

The Senior Resultant.

Not a consultant. The only metric that matters is results — content written to move your buyers toward a decision.

Howard M. Cohen

CREATOR OF COMPELLING CONTENT

45+

YEARS IN
THE
CHANNEL

17

YEARS
WRITING FOR
& ABOUT THE
IT CHANNEL

1,200+

PUBLISHED
SAMPLES



HOWARD M. COHEN

AS PUBLISHED IN

Channel Insider

eWeek

ChannelPro

Redmond Channel Partner

PureAI

AgenticMSP on Substack ... and hundreds of channel company blogs & white papers

The technology speaks a language your customers are still learning.

Bridging that gap — translating complex capability into content that moves buyers — is exactly what I do.

I've been doing it for the IT channel for 17 years. Before that, I spent 30 years as an executive inside channel companies, selling, marketing, and managing the kinds of solutions your partners and customers are navigating today.

That combination is rare. It's what separates content that informs from content that converts. And it's why clients who engage me don't spend the first month explaining their industry.

I've written about cybersecurity, cloud security, managed services, telecom expense management, enterprise mobility, AI strategy, and dozens of other technology categories. Whatever your space, I already speak the language.

The buyers you're trying to reach are analytical, skeptical, and time-pressed. They've seen every vendor claim to be revolutionary. What moves them is content that proves you understand their problem better than they do.

You don't need to explain your technology to me. Tell me what you want to sell — I'll construct the compelling content that closes it.

“It's what separates content that **informs** from content that **converts**.”

AI Can't Create Compelling Content

AI can definitely write. Some models better than others. But they all write to inform, not to compel. They lack the decades of channel leadership, understanding of buyer psychology, passion for the technologies and the solutions, and they cannot simply “look up” the deep need to persuade that is reflected in my compelling content. AI generates words. Compelling content moves customers toward you.

WHO I AM

30 Years Inside the Channel

Not a writer covering the industry from outside. I managed sales, marketing, and business development for channel companies — then ran technical, professional, and managed services, including one of the earliest MSPs in the country. I understand how technology buyers evaluate risk, justify budget, and finally decide to act.

Advisory & Board Experience

Advisory panels for Apple, Compaq, HP, IBM, and NEC. Ingram Micro Service Network board. U.S. Board member, International Association of Microsoft Channel Partners. Regular presenter at Microsoft WPC, CompTIA ChannelCon, ConnectWise IT Nation, and Cloud Partners Summit.

Writing for and about the Channel since 2009

Channel Insider, ChannelPro, eWeek, Redmond Channel Partner (“The Evolving MSP”), PureAI (“Human in the Loop”), and AgenticMSP on Substack — twice weekly, for channel professionals who act on what they read — and hundreds of channel company blogs & white papers. Over 1,200 published samples at authorly.com/howardmcohen.

One Title That Says It All

I call myself a “Senior Resultant.” Not a consultant. The only metric that matters is results. I write to move readers toward a decision. Every piece of content I create has that singular purpose.

FEATURED ENGAGEMENT MODEL

Virtual Staff Writer

Ever wish you had a staff writer with decades of IT channel experience? Someone who takes what you need written and runs with it — without hand-holding?

That's what the Virtual Staff Writer program delivers. You get a single monthly engagement. One fee. One trusted writer producing whatever content you need, when you need it. Case studies, customer success stories, white papers, blog posts, emails, social content, web copy, ghost-written articles for your executives to submit to publications. All of it.

This program also makes me available to you for channel consulting, meeting participation, or any other way I can help you exceed your goals — as any staff member would.

The model works especially well for growing companies: technically sophisticated, moving fast, with more content needs than internal bandwidth to serve them. You're not hiring a staff writer — you're engaging a 30-year industry veteran who already knows your market, your buyers, your channel, and your technology category.

No onboarding curve. No hand-holding.
No explaining what the channel is. Or the tech!

WHAT I CREATE

Case Studies

Peer-to-peer proof. Nothing persuades a prospect like a client who trusted you first.

Web Content

Fresh, authoritative copy that signals a company that's growing and confident.

Press Releases

Written to earn real coverage from an audience that sees through boilerplate.

Podcasts & Video

Host, guest, or script — whatever the moment calls for.

White Papers

Thought-leadership that earns attention from serious buyers doing serious evaluation.

Ghost Writing

Your executives' ideas placed in publications where your prospects are already reading.

Battle Cards

Sales enablement that survives a live call — clear, competitive, actually used.

eBooks

Deep dives built to earn attention from serious buyers at every stage of the funnel.

Blog Posts

Substantive content that builds authority with the buyers who matter most.

Email & Collateral

Template libraries and high-stakes one-offs. The first impression that earns the meeting.

Webinars & Decks

End-to-end: script, slides, live presentation. I know how to hold an audience.

Social Content

A steady, credible presence where your buyers spend their scrolling time.

THREE WAYS TO ENGAGE

01

À La Carte

Upon request I'll gladly furnish my Standard Fee Schedule listing all writing assignments described here. You may assign any of them at any time at the listed fee — no ongoing commitment required.

02

Fixed-Fee Project

Having spent most of my career selling IT projects, I'm most partial to fully scoped fixed-fee engagements. No surprises. We scope the project together and I quote a single fixed fee for the whole thing.

03

Virtual Staff Writer

I become a fractional member of your staff — there to write whatever you need, whenever you need it. No proposals, fewer POs and invoices, full flexibility.

For Virtual Staff Writer engagements: we determine an approximate monthly need, I quote a consistent monthly fee paid in advance, and the agreement renews month-to-month with 30 days' written notice to terminate. You're never trapped in a contract. That was the last thing I wanted when I engaged people like me — and I'm sure you feel the same way.

LET'S TALK

The evidence is already waiting.

"More than 1,200 samples are waiting at authory.com/howardmcohen. Browse by topic, publication, and format. See exactly what compelling content looks like — then let's talk about what you need next."

— Howard M. Cohen

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