



HIGH-INCOME BUSINESS WRITING

Marketing Writer Uses the B2B Launcher Program to Build a Freelance Writing Business on the Side

In April 2017, Rafiq Batcha made a big decision. He left his full-time marketing job to pursue acting. It wasn't a snap decision. In fact, it was something he'd been working toward for years—and in that time he'd put together a strong resume of stage and screen work.

But Rafiq knew that to build a successful acting career, he would need to move to Los Angeles and have the flexibility to attend auditions.

He also realized that it would take time to land enough paid acting work to sustain himself and his family. So he planned to use freelance writing as a way to pay the bills.

But he quickly discovered that building a freelancing writing business—and staying motivated while you do it—was going to be a challenge.

Abrupt Market Changes—With No Parachute

A few months after leaving full-time employment, Rafiq reached his lowest point. “Before I left my job, I lined up a few good short-term contracts,” he explains. “And as I was completing those, I lined up a few more. But then some of them fell through! The bills started to pile up, and I was worried.”

To compound the stress, Rafiq's wife was also up against some unexpected work changes. “My wife also works as a freelance copywriter and editor,” he says. “And two of her longtime clients suddenly went out of business. All at once, our plans fell apart.”

Case Study Rafiq Batcha



“Today, I have the freedom to pursue acting and the ability to sustain my family. My pipeline is healthy, and I'm confident that everything's going to work out. I'm feeling much, much better!”

Coaching Client:
Rafiq Batcha

Career Background:
Marketing

Coaching Program:
B2B Biz Launcher 3.0

Needless to say, it was a stressful time. “We were worried about our finances,” he says. “I knew I needed to do something to change the situation.”

“I Needed Accountability and Community”

Rafiq soon realized that his “shotgun” approach of landing clients and building a business was neither efficient nor successful. “I knew I might stumble onto the right way of building a business,” he says. “And I might even find a way to stay motivated. But the odds weren’t good.”

For him, the solution was twofold: he needed to get a coach and work with a group. He explains: “We have a long tradition of gurus in India. So I understand the value of working with a credible teacher who can show you the way.”

Getting a coach was also important for accountability. “If I commit to getting something done—and I make that commitment to someone—then I’ll do it,” he says. “That part was missing from my process and slowing me down.”

Community was also important to Rafiq. “I’m a big believer in the value of community,” he says. “To work with a group of likeminded people in pursuit of similar goals is very empowering.”

But the question then became, which program should he choose?

Personalized and Detailed Coaching Feedback

Rafiq started by reaching out to his network of writers to find out which programs they would recommend. Ed Gandia’s B2B Biz Launcher program quickly surfaced. In fact, several of his contacts were graduates of the program!

Consequently, Rafiq started listening to Ed’s podcast. “There was a lot of value there,” he says. “I could immediately see that Ed’s approach was different than many others.”

Even so, Rafiq remained somewhat wary. “I’d participated in group coaching calls before, and I’d often found the feedback to be a bit superficial and generic,” he says. “It wasn’t detailed enough to help you through your specific situation. I wanted something more.”

Therefore, Rafiq took the additional step of emailing some questions to Ed before signing on. “I didn’t want to get lost in a sea of people,” he says. “I wondered whether Ed could switch gears to meet each person’s unique needs. After he answered my questions, I felt confident that he could.”

The price of the program was steep for Rafiq at the time, but he chose to use it as motivation. “I knew that by committing the funds, I would have skin in the game and participate fully,” he says.

Rafiq completed the B2B Launcher program in early 2018, and he was very satisfied with both the coach and the community. He particularly appreciated Ed's active and constant involvement. "Ed responded very quickly to questions on the forum," he says. "He would even jump in on conversations that didn't put questions directly to him!"

Rafiq also appreciated Ed's openness and congeniality, which facilitated honest communication. "Ed wasn't at all aloof," he says. "He was a member of the community and very approachable."

The community also delivered value. "People shared valuable insights that helped all of us in the group," he says. "And if I found things that might be helpful—even if they weren't directly applicable to me—I would share them as well. The whole process fostered a great sense of community and contributed to our success."

A Whole New World of Possibilities

Perhaps the biggest return that Rafiq received from Ed's program was a shift in mindset. "It opened me up to different possibilities," he says. "I stopped doubting myself. I stopped asking 'Can I do this?' and 'Why I'm doing this?' It motivated me to take action."

Since completing the program, Rafiq has been busy. He's been asked to take on the marketing for a tech startup. He's also continued to land other clients. "My hands are full!" he says. "I just have to decide which direction I want to go in my business. It's a good problem to have."

Rafiq has also been more able to undertake prospecting activities with a healthier attitude. "I attended a tech fair while I was in the program," he explains. "And I ended up getting a bunch of leads and an assignment. I went in with the attitude of 'let's just go and see what happens.' The program helped to relieve some of the pressure I'd normally put myself under in that kind of setting, which allowed me to relax and make better connections."

All of these changes have given Rafiq the flexibility to pursue his other passions. "Today, I have the freedom to pursue acting and the ability to sustain my family," he says. "My pipeline is healthy, and I'm confident that everything's going to work out. I'm feeling much, much better!"

Rafiq acknowledges that he still has work to do in building his business. But the difference now is that he's motivated, confident that he will succeed and clear on what he needs to do to get there.

A Way to Leverage Your Existing Skills

Rafiq recommends the B2B Biz Launcher Program for people who want to use their existing skill set to gain a more flexible lifestyle.

“The program doesn’t teach you how to write,” he cautions. “You already need to have those skills or find a way to learn them. But if you do have those skills—and you want more flexibility in how you deploy them—then this program is for you.”

It may also take time to get results—so don’t quit your day job just yet! “I wish I’d started this program when I was working full-time,” he says. “Going through the program takes time. And when you’re anxious about paying your bills, it’s not easy—although you can use that as motivation to work harder.”

Rafiq also encourages prospective students to ask themselves some hard questions if they’re debating whether to enroll. “Ask yourself what’s the worst that can happen,” he says. “In theory, you might pay the enrollment fee and get nothing in return. That’s not great, but it’s not the end of the world, either.”

Then ask yourself what’s the potential upside. “What’s the best that can happen if you enroll? You might actually get the lifestyle you’ve always dreamed of!”

“And then ask yourself what that lifestyle is worth to you.”

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 Rafiq.

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.