that give you FAVORED STATUS for new and otherwise unknown contracting opportunities. With *FedCon Relationship Building*, brief articles are the fastest and easiest way for you to COMMUNICATE things you already share in day-to-day meetings, giving you a wider audience who needs to hear YOUR VOICE—frequently enough to remember you when opportunities arise. With your expanded REACH and INFLUENCE, you can better anticipate and shape RFPs that fit your business perfectly.

By clearly articulating your thought leadership using actionable posts, you can drive meaningful engagement, increase trust with decision-makers, and create more meaningful opportunities for corporate growth—such as:

- [Sole Source Contracts](#): Showcase your expertise
- [Set-Asides & No-Bid Contracts](#): Align unique values
- [Strategic Partnerships](#): Connect with primes & subs
- [Government Stakeholders](#): Strengthen relationships
- [Personal and Corporate Brand](#): Develop & promote
- [Key Personnel](#): Recruit the best for your contracts
- [Policy & Regulatory Discussions](#): Increase influence
- [Go-To Authority in Contracting](#): Position yourself

Let's get started: Scan through this document for the basics of what I can do for you.

**WHAT I DO:** I write thought leadership articles for executives who need *FedCon Relationship Building*

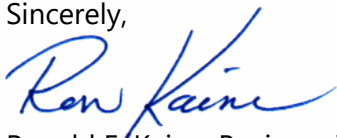
**WHY THEY LOVE IT:** A steady stream of engaging posts builds connections & establishes authority

**WHERE USED:** LinkedIn, various social platforms, white papers, press releases, and more

**WHEN POSTED:** Daily, weekly, sprint campaigns, seasonal, or as needed

Ready to position yourself as a trusted authority in federal contracting? If NOT, please read on. If you ARE ready, let's craft influential articles that showcase your expertise and drive new opportunities. Reach out today to get started!

Sincerely,



Ronald E. Kaine, Business Writer  
724-355-3581, Ron@Rockatech.com



## My Offer to You

I'm NOT just selling a fabulous writing service! I'm highlighting a key business problem you face and showing how my solution solves it. Let's get specific about what I'm offering.

**Your ROLE:** As a Federal Contracting (FedCon) company executive, your role directly impacts corporate competitiveness and growth. I've worked with leaders like you and understand these challenges.

**Your CONNECTIONS:** To succeed, you must strengthen relationships in the FedCon space—with both contractors and government officials. Without these connections, it's difficult to secure non-compete bids or partnerships between primes and subs. I call this *FedCon Relationship Building*.

**Your FEAR:** Without strong relationships, your business risks stagnating—relying on costly proposals with low PWIN or struggling to partner with primes who already have preferred subs. Don't let limited connections block your success. Let's fix this.

**My ROLE:** I want to help FedCon Executives like you to educate your government customers and commercial partners about the unique benefits of your services and expertise, and to make sure these benefits are leveraged as key differentiators in your marketing materials and social posts. We share the same goals.

**My SOLUTION:** As an experienced business writer, I ghostwrite short articles and social posts (LinkedIn) based on your input. These pieces provide a steady stream of actionable content—building credibility, expanding influence, and driving interactions that foster meaningful business relationships. This is a unique approach for getting ahead of your competition.

**Our Trade in VALUE:** You need a clear ROI to demonstrate real value before hiring me. Hiring a full-time writer, using a marketing agency, or running ads can all be expensive. Writing yourself? Unrealistic with your schedule. My service delivers clear ROI and high-quality content with lower risk.

**Our Trade in EFFORT:** You want high quality with minimal time and effort. How often do you look at a blank screen trying to think of something valuable to write about? I'll suggest topics, repurpose materials, and conduct efficient interviews to create content targeting your goals. You just copy and paste as needed.

**Our Trade in OUTCOMES:** You want to see relationship improvements as quickly as possible. With limited occasions for interactions, many relationships can take years to develop. My ghostwritten content generates audience growth, quality exchanges, and new opportunities in just a few months.

**Deliverable PRICING:** After discussing your goals and content sources, we'll agree on fair pricing. Rates start at \$300 for repurposed articles, with bulk discounts available. For example:

- **Get Started:** 10 articles for \$3,000
- **Monthly Mix:** 15 articles for \$5,000
- **Daily Sprint:** 20 articles for \$6,000

These packages deliver measurable results, saving time and effort, and are sure to generate new opportunities for building meaningful relationships. The more we do, the faster you'll see results.

Have you DECIDED? The rest of this document is not necessary. Let's get started.  
Contact me now at 724-355-3581 or Ron@Rockatech.com.

