



Marisa Cheatum Quits Her Day Job and Builds a Successful Freelance Writing Career After Completing the B2B Biz Launcher Coaching Program

Marisa Cheatum had always harbored dreams of starting her own freelance writing business.

When she became a new mom, that dream became even more appealing.

She wanted the freedom to structure her workday in a way that met her and her family's needs—while also continuing her career in marketing.

The only problem? She couldn't get her dream off the ground.

Her writing skills weren't in question. Marisa already had a degree in creative writing, and she had honed her writing skills while working as a program leader at a university writing and learning center.

But she didn't know how to take her writing skills and parlay them into a freelance business.

"I Had No Idea How to Get Started"

Like many writers with freelance aspirations, Marisa was stuck in a research loop. She explains: "I didn't know where to start. So instead of taking action, I'd read a few more blogs, take some more notes, and research what other people were doing. But I wasn't getting anywhere. I was stuck in an unproductive cycle."

This cycle began to affect her confidence. "I was feeling more and more discouraged," she says. "I thought that if I can't even get started, what does that say about my ability to run a successful business?"

Case Study

Marisa Cheatum



"I wouldn't be where I am today without this program. Now, I have the flexibility to structure my day so that I can shut everything down by 5:00 p.m. and spend time with my family. I feel like I've gotten my life back."

Coaching Client:
Marisa Cheatum

Career Background:
Higher Education

Coaching Program:
B2B Biz Launcher 3.0

How She Got Her First Client:
Personal referral

Fortunately, Marisa had a strong network of friends and family who supported her ambitions. But even they couldn't help her move forward. "People would encourage me and tell me that I can do this," she says. "But the stories you tell yourself about your abilities hold more power than the encouragement of others—especially when your friends and family don't know much about the business."

Marisa was finally able to break that cycle when she discovered Ed Gandia's High-Income Business Writing podcast. "I had started to listen to writing-related podcasts on my commute to work," she explains. "When I discovered Ed's podcast, I immediately fell in love with it. The advice was so tangible and concrete, it really resonated with me."

A Program That Would Pay for Itself

By late 2017, Marisa had discovered Ed's training and coaching programs. They appealed to her immediately.

However, she worried that they might be like other courses she'd taken previously. "I had taken business building courses before, but the advice was really vague," she says. "Their instructions would be, 'Start a website. Email prospects. Etc.' That's fine if you already know how to do those things. But I needed something more detailed and concrete."

But given the nature of Ed's podcast, she was confident that this program would be different. "The Ed Gandia you hear in his podcast is the same Ed Gandia you get in his coaching programs," she says. "He's very generous and willing to give tailored, personalized advice. He really wants everyone to succeed."

The program cost didn't dissuade her either. "It was an investment," Marisa acknowledges. "But I knew that if the program helped me land even just a couple of additional clients, it would quickly pay for itself."

Working through the program as a group also brought many benefits. She explains: "You see other people in the group who're making progress, and you think to yourself, 'Those people were in the same place as me when we started. If they can do it, then I can do it too!' It's very encouraging."

For Marisa, the program as a whole was very motivating. "I needed mentorship," she says, "and this program really lit a fire under me."

From No Clients to Full-Time Work in Just a Few Months

It didn't take Marisa long to see results.

Her first client came from a referral from Ed. As part of coaching program work, Marisa had positioned herself to serve the millennial market. Ed happened to have a contact who also specialized in that market. "Ed took the time to personally connect us," says Marisa. "That

first client was a huge catalyst in getting my business off the ground.”

Landing this client also gave her a huge shot of confidence. “When the client told me that I had nailed the blog posts I had written for her, I was thrilled!” she says. “I even took a screenshot of her email so I can look at it the next time I start to doubt myself!”

Since then, Marisa has continued to land paying client work. By May 2018, she was ready to leave her regular job and focus on freelancing full-time.

The risk paid off. In fact, Marisa recently accepted a full-time contract copywriting with a client. This will allow her to get more experience, acquire more samples and broaden her skills.

Not surprisingly, this business success has had a huge impact on Marisa’s life. “I feel more positive, confident and driven,” she says. “My whole attitude has changed! My husband says I seem much happier and lighter. And it’s true! I’m no longer burdened by worry, doubt and stress.”

The Flexibility to Spend More Time with Family

Her move into full-time freelance work has also given her more time with her family. “I used to work all day at my regular job and then come home and try to work on my freelance business. It was exhausting.”

Especially with a new baby, Marisa didn’t want to do that anymore. “I felt that I was missing out on spending time with my child. I also felt that I was putting a lot on my husband.”

But the flexibility to set her own hours and work from home has changed all that. “Now, I can structure my day so that I can shut everything down by 5:00 p.m. and spend time with my family,” she says. “I feel like I’ve gotten my life back.”

Worth Doing—Even a Second Time!

Marisa acknowledges that Ed’s program might not be a good fit for everyone. “The program is a lot of work, no question,” she says. “You have to be willing to give it your best shot.”

However, she did find that the program was an excellent choice for her. “I don’t regret taking this program in the slightest,” she says. “In fact, if I could go back and do it all over again, I would. It’s that good!”

She reiterates: “I wouldn’t be where I am today without this program,” she says. “If I’d tried to do it on my own, I’d still be working at my old job. Signing up was one of the best decisions I’ve ever made.”

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 Marisa.

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.