



HIGH-INCOME BUSINESS WRITING

Jessica Coleman Increases Her Revenue 50% TWICE in Two Years

Jessica Coleman was exhausted by the demands of her business. “I really wanted stability and room to breathe,” she says.

Jessica’s background is in screenwriting and marketing consulting. She pivoted [her business](#) to copywriting seven years ago. She had some good clients but felt her business was stagnating. “My business wasn’t where I wanted it to be, and I didn’t know how to grow it,” says Jessica.

Most of Jessica’s clients came to her through referrals because she didn’t market herself. “I had never built a website or actively put myself out there,” says Jessica. “Referrals were only getting me so far.”

Uncertainty about positioning was one reason why she held back from marketing her services. “I lacked clarity around how to pitch myself. I was confused about what aspects of my background and experience I should highlight and how to portray that value to others,” says Jessica.

Because Jessica relied on referrals, much of her client work consisted of one-off projects, which made her income unpredictable. Month to month, and sometimes week to week, she didn’t know what her income was going to be. It was stressful,” she says.

Seeing What’s Possible

Around the same time, Jessica was exploring different online copywriting groups. She was surprised at how much some writers were making. She started to realize how much more she could do with her business. “Those groups opened my eyes to what was possible,” says Jessica. “I learned I could build a sustainable business for myself. I just had to figure out how to do it.”

Case Study

Jessica Coleman



“Today, my business is in the best place it’s ever been. I don’t regret joining Ed’s programs one bit.”

Coaching Client:
Jessica Coleman

Career Background:
Marketing

Coaching Program:
Elevate and Boardroom

Jessica knew she needed help. Fortunately, she already knew where to turn.

Ed Gandia's Elevate and Boardroom Coaching Programs

Jessica was a long-time subscriber to Ed Gandia's email newsletter. She had also purchased a self-study course from him a few years earlier, so she knew his content was good.

So when Ed invited his email subscribers to explore his Elevate coaching program, Jessica decided to join. A year later, she upgraded to Ed's Boardroom coaching program. "Once I got into his Elevate program, I immediately saw the value," says Jessica.

Starting with the Fundamentals

Ed started by coaching Jessica in the fundamentals. In particular, Ed helped her see the value in the storytelling elements of her background, from screenwriting to marketing consulting, and how she could highlight those elements to technology-forward and cause-driven organizations.

With this clarity in her positioning, Jessica felt empowered to put her business back into gear. "In working with Ed, I developed the confidence I needed to get a website up and start marketing myself," says Jessica.

Better Decision Making

Jessica also used Ed as a sounding board when she needed to make important decisions about her business. For example, when Jessica had the opportunity to take on a full-time client, she had reservations she struggled to pinpoint. "Ed helped me get to the bottom of those feelings," says Jessica. "We even did a four-quadrant analysis of the pros and cons of taking on that client."

This coaching helped Jessica decide how to proceed. Ultimately, she turned down the opportunity. "I'm so glad I did," says Jessica. "It's so easy to get distracted by shiny new things and abandon everything I'm working towards. It wasn't the right thing for me at the time, and having Ed talk through it with me helped me make the right decision."

Predictable Income with Retainer Clients

Jessica also worked with Ed to onboard more clients with ongoing copywriting needs to bring more stability to her workload. She also moved to a retainer-based pricing model, which brought income stability. With these two changes, Jessica found herself with a more manageable workload and an income she could count on from month to month, significantly reducing her stress.

With this newfound stability, Jessica no longer feels she has to fill every spare moment searching for new clients and projects. "I can take time for myself and my family and do the things I love to do without feeling guilty," says Jessica. "I don't have to pack every minute of every day with work."

The Confidence to Put Herself Forward

Ed's coaching programs also introduced Jessica to other like-minded writers and marketers. Not only did she learn from their experiences, and revel in their comradery, but she also landed clients through these new connections.

Just as importantly, Jessica now had the confidence to put her hand up when projects and referrals were on offer—something she wouldn't have necessarily done before. "The connections I've made and the projects I've landed through both the Elevate and Boardroom groups have paid for Ed's coaching many times over," says Jessica.

Space to Breathe ... and a 50% Revenue Increase x2

After joining the Elevate program, Jessica increased her revenue by 50% in just one year. Now that she's in Boardroom, she projects her income will increase 50% again by the end of the year.

Today, Jessica doesn't constantly stress about her income. She has the stability—and space to breathe—she lacked before.

Jessica recommends Elevate and Boardroom to writers and marketers who are motivated to grow their business and willing to put in the work. "Ed can make recommendations and guide you, but really it's up to you," says Jessica. "If you're ready to take your business to the next level and see what's possible, you've got nothing to lose."

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) 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.