Who

## Writing Distinctives

**MY VALUE:** I help federal contracting executives turn their expertise into compelling posts that build credibility, expand influence, & unlock opportunities.

**YOUR CHALLENGE:** As a federal contracting executive, do you have the time (or desire) to share your insights online? Likely not. Your priority is leading teams, building systems, & driving growth. You have valuable expertise to share, but limited time to do it effectively.

**SOLUTION:** That's where I can help. Writing thought leadership articles is my specialty. I craft them quickly, strategically, and in your unique voice to ensure you stand out in the federal contracting space.

**AFFORDABILITY:** Get high-quality results without the cost of a full-time employee. Rates start at \$300 per article, with bulk discounts available. Each project maximizes ROI by focusing on actionable content that drives your business forward.

**FIRST PROJECT FREE:** I want to earn your trust and build a lasting partnership. That's why I offer a First Project Free Policy: a no-cost writing task completed in a few hours. When you're satisfied, we'll continue.

**SAMPLES:** As a ghostwriter, client confidentiality is my priority, so I can't share specific samples. My First Project Free Policy lets you review my work risk-free.

**LENGTH:** Articles of 300-400 words balance depth and engagement, delivering meaningful insights while keeping readers' attention. While longer articles are easier to write, my extra effort ensures concise, easy-to-read messaging with more effective calls to action.

**APPROACH:** I simplify complex concepts for non-technical stakeholders, position you as a leader in federal contracting, and showcase your expertise to attract new opportunities.

**EXPERIENCE:** With over 20 years of experience, I combine technical writing, federal contracting, and business leadership expertise. I've crafted winning proposals, led IT firms, and now specialize in thought leadership articles for executives like you.

**CUSTOM CONTENT:** I don't create generic content or rely on AI to simulate expertise. I collaborate with you to craft actionable articles in your voice that resonate and leave a lasting impact.

**QUALITY:** A professional ghostwriter brings depth and expertise that generic freelancers and AI tools can't match. With federal contracting and IT experience, I deliver content that enhances your brand and drives your strategic goals.

- **Proven Expertise:** Decades of technical writing experience, applying corporate branding and compliance across thousands of high-profile documents and thought leadership articles.
- **Clarity from Complexity:** I translate intricate processes and dense SME drafts into clear, actionable, and engaging articles that resonate.
- **Client-Focused Collaboration:** Every article is crafted to reflect YOUR vision, audience, and goals—not a generic template or vague AI outline.

### Add Substance

Your posts  
Your news  
Your interviews  
Your voice

Brian Skutt, Multi-disciplined innovator, 2022  
"Thanks to Ron's insightful and disciplined writing, we won!"

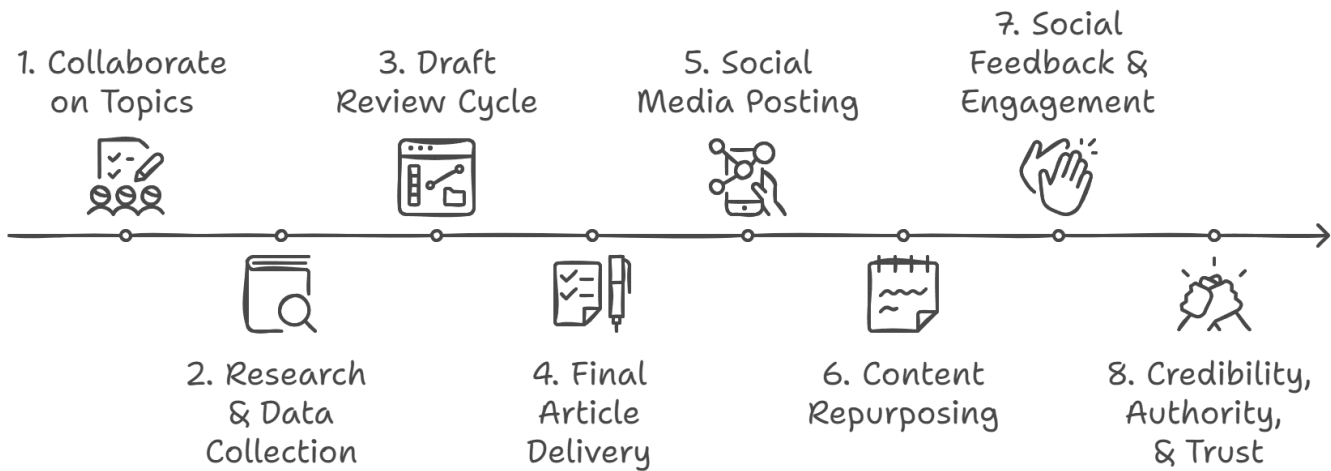
Ron Lear, Frameworks and Models VP @ ISACA, 2023  
"Ron is simply the best tech/copy/anything you need writer we've worked with."

