



## HIGH-INCOME BUSINESS WRITING

# Laura MacPherson Cuts Her Work Hours in Half While Raising Her Income 49%

[Laura MacPherson](#) felt that her whole life was nothing but work. “It was 90% work, 9% sleep and only 1% enjoyment,” she jokes. “I was working all the time, including evenings and weekends.”

Over the course of 10 years, Laura had built a six-figure content marketing business. In the process, she also developed her writing skills, and mastered some marketing essentials, such as how to find clients.

But even though Laura had all these pieces in place, she was miserable. “I was unhappy and stressed out. I was also sick a lot because I wasn’t taking care of myself,” she says. Laura’s overwhelming workload was also taking a toll on personal relationships.

Eventually, Laura realized she couldn’t continue this way. She needed to make a change.

## Ed Gandia’s Boardroom Coaching Program

Nine months prior, Laura had subscribed to Ed Gandia’s High-Income Business Writing podcast as well as Ed’s email newsletter. Over that period of time, she felt like she got to know Ed—and she liked his perspective. “I was totally onboard with what I was hearing,” says Laura. “I knew that what he was teaching was legit.”

## Case Study: Laura MacPherson



*“Working with Ed was a no-brainer. It’s one of the best decisions I’ve ever made for my business.”*

Coaching Client:  
[Laura MacPherson](#)

Career Background:  
[Marketing](#)

Coaching Program:  
[Boardroom](#)

Even though enrolling in Ed's Boardroom program would be an investment, Laura didn't hesitate. "I could think of lots of other things I could do with that money," laughs Laura. "But I knew that if I invested in this, it would put me in a much better place."

## Raising Rates and Setting Client Boundaries

One of the first things Laura and Ed worked on together was raising her rates. Laura was working long hours but not charging enough. A big part of the early phase was letting go of low-paying clients, which freed up her time to find better-paying clients.

Before, many of Laura's clients were seed-stage startups with limited budgets. Today, the majority of Laura's clients are funded startups and enterprise companies, including Snowflake, Front and Withings. These clients are great to work with because they already understand the value of marketing. This means she can just dive right into the work, which saves time and stress.

Ed also helped Laura adjust her mindset around work ethic, which empowered her to make these bold changes. "He kind of blew my brain open," says Laura. "I realized I'm not actually obligated to work non-stop. I'm allowed to take time for myself and the things I enjoy."

Thanks to these and similar changes Laura made shortly after joining Boardroom, Laura reduced her working hours from 60 to 40 hours a week in just nine months, while keeping her income steady.

## Running the Business Efficiently

Once Laura had her work hours under control, she and Ed turned their attention to how Laura was running her business. She learned about revenue tracking, project management and managing clients. She also learned the value of outsourcing elements of her business that she didn't enjoy and wasn't particularly skilled at.

One of the best things she decided to do was hire an accountant. Eventually, Laura hired a small team of people to help her with her business.

Throughout the process, Ed provided input, advice and guidance. "I never could have done this without his help," says Laura.

## Time to Develop New Service Offerings

With a team in place, Laura now had time to develop and offer new service offerings. When a client asked her for help with positioning and messaging, for example, Laura had the bandwidth to think about it and conclude it was something she could do. “At first, I doubted myself. But then I realized I had already done this work for other clients, just not in a formal way,” says Laura. “I put together a workshop for the client—and they loved it.”

Laura is also using her newfound creative space to deliver additional value to her clients, making her a better strategic partner. “I can think more strategically on behalf of my clients because I’m not on a hamster wheel of work,” says Laura.

## Tailored Coaching and Guidance

Throughout her time in Boardroom, Ed tailored his coaching for Laura’s specific needs, working together to prioritize actions that would put her closer to her goals. “We didn’t go back to the basics because I already had those covered,” says Laura. “Ed homed in on exactly what I needed.”

Whenever a specific situation arose that Laura needed help with, she could reach out to Ed directly for support and guidance. “He wouldn’t just give a generic answer that I would have to try and adapt to my situation,” she says. “He really dug into the details and would describe, and even diagram, his answer to make the solution easy to visualize and implement.”

## Fifty Percent Fewer Work Hours for 49% More Income

Today, Laura has cut her work hours in half, from 60 to 30 hours a week, allowing her to take Fridays off for hiking, mountain biking and nurturing relationships with important people in her life. She and her husband have also traveled more than they could have imagined when Laura was chained to her desk. “I’m allowing myself to live and not just work,” says Laura. “I have time for the things I enjoy.”

At the same time, Laura has raised her income 49% from when she was working 60-plus hours a week. And just as importantly, Laura appreciates the feeling of calm that pervades her work life now that she’s no longer subject to unrestrained client demands. “I feel like I’m on equal footing with my clients rather than having to beg for everything,” she says. “It’s a much more calm and confident way of working.”

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.*