



## HIGH-INCOME BUSINESS WRITING

### B2B Biz Launcher Coaching Program Helps Scientist-Turned-Marketing-Writer Get Booked Solid with Great Clients

When Chris Haviland left her corporate job in the field of environmental engineering after 20 years, she thought she'd lined everything up perfectly. She had a part-time community college teaching position that she loved. She was also doing some writing and editing work for a publishing house to supplement her income. Life was good!

But then, her situation changed almost overnight. Her teaching load was cut significantly due to external factors. At the same time, her publishing house client went through a reorganization that also reduced her hours drastically. Suddenly, she was left with little income.

Not surprisingly, Chris was deeply concerned. "I was panicked!" she says. "I had been so busy with work that I hadn't had time to look ahead. When everything changed at the same time, I realized I needed to get proactive—and fast!"

#### **"It Was Time to Get Serious"**

Chris wanted the freedom to continue to teach part time because she enjoyed it so much. But to do that she needed a separate, stable income stream to support it. She wondered if freelance writing could give her the income and flexibility she needed. But she didn't know where to start. "I knew I needed to do something, and I needed to do it now," she says. "But I was panicked—and not clear on what I needed to do."

Fortunately, Chris had a resource she trusted. She was already familiar with Ed Gandia and his programs. She had been listening to his podcast for years, and she'd

Case Study

**Chris Haviland**



*"I'm no longer doubtful about whether I can make this work. Now I know I can do it! I don't have that constant feeling of panic anymore."*

Coaching Client:  
**Chris Haviland**

Career Background:  
**Environmental toxicology**

Coaching Program:  
**B2B Biz Launcher 3.0**

How She Got His First Client:  
**Warm email prospecting**

even completed a couple of Ed's shorter training programs previously.

Chris immediately thought that one of Ed's coaching programs might give direction to her efforts. "I was feeling overwhelmed," she says. "And I thought that Ed's B2B Launcher program might give me the structure I needed."

In addition to structure, Chris also needed support. "I recognized that I needed encouragement too," she says. "It can be very isolating and lonely to do it all on your own."

For Chris, this was a make-or-break decision. "I was willing to invest time and money into making this work. I decided that if I went through the program and still couldn't make a career as a writer, then I would have to completely reconsider what I was doing. It was time to get serious."

## **Hitting the Ground Running**

Chris immediately liked how the program was structured. As a scientist, she wanted a logical, step-by-step process to follow. "The program wasn't theory, lectures and cheerleading," she says. "You get concrete steps to follow. And you get the support you need to complete each step."

At first, Chris worried whether working through the program as a group would give her less one-to-one feedback from Ed. But those fears were quickly alleviated. "Ed took the time to really get to know each of us," she says. "He's worked with enough people that he understands the kinds of problems people encounter. He can really zero in on what you need."

Soon, Chris saw the group environment as a positive feature of the program. "I really liked being part of a group of people with similar goals," she notes. "We all understood what each of us was going through. That meant a lot."

It wasn't long before the program gave her a motivating boost of confidence. "I described my background and situation to Ed, and he immediately saw the value in my combination of science and writing skills," she explains. "That was a huge confidence builder. Knowing how many entrepreneurs he's connected with over the years, it was deeply reassuring and motivating."

In addition, Chris appreciated how quickly the group moved into action. "We hit the ground running," she says. "Our goal was to build momentum. We didn't spend the first few weeks slogging through theory. We took concrete action right away."

## **Better Clients and More Income Stability**

It didn't take long for the program to deliver results once Chris committed to it. She explains: "Once I put the pedal to the metal, things really started to pay off." In fact, she was

surprised when she landed two clients very quickly. “I thought I might have to contact five hundred people to land my first client,” she says. “But I didn’t. It happened really fast!”

By the fall of 2017, the whole program really started to bear fruit. She continued to land new clients. And prospects she’d been nursing over the past few months also turned into clients. “Ed taught us how to nurture clients over time,” she says. “I was delighted to discover that the process really works!”

Chris has even picked up new clients from existing clients. “When a division I’d been working for underwent internal changes, I decided to look for clients in other divisions of that same company,” she says. “This method of cultivating clients is something Ed taught us to do. And it worked great for me!”

As a result of all these successes, Chris is feeling much more relaxed. “I’m no longer doubtful about whether I can make this work. Now I know I can do it!” she says. “I don’t have that constant feeling of panic anymore. I have a lot more peace of mind.”

Today, Chris is as busy with work as she wants to be—just as Ed predicted. And her freelance writing work has given her the income and stability she needs to continue teaching on the side.

“I’m super busy with work. Thanks to Ed!”

## The Benefits of Corporate Work, Without the Downside

Chris describes her situation today as having all the benefits of traditional corporate work, without the downside. She has a steady income. She can afford good health and life insurance coverage. She can take vacations without feeling guilty. She can go away knowing that work will be waiting for her when she gets back.

Just as importantly, she now has time to get together with friends and family. “I used to feel guilty any time I was away from my desk,” she says. “With better paying clients, I have more free time without sacrificing income.”

Unlike traditional corporate work, Chris gets to pick her clients. “I had one client that required a lot of babysitting. It was exhausting!” she says. “The success I achieved from Ed’s program gave me the confidence to quietly let them go. I didn’t have the luxury of choosing who I worked with before. Now I do.”

## A Program That Delivers Excellent Value

Chris recommends Ed’s B2B Launcher program to anyone who wants a roadmap to success. “It’s worth every penny and every minute you put into it,” she says.

She describes the program as the perfect middle ground between piecemeal approaches

and prohibitively expensive one-to-one coaching. “You can take a lot of “one-off” courses and not get anywhere. You can also spend a fortune on a one-to-one coach,” she says. “With this program, you get the best of both worlds.”

She explains further: “You get a complete step-by-step program that covers everything you need AND the support of an experienced coach who gets to know you and your situation. It’s the perfect solution.”

A Personal Note from Ed:

*Hey, it's Ed here. I'm looking to personally guide a handful of new freelance writers to get their business off the ground and land their first paying client quickly—Just like I did for Chris.*

*If you'd like to work with me on this, send an email to [ed@b2blauncher.com](mailto:ed@b2blauncher.com) ... put “LAUNCH” in the subject line ... and I'll reply with all the details.*