## Writing Process

Here's what our collaboration will look like—  
clear steps designed to deliver high-quality articles effectively and efficiently.

From Ideas to Influence:  
A Streamlined Process for Federal  
Contracting Thought Leadership

Turn your expertise  
into influence,  
one article  
at a time.



Step	Who	Action	Goal	Output
1	Us	Collaborate on a list of influential topics relevant to you and federal contracting	Create a roadmap to align articles with your goals	Prioritized content roadmap and schedule of events
2	Me	Harvest data from your insights, industry reports, and credible sources	Create fact-based, technically accurate, insightful content	Comprehensive information repository for draft articles
3	You	Review and provide feedback to refine article drafts, aligning with your vision	Ensure tone, accuracy, and messaging reflect your voice	Marked up drafts ready for finalization
4	Me	Deliver tailored, polished, plain-text, publication-ready articles	Provide high-quality, strategic thought leadership content	Finalized articles tailored for social media & other outlets
5	You	Share articles across social media platforms to maximize visibility	Boost visibility, influence, and audience engagement	Published articles actively shared and viewed online
6	You	Repurpose articles for internal messaging, marketing, or a future book	Maximize return on investment for each article	Multi-use content assets for long-term value
7	You	Monitor social feedback and engage with readers, making connections	Build relationships, enhance credibility, and refine topics	Increased engagement and new partnering relationships
8	You	Establish yourself as a trusted authority and industry leader	Build lasting influence and attract new opportunities	Enhanced reputation and strong industry positioning

## Writing Details

This page provides deeper insights and context for the key principles discussed earlier

**Specialized Expertise in Federal Contracting:** Writing thought leadership articles is my core business, tailored to federal contracting executives. With decades of personal experience in the industry, I ensure deep expertise and focus on your goals.

**I collaborate on your expertise to craft polished articles:** You provide the insights; I shape them into authoritative and relatable content. Topics range from trends and solutions to bold predictions, each designed to engage readers and drive action with a clear call to action.

**Maximizing Visibility:** Consistent article posting boosts reputation, drives website traffic, and improves search engine visibility via relevant keywords & backlinks.

**Building Authority and Engagement:** Thought leadership articles inspire and educate readers, fostering trust and positioning you as an industry leader. These actionable insights differentiate you from competitors, build your personal and business brand, and encourage meaningful interactions.

These plain-text articles are versatile, ready to integrate into various marketing strategies.

- **Social Media:** Content posted directly to platforms like LinkedIn, X, Medium, and company websites or adapted for trade publications and personal blogs
- **Marketing Materials:** Articles can be repurposed into brochures, newsletters, white papers, or compiled into eBooks and full-length paperback books—the ultimate business card
- **Trade Publications:** I have contacts with trade publications and can help you publish 2 to 4-page magazine articles, making powerful statements to your peers and your competition
- **Evergreen:** Articles are continuously drawing in readers and generating opportunities over time
- **Content Adaptability:** Ensures your message reaches diverse audiences through multiple channels, maximizing your investment and extending each article’s lifespan

K.D., Rockatech Writing client, 2024  
 “Fabulous work!! I love the new copy!!”

## Article Adaptability Examples

Type	Benefits	Example
Social Media	Short, influential, positions as a thought leader	<i>The Role of Leadership in Contract Compliance</i>
White Papers	In-depth analysis, builds credibility & authority	<i>Emerging Trends in AI-Driven Acquisition Processes</i>
Magazines	Step-by-step navigation of processes	<i>A Beginner’s Guide to Federal Subcontracting Success</i>
Podcasts	Pre-scripted Q&A dialogue for host & guest	<i>Insider Secrets: An Interview with the CEO of...</i>
FAQs	Answers common questions, educates readers	<i>Top Questions About Set-Asides and How to Qualify</i>
Op-Eds	Persuasive commentary, influences opinions	<i>Why Modernizing Procurement Is Critical for Security</i>
Case Studies	Showcases real-world success and expertise	<i>How We Improved Procurement Efficiency</i>
Checklists	Actionable steps for easy implementation	<i>10 Must-Have Resources for Federal Bidding</i>
Infographics	Simplifies complex data using visual elements	<i>The Federal Contract Lifecycle: Opportunity to Award</i>
Policy Briefs	Summarizes key recommendations & results	<i>Impacts of New FAR Regulations on Small Businesses</i>
Paperbacks	Consolidates expertise, creates authority	<i>Mastering the Federal Contracting Landscape</i>