



Sylvie Tremblay Triples Her Income Within 4 Months of Joining the Boardroom Coaching Program

After years of writing for content mills, [Sylvie Tremblay](#) was finally on a better track.

She had acquired some great direct clients and was earning a healthy internal hourly rate that allowed her to accumulate some savings for the first time.

But things fell apart when she became ill. She was diagnosed with an autoimmune disorder that left her severely fatigued. Some weeks, she could only work a few hours and had to draw from her savings. “I was just scraping by,” says Sylvie.

To make matters worse, the COVID pandemic hit that same spring, further disrupting Sylvie’s business. “It was a horrible time,” says Sylvie. “I thought I would have to ask my parents for money or go into debt.”

Naturally, Sylvie felt discouraged and unmotivated. “I enjoyed the work I was doing, but I didn’t have the energy to look for more clients or better my business,” says Sylvie. “I was just treading water.”

Sylvie was desperate to keep her business going while she got her disorder under control. But she wasn’t working enough to cover her expenses, and she would have to move fast. “If I didn’t do something soon, I was going to have a major financial problem,” says Sylvie.

Then, she got an invitation in her email inbox that changed everything.

An Invitation She Couldn’t Refuse

Sylvie had been on Ed Gandia’s email list for years and had heard good things about his coaching. So, when Ed

Case Study Sylvie Tremblay



“If you’re genuinely ready to make changes, Ed’s the way to go. He will guide you through it while keeping you in the driver’s seat.”

Coaching Client:
Sylvie Tremblay

Career Background:
Science

Coaching Program:
Boardroom

sent an invitation to his readers to explore his Boardroom coaching program, it grabbed her attention.

Even so, signing up wasn't an easy decision. "I really had to think about it," says Sylvie. "Even with the special offer, the financial investment was significant. But I felt it was my best chance to turn things around."

More Focused Positioning

One of the first things Ed and Sylvie worked on was her positioning. Sylvie had just rewritten her website, but Ed looked at it from a different perspective and found some problems. "My website messaging painted me as an 'order taker' instead of a partner," explains Sylvie. "I sounded like every other writer out there."

Sylvie has a Master's degree in genetics and has worked with clients in health sciences. Ed suggested she leverage this core differentiator and double down on the healthcare and pharma side of her business. "With that market, I can make a strong argument as to why they should hire me," says Sylvie.

The Confidence to Accept High-Value Assignments

Focusing on this target market—and recognizing her value—helped rebuild Sylvie's confidence. "Rather than just seeing myself as someone who writes well, I started to see myself as a high-value strategist and partner with a lot to offer," she says.

When clients offered Sylvie high-value assignments, Ed's coaching gave her the confidence to accept them. "It's easier to go after something that feels risky when you have an experienced coach beside you," says Sylvie. "I felt more empowered to accept new challenges."

Joining Boardroom also acted as a reset button for Sylvie after her illness. Working with Ed and connecting with other writers in the group upped her enthusiasm and motivation. "He helped snap me back from the brink and feel excited about my business again," says Sylvie.

Part of feeling refreshed and motivated was reestablishing lost habits. Sylvie is a disciplined person by nature. But when she got sick, a lot of good habits fell by the wayside. "Ed helped me rebuild good habits and routines," says Sylvie. "It wasn't easy, but it was necessary for my business long-term."

Persevering Through Challenges

Even with Ed's help, Sylvie still encountered bumps on the road as she rebuilt her business and took it to the next level. But when they happened, Ed coached her through them.

For example, when a big client tore apart one of Sylvie's drafts, Ed went through it with her sentence by sentence. "I realized the issue wasn't my writing, it was not understanding the B2B audience. Ed helped me understand the nuanced differences between B2B and B2C and sent over a ton of examples for me to look at. He helped me through that challenging project and prepared me for the next one."

3X Income Growth in a Few Months

Sylvie started working with Ed in March 2021. By July 2021, her income had tripled. She expects it to triple again by the end of 2022.

Today, Sylvie's illness is under control. She's excited about her work and has rebuilt her savings. But the best part of her success is sharing it with others. "It's my dad's birthday tomorrow, and my mom and I went in on a special gift for him, says Sylvie. "That's not something I could have done a couple of years ago. It feels really nice."

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.