



Aimee Cichocki Doubles Her Internal Hourly Rate, Enabling Her to Earn the Same Income in Half the Time

[Aimee Cichocki](#) wanted a business coach. But she was so overwhelmed with work, she didn't have time to look for one. So when her colleagues wrote highly about Ed Gandia's Boardroom coaching program on social media, she decided on impulse to set up a call with Ed.

Aimee liked what Ed had to say when they spoke. Just as importantly, she found him easy to talk to. "Not only is Ed really good at what he does, he's also a genuinely nice guy. I felt I could definitely work with this person," says Aimee. She decided to sign up for Ed's Boardroom program soon after.

The decision to enroll came not a moment too soon. Aimee was feeling more overwhelmed than ever with client demands. She spent many evenings and weekends getting caught up on work, which interfered with her family life.

"I have two kids who are nine and almost eight, and work was impacting how much time I had with them," says Aimee. "And one of my reasons for freelancing was to have more flexibility and time with my family."

Finding new clients

Aimee and Ed quickly identified a key underlying problem: Aimee was significantly undervaluing her services. But she felt hamstrung in her ability to

Case Study: **Aimee Cichocki**



"I used to fit my life around my clients, which was exhausting. Ed made me realize that as a freelancer, I'm my own boss. I'm in control. And I get to set my boundaries."

Coaching Client:
Aimee Cichocki

Career Background:
Business and life sciences

Coaching Program:
Boardroom

increase her rates. “I had one main client for whom I was essentially working full time,” says Aimee. “They were paying me an hourly rate and didn’t have the budget to pay more.”

Aimee needed to find new clients that understood her value and had the budget to pay for it. She and Ed tackled the problem from several directions. Working together, they adjusted her positioning and messaging to make her value proposition more evident. Ed also guided Aimee on her outreach. And when Aimee had to qualify prospective clients on the phone, Ed’s coaching helped with that as well.

“I was always very nervous about calls in general,” says Aimee. “Having a game plan for these calls—knowing exactly what I was going to say and what questions I needed answered—made it feel less like a job interview.” With Ed’s help, Aimee was able to handle discovery calls with confidence by seeing them as an opportunity for her to interview prospective clients, not just an opportunity for prospective clients to interview her.

Shifting to a business owner mindset

This shift in thinking during discovery calls was part of a broader mindset change for Aimee. “I realized I was acting like an employee,” says Aimee. Over time, she started to act more and more like a business owner.

The change in mindset also gave Aimee the strength and conviction to make other important changes in her business. She now has firm boundaries in place with clients, which protects her family time and reduces her feeling of overwhelm. And when she discusses fees with prospective clients, Aimee has the confidence to hold firm.

Discovering a more lucrative business model

Before she joined Boardroom, Aimee planned to grow her business through an agency-type business model. In working with Ed, she discovered a new way to grow her income without the challenges of managing a team of writers.

“As freelance writers, we tend to give some services away for free, such as strategy, branding, and messaging—but they’re often more valuable than the actual copy we write,” explains Aimee. By focusing on the strategy behind the content, Aimee uncovered a new lucrative line of service offerings.

Aimee started offering short-term strategy engagements to clients with great success. In fact, they often act as a gateway to ongoing projects. “It’s not something I would have thought to offer without Ed’s help,” says Aimee.

A welcoming community of peers

Not only did Aimee benefit from Ed’s coaching, she also found herself surrounded by a group of peers with their own experiences to share. “The Boardroom community is incredible,” says Aimee. “At first, I felt a bit intimidated by the people with their backgrounds, but they were all so welcoming.”

Earning the same income in half the time

One year after enrolling in the Boardroom program, Aimee had doubled her internal hourly rate, enabling her to earn the same income in half the time.

Her clients understand the value she provides and are willing to pay for it. She’s also able to set and maintain boundaries that protect her personal time. “I now definitely have lots more time with my family,” says Aimee. “That was one of my main goals.”

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.