



How Amy Beardsley Increased Her Income by 24% While Taking Time Back for Her Family

When Amy Beardsley reached out to Ed Gandia for the first time, she was at a breaking point.

She had built a successful freelance content writing business in the InsurTech industry and had hit six figures for the first time, but she was completely burned out.

“I was maxed out for capacity and working nights and weekends,” says Amy. “I hadn’t taken more than a three-day weekend since I started freelancing full-time in 2018.” Despite her financial success, Amy knew she couldn’t continue at that pace. Her schedule was unsustainable, and she desperately wanted to take a real vacation. She needed a way to earn more while working less, but she didn’t have any more time to invest in her business.

Finding the Right Approach

Amy was familiar with Ed Gandia from his podcast, where she had already gained valuable insights. “I listened to quite a few episodes, and Ed always provided so much value,” she says. “I could only imagine how much more I would gain if he could hear about my situation and tweak it just a little bit to help it really stick.”

What ultimately convinced Amy to join Ed’s Boardroom coaching program was the one-on-one access to Ed. “I’d done all these cookie-cutter templates—‘Here, put this into your business, and it will fix it’—but they didn’t work,” she explains. “I needed something more customized to my situation.”

Amy was also impressed by Ed’s personal approach. “He recorded an actual voice memo in one of our very first email exchanges before I signed up. It wasn’t a copy-and-paste template—he recorded his own voice to respond to my email. That level of personalization was impressive.”

Case Study:

Amy Beardsley



“I don’t have to work all the time anymore. I take at least four weeks of vacation every year now. I would never have been able to do that if not for the Boardroom program.”

Coaching Client:

Amy Beardsley

Career Background:

Content Strategy and Writing

Coaching Program:

Boardroom

A Safe Space to Be Vulnerable

From the moment Amy started working with Ed, she felt a weight lift from her shoulders. “It was like I could finally breathe,” she says. “Some of the pressure went away, knowing that I wasn’t alone in what I was struggling with.”

Perhaps most importantly, Amy found Boardroom to be a safe space where she could be honest about her challenges. “I don’t like to be vulnerable. I don’t like to admit that I need help. I like to think I can do it all by myself,” she admits. “But with Ed, I felt like I could let my guard down and really focus on what I needed to grow.”

The monthly game plans Ed provided gave Amy the structure she craved. “He would identify the problems I was struggling with and offer solutions,” she explains. “But it was so much more than following a template. I could schedule one-on-one appointments with him and say, ‘What does this particular part mean for me? This doesn’t work.’ And he would help me figure out what version would work for me.”

Amy appreciated that Ed never made her feel inadequate when she didn’t have all the answers. “There were a lot of times I literally didn’t know what to do, and I felt silly—like I should know the answer because I’m a smart person. But Ed never made me feel less than. He’d just say, ‘Oh yeah, a lot of people struggle with that. Let’s tackle it.’”

The Underrated Value of Community

One aspect of Boardroom that Amy found particularly valuable was the community. “It’s such an underrated part of the program. I don’t think Ed talks it up that much,” she says. “But you show up, and suddenly you’re surrounded by people who are exactly where you are, where you want to be, or where you used to be.”

Amy was surprised by the honesty and generosity of the other members. “They were willing to share their fees, processes, and the programs and apps they use. Everyone is really looking out for the best interest of the whole group. It’s a true community, and the members are so real and authentic.”

Life-Changing Retreats

Although Amy was initially hesitant about attending an in-person retreat—especially as an introvert who had been working from home alone since 2018—she decided to push herself. “I remember saying to my husband, ‘I paid a lot of money for this coaching program, so I want to get my money’s worth.’”



That decision turned out to be transformative. “It was life-changing, absolutely life-changing,” Amy emphasizes. “It was super focused, super intense, and it was just working on my business.”

She particularly valued the breakout sessions and group work. “I hated those in school; they were the worst. But at the retreats, they were my favorite part, because I got that one-on-one feedback, and the other person was always so invested in whatever we were talking about.”

Measurable Results

Amy’s investment in Boardroom quickly paid off. Between 2021 and 2022, her income increased by 24%—this on top of the growth she had already achieved on her own before working with Ed.

There was a brief dip at the beginning of the program when Amy let go of some low-paying clients to free up time to work on her business. “But by the second quarter, by March or April, my monthly income was back up—and actually higher than where it was at the end of 2021. The dip was very short-term.”

Just as importantly, Ed helped Amy raise her fees and gave her the confidence to charge more. “I got permission to charge more, and then I didn’t have to work as much,” she says. “Having more free time to spend with my family...that’s huge.”

Now, Amy takes at least four weeks of vacation every year, with two weeks typically taken in a single stretch. It’s something that would have been unimaginable before Boardroom.

Beyond Business: A Confidence Boost

The most significant personal change Amy experienced was a boost in confidence. “I started this business and built it by myself. Hustling was the only thing that I knew,” she explains. “I faked it for so long that I was sure someone was going to find out and call me a fraud. I had that self-doubt clouding everything.”

Boardroom gave Amy the clarity and confidence she needed. “Everybody has impostor syndrome, and it doesn’t ever really go away. You just have to learn to live with it and create boundaries to make sure it stays on its own side of the room.”

Working with Ed also helped Amy navigate a period of personal transition as her daughter prepared to leave for college. “My priorities were shifting, and I had been focused on the bottom dollar for so long. Money was my driving factor in every decision. And all of a sudden, that wasn’t the most important thing to me.”



This shift was scary for Amy. “I didn’t know what that meant at the time. How do you run a business when money isn’t the ultimate goal?” she wondered. Ed helped her work through this identity crisis, particularly during a retreat session on shifting priorities. “It was incredibly helpful. I had no idea what my next steps were, and he helped me walk through what that might look like.”

The Ideal Boardroom Candidate

When asked who would benefit most from the Boardroom program, Amy doesn’t hesitate: “Anyone who’s feeling overwhelmed or burned out—they want to make more money or not work as much, but they don’t have any more time to put into their business, so they feel like their income potential is capped.”

She also recommends it for those who have lost their passion or feel stuck. “Maybe they feel like they’ve done everything they can, but running their business is like walking through quicksand. Or maybe it’s like a racetrack, where everyone is whizzing by, and you’re just trying to figure out how to work the clutch.”

However, Amy emphasizes that participants need to be willing to change. “You have to be willing to shift your mindset, change your perspective, and try strategies that might feel uncomfortable. You’re not getting just a cookie-cutter fix. You’re getting that unique, one-of-a-kind solution. So you have to be willing to embrace the change that goes along with that.”

A Personal Note from Ed:

Hey, it’s Ed here. If you’re feeling overwhelmed with your writing business—working nights and weekends, struggling with burnout, or hitting an income ceiling—Boardroom might be exactly what you need.

This isn’t just another cookie-cutter coaching program. Boardroom offers customized coaching, unlimited one-on-one access, and a genuine community of successful peers who understand your challenges.

If you’re already earning a six-figure income (or the part-time equivalent) and want a trusted business partner to help you create more freedom and fulfillment while increasing your income, email me at ed@b2blauncher.com with “BOARDROOM” in the subject line.

I’ll personally review your situation, and if it seems like we’d be a good fit, I’ll share how we can work together to transform your business—just like we did for Amy and dozens of others.

