



## HIGH-INCOME BUSINESS WRITING

# Eva Hatzenbihler More Than Doubles Her Income While Creating More Focused Time for Her Family

When COVID-19 hit in the spring of 2020, it couldn't have come at a worse time for Eva Hatzenbihler.

Her copywriting business was going gangbusters and becoming overwhelming. She struggled to figure out how she could move forward and maintain the income her family relied on while also carving out more time for her kids.

Then the pandemic arrived, schools closed and Eva found herself homeschooling her children on top of everything else.

"I didn't know I was going to end up homeschooling and writing and doing everything at the same time. We could only muddle through," says Eva.

### Starting a Home-Based Business

Eva never expected to be in this predicament when she started her business in 2015.

Her husband had launched his own marketing agency, and Eva jumped in to help with the writing. Before long, she started offering her writing services to local real estate investors—and her business was born.

Eva thoroughly enjoyed the work and appreciated the freedom it gave her to be home with her children. It was the perfect solution at the time.

Eventually, however, Eva wanted to contribute more to the family's finances. She was already making around \$800 a month, but she felt capable of generating much more.

## Case Study

# Eva Hatzenbihler



*"Ed is hands-down the best mentor out there for writers."*

Coaching Client:  
Eva Hatzenbihler

Career Background:  
Real estate

Coaching Program:  
Boardroom

“Don’t get me wrong,” she says. “I loved being at home with the kids. But something was missing for me. It felt like my work was more of a hobby than a career.”

In the summer of 2018, Eva enrolled in Ed Gandia’s Accelerator coaching program, and it opened her eyes to how she could grow her business. She worked hard to implement all of the strategies and tools she learned—and her income rose from \$30,000 to \$70,000 in one year.

## A New Turning Point

By February 2021, Eva had reached another turning point. Her business was doing well—almost too well—and she was overwhelmed with the demands on her time.

The only way forward she could see was hiring a team of writers to help handle the volume of work. But she wasn’t sure how to find the right people or manage a team.

Once again, Eva turned to Ed for help by enrolling in the Boardroom coaching program.

Ed started by having Eva step back and identify her end goals—and then consider whether working with a team was the best way to achieve those goals.

“I couldn’t see past the problem of how to handle the volume of work,” says Eva. “I thought I could put a team in place, charge my clients a bit more and everything would be fine. But Ed asked lots of questions that I hadn’t thought about.”

Ed helped Eva explore more deeply what managing a team would entail. He didn’t judge the options. Instead, he helped her think through all the best options more deeply. Eva concluded she didn’t want the hassle of managing a team of writers. Ultimately, the writing part of her work was what she loved most and she didn’t want to give that up.

With this goal in mind, Ed helped Eva come up with a new plan: she would narrow her focus to find and land a select group of well-paying clients, keep doing the type of work she loved and maintain her current income level.

## Increased Time Freedom

For the new plan to succeed, Eva would have to learn to work more efficiently. Ed coached her on planning her days more strategically. “It’s really hard to shift between writing about cabinet colors to virtual reality tours to rental cycles, all within a few hours,” says Eva. “Now I organize big blocks of time to focus on just one thing, which is less exhausting and speeds up my production.”

He also helped Eva put hard limits around when she works. “My kids are done with school at 3:00, so that’s when my world changes,” says Eva. “I can’t sit at my computer and concentrate after that time.”

Today, Eva finishes each day at 3:00 p.m. and doesn’t work weekends. She also has the flexibility she needs to take vacations and attend her children’s extracurricular activities.

## Rates That Reflect Her True Value

To maintain her income level, Eva would also need to charge rates that truly reflect the value of the work she delivers.

She had already raised her rates after completing Ed's Accelerator program. But Ed showed her she could raise them even more with the right clients. "Ed gave me the confidence to raise my rate 20% for every new client—and hardly anyone bats an eye!" says Eva. "And if they do, I know they're not the right client for me right now."

## Long-Term Income Planning

Another concern for Eva was the future of her business. She couldn't see herself maintaining her current pace of work once she reached retirement age.

Once again, Ed helped Eva focus on her goals and identify different passive income strategies she could pursue. Eva eventually created a side business related to alternative housing (a topic she's passionate about), which she plans to monetize in the future.

"I still have a full roster of clients, yet I now have time to work on side projects," says Eva. "I'm excited about putting something in place for the day I start transitioning away from client work."

## A Big Picture View

Eva explains that Ed has given her an unbiased 30,000-foot view of her business. His pointed questioning and gentle guidance have broadened her perspective and helped her focus on her most important goals.

Eva explains: "Before, my head was stuck in the day-to-day running of my business. Ed was able to take a look and ask, 'Do you really need this? What if you did this instead?' That kind of input has been invaluable."

## Doing Work That She Loves

Today, Eva is doing work that she loves for clients she enjoys, while still bringing home over \$100,000 a year. "I've identified the clients and projects that I really like and the ones I want to step back from," says Eva. "And because I love what I'm doing, I'm efficient and motivated."

Most importantly to Eva, she's no longer overwhelmed with the volume of her work—and she gets to spend every afterschool day and weekend with her family.

A Personal Note from Ed:

*Hey, it's Ed here. If you're a writer, copywriter or marketing strategist earning at least \$5k/month ... and you want to earn more in less time while having more fun in your business ... I'd love to help you get there.*

*Send me an email ([ed@b2blauncher.com](mailto:ed@b2blauncher.com)) and put "COACHING" in the subject line. I'll send you some questions about your current situation and objectives. And if it looks like we may have a fit, I'll reply with all the details of what I'm doing and how it works.*