



### Established Writer Breaks Free from 'Analysis Paralysis' to Successfully Launch Her Dream Writing Practice

After 25 years as a successful generalist writer, Karin Beuerlein knew it was time for a change. She had decided to narrow her focus to climate and conservation content—a niche that truly energized her. But despite creating a website and starting to market her services, something was holding her back.

"I was hesitating. I could feel myself hesitating, and I didn't know why," says Karin. "I was just overwhelmed. I was exhausted, and ultimately, I was stuck. I needed a push."

#### Managing Multiple Demands

The hesitation wasn't just about her business pivot. Karin was juggling significant family responsibilities and volunteer commitments that consumed much of her energy. The combination of these obligations and the uncertainty around her new direction left her feeling overwhelmed and unable to move forward effectively.

She needed to make as many new contacts in the climate and conservation space as she already had in her existing business—a daunting prospect that added to her stress. "I needed a sounding board," says Karin.

#### Finding the Right Support

Having previously participated in one of Ed's coaching programs about a decade ago, Karin knew they worked well together. She started with the Chaos to Clarity program, which helped her begin thinking about solutions to her challenges.

### Case Study:

### Karin Beuerlein



*"I just feel better. I do not feel so crazy, so overwhelmed. I'm in a good headspace, and that is a huge deal. The ramp is clear, so I can take off."*

Coaching Client:

**Karin Beuerlein**

Career Background:

**Writing**

Coaching Programs:

**Chaos to Clarity and  
90-day Transformation  
Accelerator**

"That was me kind of throwing up the white flag saying, 'Help! Help!'" says Karin. "Just going through that program to start was incredibly helpful for me in thinking about how I was going to solve this problem."

The workshop experience convinced Karin that she needed more personalized support. She transitioned to Ed's 90-day Transformation Accelerator program to address specific challenges related to entering her new niche.

## A Structured Approach to Transformation

The coaching program began with a four-hour intensive workshop that Karin describes as "like a therapy session." This was followed by regular check-ins that decreased in frequency as she gained momentum.

"We had the weekly reports which kept me accountable," says Karin. "Ed was always available for questions and really generous with sharing his materials, resources, and insights."

## Renewed Focus and Confidence

The coaching has transformed Karin's approach to her business. "The biggest result for me is just knowing I'm in the right place," she says. "I'm marketing to the right people. Refocusing was the right thing for me."

Her marketing efforts have intensified dramatically. "Now I'm like 100% into marketing instead of maybe 47%," says Karin. "I'm having the kinds of conversations that I know are going to lead to picking up new clients."

In the first month post-coaching, Karin hit her monthly prospecting goals in just two weeks and feels confident about her direction. "Having that certainty—for me, that's the outcome because the rest will come. It's just time on task."



## A Clearer Path Forward

The benefits have extended beyond her business. Karin has scaled back her volunteer commitments to focus on her new direction, and she reports feeling more centered and less overwhelmed.

"I just feel better. I do not feel so crazy, so overwhelmed," says Karin. "I'm in a good headspace, and that is a huge deal. The ramp is clear, so I can take off."

Karin recommends Ed's 90-day Transformation Accelerator coaching program particularly for freelancers facing major transitions or feeling isolated in their business decisions. "Freelancers are a solitary bunch of people, and that's fine when business is going well. But when things start to get hairy, you really need that connection with another experienced professional."

She particularly recommends the program for writers who want to make significant changes in their business. "A lot of times when you reach a certain age, what you want out of your career and your personal life are different from what you wanted when you started out," says Karin. "It can catch you by surprise, even derail you because you're doing things the old way. Ed can help you understand why you're feeling so much friction and walk through all your options."

### A Personal Note from Ed:

Hey, it's Ed here. If what you've read resonates with you, I'd love to explore working together through my 90-Day Transformation Accelerator coaching program. We'll work closely together, one-on-one, through a series of hands-on workshops where we'll roll up our sleeves and get real work done.

No passive learning. Instead, we'll actively collaborate to create your strategic plan, develop your systems, and map out your exact next steps. You'll leave each session with concrete deliverables and crystal-clear action items to work on between sessions.

Email me at [ed@b2blauncher.com](mailto:ed@b2blauncher.com)... include "90-DAY ACCELERATOR" in the subject line... and I'll reply with all the details.

