



HIGH-INCOME BUSINESS WRITING

University Professor Overcomes Her Fears to Land New Paying Clients and Learn New Skills

“Over the course of my career, I’ve probably sent tens of thousands of emails,” Gladys Roller explains. “I’m a grown woman! I’ve been a director and a COO! So why is it so terrifying to send out just ONE prospecting email?”

It’s a fear many freelancers can relate to. And it’s one that stops many of them from building a freelance writing business.

But Gladys was determined to get past those fears. She just needed to figure out how to do it.

No Clients and Little Experience Finding Clients

Gladys’ background is in education. She’s worked in the field for over 20 years and continues to teach part time. She enjoys the work, but she’s always wanted to spend more time writing.

As an academic, she had already done quite a bit of writing. In fact, she’d even held the position of marketing director for an academic institution.

So Gladys had a good amount of confidence in her ability to write. After all, she had already earned a PhD and can speak multiple languages. Which meant that learning how to write different kinds of content didn’t intimidate her.

But she wasn’t as confident in her ability to land clients.

And until she solved that riddle, she was stuck. She didn’t see the point of developing her writing skills further if she would never put them into practice with paying clients.

Case Study Gladys Roller



“It confirmed for me that I can do this. I can market myself and look for prospects. I can overcome my fears and not allow them to hold me back.”

Coaching Client:
Gladys Roller

Career Background:
Higher Education

Coaching Program:
B2B Biz Launcher 3.0

How She Got Her First Client:
Tapping her network with warm emails

So she needed to find a way to move past this obstacle or she would never move forward with her writing.

Writing Courses vs. Business-Building Programs

To figure out how to proceed, Gladys signed up for over two dozen newsletters from different publishers of writing courses, and she started to explore her options.

She found herself a little skeptical about some of the programs she was being offered. Each suggested that by mastering a particular writing skill, students would make themselves more attractive to prospective clients. Gladys wasn't so sure. "If people are taking these courses, and they still aren't getting clients, then maybe that's not the way to go."

Before long, she started deleting most of the newsletter emails without reading them. But there was one email she always opened and read: those coming from Ed Gandia.

This made Gladys think. If Ed could consistently get her to open his emails, then he must know what he's doing. She says, "I thought to myself, if Ed Gandia knows how to write so that I take action like that, I want to learn from him."

She also liked Ed's emphasis on business building. "His approach made sense to me," she says. "People might think you need to perfect your writing skills before you can build a business. But I didn't see the point of learning different writing skills if you have nowhere to apply them."

Gladys decided to use the program to land a client first. Then she would figure out how to write what they wanted. "I trusted my ability to learn. Given enough time, I can figure it out," she says. "And if they don't like what I write, well then ... I'll improve upon it."

Eventually, Gladys decided she wanted to work with Ed. "I wanted to learn from the best, and I felt that Ed was the best," she says.

Learning from Instructors AND Fellow Students

Even after Gladys decided to enroll, she hesitated. She wondered if it was the right program for her. "Part of my uncertainty was wondering if I could succeed," she says. "Even people who're accomplished in their lives still have doubts. And I did too."

She saw that the program promised support for a full year or until she landed her first client. This gave Gladys the confidence she needed to proceed. "If the program gives you an entire year to get your first client, then they must be pretty confident that it will work," she says. "That gave me the push I needed to get started."

As it turns out, the program was a good fit for her. She enjoyed the weekly coaching calls, and she learned a lot from her fellow students. She also enjoyed the camaraderie. "It was

great to connect with people who were at the same stage in their business,” she says. “We had lots of opportunities to talk to Ed, ask questions and hold ourselves accountable to the group.”

For her, staying committed to the process was a given. “Since I’m paying for the program, I was determined to fully participate,” she says. “You get out of it what you put into it.”

Support and Accountability When She Needed It Most

For Gladys, working through the program as a group proved to be critical to her success.

Several weeks in, the group was given the task of sending out 10 warm emails. Gladys was terrified. “I couldn’t do it!” she says. “I wrote the emails. But I couldn’t press the send button. Fear gripped me.”

Fortunately, the group had an accountability thread. So Gladys committed to sending the emails by a certain date as a way to push herself forward.

During the next group call, Ed followed up with her on her commitment. After that, Gladys was able to push past her fears. “The next day, I sent out one of the emails. That same evening, the prospect got back to me!” says Gladys. “The person I sent it to said, ‘I’d love to talk to you!’ I was so thrilled!”

Throughout the rest of the program, Gladys continued to tap her network. By week six, she had landed two clients! And since completing the program, those clients have referred her on to other prospects.

Skills That Go Beyond Launching a Writing Business

Landing clients was the most tangible evidence of the program’s success. But Gladys also valued the insights the program gave her into freelance writing more generally. “I’ve learned that freelancing writing is a business,” she says. “You need to market yourself. You have to take risks. You have to overcome fears, doubts and rejection.”

This isn’t to say that quality of writing isn’t important. But you can’t build a business on that alone. “You need to find someone to work with. Which means you have to be willing to put yourself out there,” she cautions.

Fortunately, the program gave Gladys the confidence she needed to do just that. “It confirmed for me that I can do this,” she says. “I can market myself and look for prospects. I can overcome my fears and not allow them to hold me back.”

The program also brought deeper life lessons. “Building relationships and trust are key to just about everything we do,” she notes, “and this program teaches you how to do that. It has taught me skills that go far beyond launching a copywriting business.”

A Tremendous Way to Build Momentum

When asked who could benefit from this program, Gladys pointed to two groups. “It’s not just for B2B copywriters,” she explains. “It could help anyone who wants to launch a freelance writing business but hasn’t been able to get it off the ground.”

It can also help writers who’ve put too much emphasis on learning how to write and not enough on business building. “It’s a great program for people who’ve taken lots and lots of writing courses but don’t have any clients,” she says. “This program can give them the information, accountability and structure they need to make it happen.”

The program’s promise of continued support for one year or until you land your first client makes the decision easy. “How can you go wrong when someone promises to walk with you until you get your first client?” she says. “It’s a tremendous way to build momentum. And the confidence it gives you will keep you going.”

“Unless you drop out—or don’t put the work in—I think this program would work for anyone!”

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 Gladys.

If you’d like to work with me on this, send an email to ed@b2blauncher.com ... put “LAUNCH” in the subject line ... and I’ll reply with all the details.