



## HIGH-INCOME BUSINESS WRITING

### Email Marketing Strategist Increases Revenue by 200-300% in 18 Months

When a fellow marketer recommended Ed Gandia's coaching to [Robbie Fitzwater](#), he was uncertain at first.

Ed's coaching seemed geared to writers, and Robbie isn't a writer at all—he's a recovering marketing director who was in the process of building a business in the retention marketing/email marketing space. So how could Ed help him?

Nonetheless, Robbie agreed to get on a call with Ed. That's when he realized that Ed's coaching isn't a "how to write" program at all. Instead, the focus is on helping successful business owners—who are often writers, but not always—take their businesses to the next level.

Which was a perfect fit for Robbie. Because while he knew the practitioner side of his business inside and out, he was neglecting the "running the business" part of his business. "I was spending most of my time and energy working IN the business and not ON the business," says Robbie. "I just knew I could do better."

#### Starting From Square One

When Robbie launched his business in 2020, he started from square one. "I had *ideas* about how to develop and grow a business, but I didn't really *know* how to do it," says Robbie.

He remained unsure about the fundamentals, such as how to structure his business, how to communicate with clients and how to write a good proposal. "I needed someone to help me close those gaps in my knowledge," says Robbie.

As a naturally capable and curious person, Robbie was confident he would eventually figure out the business side of things on his own if he had to. But he was

#### Case Study

### Robbie Fitzwater



*"Managing a business requires a totally different muscle that working in your business. Ed's coaching programs are a way to expedite that learning process."*

Coaching Client:  
Robbie Fitzwater

Career Background:  
Marketing

Coaching Program:  
Elevate and Boardroom

troubled by the amount of mental energy and the number of wrong turns it would take to get there.

So Robbie followed the recommendation of his marketing colleague and signed up for Ed Gandia's Elevate coaching program. "I figured I could probably get there on my own in 10 years but wanted to expedite that process," says Robbie.

## **Laying the Foundation for a Successful Business**

The Elevate program was just what Robbie needed to build a strong foundation for his business. He and Ed started by identifying Robbie's goals and creating a roadmap to reach them. Robbie also worked with Ed to clarify his positioning and service offerings, launch his website and garner more positive reviews.

In short, the Elevate program took the complex process of building a successful business and made it navigable. "Ed gave me a structured process that broke things into manageable chunks," says Robbie. "It saved me from trying to eat the whole elephant at once."

At the same time, Ed provided Robbie with tools and strategies to manage his capacity so that he didn't burn out. "He gave me the nuts and bolts to help make sure I'm on the right path and not overextending myself," Robbie explains. "This put me in a place where I could make decisions more clearly."

## **Going Deeper With Boardroom**

Robbie's experience with Elevate was so positive that the decision to move up to the Boardroom coaching program was easy. "Boardroom built on everything I learned in Elevate and took it deeper," says Robbie.

With the fundamentals in place, Robbie used Boardroom to refine what he was doing and get even more strategic. "My business grew after Elevate," says Robbie. "But I wanted to get more intentional about that growth and decide where I ultimately wanted to take things."

Ed worked with Robbie to identify options for scaling the business without flaming out from exhaustion. "Ed asked me lots of questions, pointed out pros and cons of different approaches and helped me take a measured, stairstep approach to growth," says Robbie.

## **Outsourcing Tasks to Increase Capacity**

Key to Robbie's success was learning when and how to outsource tasks. "My rate of growth was quickly outstripping my capacity," says Robbie. "Ed showed me how to outsource and delegate to free up my time."

Robbie identified tasks and roles that were good candidates for outsourcing and, with Ed's guidance, developed processes for finding the right people, training them and monitoring the quality of their work.

Today, Robbie has an entire team of people he can draw from. “Now, I’m not the only person working in my business,” he explains. “I can take a step back, go on vacation and let my team handle a lot of things that I would have handled personally before.”

## Learning the True Value of His Services

Robbie learned in Elevate that he could raise his rates with some clients. He took that lesson even further in Boardroom after some prodding from Ed. “I raised my rates 300% with one client, and they didn’t even bat an eye,” says Robbie. “In fact, they were happy to do it! It revealed to me, again, the true value of my services for the right type of client.”

Elevate and Boardroom also helped Robbie shift from project-based to recurring work. Today, the majority of Robbie’s monthly revenue is recurring. “Recurring revenue has gotten me off the feast-or-famine rollercoaster,” says Robbie.

## Transferable Skills for Every Area of Business and Life

As an added bonus, Boardroom gave Robbie transferable skills that he can apply to many areas of his business and life.

For example, Robbie is a lecturer in Clemson University’s MBA program. When the University asked him to teach an additional course, Robbie opened up the conversation to include compensation—something he wouldn’t have felt comfortable doing before. “Today, I’m perfectly happy to talk about value and pricing with clients or anyone else,” says Robbie. “It’s a great skill to have.”

Robbie is also applying his outsourcing skills to other areas of his life. For example, he pulled in outside resources to speed up the creation of his new university course. “I found someone on Upwork to help build a template for my content,” says Robbie. “It saved me hours of time.”

## 2X to 3X Revenue in Under Two Years

Since completing Elevate and joining Boardroom, Robbie estimates he’s at least doubled, and possibly tripled, his revenue. Rather than taking ten years to scale his business as he predicted, he’s reached this level of success in just 18 months.

Robbie recommends Ed’s coaching without hesitation to anyone wanting to grow their business strategically and methodically, whether they’re a writer, strategist or consultant. “Operating a business uses an entirely different muscle than working as a practitioner,” says Robbie. “With Ed’s coaching programs, you can expedite your learning curve and save yourself from reinventing the wheel.”

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.*