



## HIGH-INCOME BUSINESS WRITING

### Jack Bohannon Lands Lucrative Clients in an Emerging Industry After Graduating from the B2B Biz Launcher Coaching Program

“I hate working for other people,” Jack Bohannon explains. “I don’t like having to deal with an employer. And I really value the creative freedom that comes from working for myself.”

This dissatisfaction with traditional work arrangements is what motivated Jack to leave his job in the renewable energy industry and search for something different.

But leaving a traditional job to change careers can come with a cost. After all, if you’ve already paid your dues in your existing career, do you really want to start again back at the bottom?

This is a conundrum many want-to-be writers face when they consider launching a second career as a freelance writer. But as Jack Bohannon discovered, sometimes you can find a way to move to the front of the line.

#### “I Was Tired of it All”

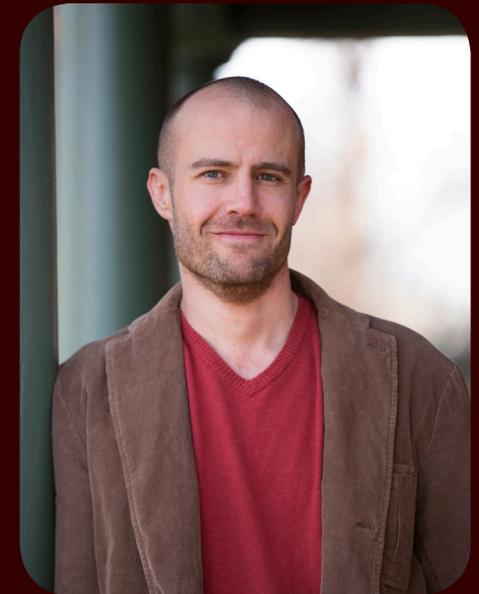
After years of working in the renewable energy sector, Jack Bohannon wanted a change. He was feeling uninspired with his work and wanted to do something different. He wanted the flexibility to travel and take a long weekend on occasion. “I was tired of it all,” he says.

He wasn’t exactly sure what he wanted to do. But he knew he liked to write. “I had no previous paid writing experience. I loved to write, and I was good at it. But that was all I had.”

Eventually, Jack decided to go back to school and get a degree in communications. It seemed like the

#### Case Study

### Jack Bohannon



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Coaching Client:  
Jack Bohannon

Career Background:  
Renewable Energy

Coaching Program:  
B2B Biz Launcher 3.0

How He Got His First Client:  
Tapping his network

logical choice, given his interests. But during the final year of his degree program, he found himself facing the same problem he thought he'd left behind—would he have to return to a traditional work arrangement to kickstart his writing career?

As a fledgling writer, would he have to spend the next four years paying his dues with a marketing agency, working long hours at low pay? Or was there a way to avoid starting back at the bottom?

## A Way to Break Out of Inertia

While Jack was pondering this conundrum, he was also listening to Ed Gandia's High-Income Business Writing podcasts. He appreciated the information he received about how to successfully launch, run and grow a freelance writing business.

Eventually, Jack decided to enroll in Ed's B2B Business Launcher coaching program. He trusted that Ed had the knowledge and experience he wanted in a coach. And he thought he could use the program to fast track his new career. Jack explains: "I had a lot of inertia. I really doubted whether I could make this new career happen. But Ed's program broke that inertia and really got me moving forward in a tangible way."

The program was a significant investment for Jack at the time. After all, he was just finishing up a degree program. Did he really want to take on more debt? But he quickly saw the value of investing his resources into it. "Because I had to pay for the program, I knew I would commit to it," says Jack. "I knew that I would follow through and fully engage. Enrolling eliminated any doubt that I wouldn't give it my best."

Jack never regretted his decision. "Working with Ed was great," he says. "He's very empathic. He anticipates your needs and questions. He appreciates what you're going through and guides you based on where you are in your business."

Working with Ed also boosted Jack's confidence. "It allowed me to think that this was something I could make happen," he notes.

## A Personalized Program That Holds You Accountable

Jack was particularly attracted to the personalized delivery of the program and the accountability it provided. "Ed's free content is a great resource," he says. "But signing up for a personalized program takes things even further. Having to report back to your coach on your progress—especially when it's someone you respect—is very motivating!"

Jack also enjoyed the sense of community that the program provided. "You engage with other people in the program and help each other out," he says. "It created a feeling of community in what could otherwise be a lonely process."

Jack also appreciated how Ed went the extra mile for his students. When Ed discovered

that Jack's chosen niche was the cannabis industry, Ed put Jack in touch with a contact in the same industry—the brother of a good personal friend of Ed's. This personal connection ended up delivering Jack \$13,000 of work!

In an industry where personal connections are essential, this early foot in the door made all the difference.

## Jack Moved to the Front of the Line

Thanks to Ed's program, Jack was able to get higher-paying work right out of school. He felt like he'd found a way to move to the front of the line. He explains: "This is my second career. I'm not 22 anymore! With Ed's program, I didn't have to work at an agency for four years, at \$25,000 a year, before moving into freelance writing. I was able to go straight to the kind of independent career I wanted."

The program also gave Jack the courage to reevaluate his current clients—and even let go of some of them. "I had a retainer deal with a huge company," says Jack. "I thought I was lucky to have it! But at the same time, they were driving me crazy. After working with Ed, I had the confidence to dissolve the arrangement and save my sanity. I knew I could find better clients."

Jack was right to think that he could do better. "I've gotten a lot of business as a result of this program," he says. "And it didn't take long for these results to emerge."

In fact, 12 months out of Ed's B2B Launcher program, Jack billed a five-figure month! "It's not likely to happen every month, but it's wildly encouraging," he says. "Today, my baseline income is about \$3,000 to \$4,000 a month."

Ed's insights also helped him navigate a challenging market "I eventually discovered that working trade shows and following up with warm email prospecting was a powerful combination in this industry," he says. "Without Ed's support, I'm not sure I would have put these two strategies together."

## Flexibility to Live Life as He Always Wanted

All of this success has given Jack the freedom to live his life as he's always wanted. He works hard. But he also has the flexibility to take time off. "I've been able to maintain a flexible lifestyle," he says. "I can take an extra long weekend if I want. And I've been able to travel as well."

He also enjoys being his own boss. "Now, I get to make my own decisions. I own the failures and the successes. I like it that way," he says.

## Re-frame What's Possible

When asked who could benefit from this program, Jack didn't hesitate: "It's for anyone who needs to reframe what's possible for themselves and their business." He explains further, "If you're floundering in low-paying writing work, then this program will open your eyes to what's possible."

In particular, he recommends the program for regular listeners of Ed's podcast who haven't put what they've learned into practice. Jack explains: "If you've listened to 20 or so episodes of Ed's podcast—and you've been inspired by them but haven't taken any action—then this program will give you the initiative you need to move forward."

Jack reiterates: "About 90 percent of what I learned from Ed was free. And the rest has been priceless. In fact, that last 10 percent is what's made all the difference."

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 Jack.*

*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.*