



## HIGH-INCOME BUSINESS WRITING

### Cris Johnson Increases His Income by \$50K in One Year

At the start of the pandemic in 2020, [Cris Johnson](#) had a fallback plan. At the time, he was a professional magician touring elementary schools. When schools closed, he decided to get into copywriting. After all, he'd learned a lot about marketing and writing in the course of building his own business as a magician, and he thought he could apply that knowledge to help others.

Cris managed to land work with some marketing agencies, making just enough to get by. But he worked long hours and felt deeply uninspired.

"I was writing almost seven days a week," says Cris. "Trying to keep up with this low-dollar agency work was soul draining."

#### Signing up for the Elevate program

Cris considered working with a business coach to improve his situation, but past experience made him hesitate. "I've had mentors in the past where we have phone calls, I ask questions and that's it," says Cris. He wanted a program that was more custom and prescriptive for his specific challenges.

When Cris learned about Ed Gandia's Elevate coaching program, he wondered if it would be any different. So Cris reached to a mutual contact, renowned copywriter Bob Bly, to get his perspective. When Bob expressed his support for Ed and his programs, Cris decided to enroll.

### Case Study: Cris Johnson



*"I made six figures last year, and that was in no small part due to Ed Gandia."*

Coaching Client:  
[Cris Johnson](#)

Career Background:  
[Performing magician](#)

Coaching Program:  
[Elevate](#)

## A systematic, customized approach

It quickly became evident that Ed's program was unlike the mentorships Cris had experienced in the past. Ed's approach was structured yet flexible. "Ed has a very logical way of approaching things," says Cris. "It's not a haphazard, touchy-feely kind of mentorship. He uses a lot of metrics and follows through to get you to where you want to go."

Cris and Ed spoke at length about the specific challenges Cris faced, and they developed a roadmap to overcome those challenges. Ed backed each recommendation with additional resources and ongoing coaching. "The program is a combination of self-paced learning and live feedback," says Cris. "And boy, that's my groove."

## Deciding on the right niche

In working with Ed, Cris realized he needed to narrow his market focus. Initially, Cris thought the self-help market was the way to go. But when other professional magicians started to find him and ask for help with their websites and marketing, Cris decided to pivot to serve professional magicians.

With this target market defined, Cris worked to update his website copy to attract that target audience, with Ed providing detailed input and feedback.

## Marketing to grow his email list

Cris also focused on client acquisition. With Ed's support, Cris tested a variety of marketing tactics. The biggest impact came from an advertisement Cris placed in an online journal, which drove a lot of traffic to his website and substantially grew his email list.

Throughout all of these activities, Cris appreciated the ability to get Ed's thoughts and feedback.

"Getting his opinion and recommendations helped me file off the rough parts of everything I was doing," says Cris. "I needed that second set of eyes."

## Closing 100% of client proposals

Ed had the biggest impact on Cris' client proposal process. Rather than sending over written proposals to clients, Ed introduced Cris to a different, more interactive way to present his fees to prospective clients. This change in approach had a massive impact on Cris' closing rate.

"My closing rate is 100% since I implemented that system," says Cris. "I've literally closed thousands of dollars because of it."

## Making six figures annually

Cris increased the income from his copywriting business by \$50,000 in one year after joining Ed's Elevate program. Today, Cris is pulling in six figures a year through a mix of copywriting and performing.

While he still likes to keep busy, he appreciates that his life isn't as nearly hectic as before.

"I'll be on my deathbed with a to-do list," jokes Cris. "It's just my personality. But I will say life is less crazed. I can take time to kick back when I want to."

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.*