



From ‘Spinning Wheels’ to Clear Direction: How Erica Dominguez Found Her Path to Freelance Success

When Erica Dominguez decided to start building a freelance business on the side of her full-time corporate job, she faced challenges that many aspiring business owners experience: information overload, overwhelming volume of tasks, lack of established operations, and difficulty finding time to grow her side hustle. To top it all off, she was also a mom and the primary income provider for her family.

As a director of insights and analytics at a global communications agency, Erica already had over 15 years of industry experience. She was skilled at strategic work that informed brand narratives and messaging insights. But she wanted to pivot toward content strategy and copywriting—areas that weren’t part of her day job.

“I wanted to build a business that leveraged my expertise in strategic insights while broadening my scope to include more writing and content creation,” explains Erica.

Starting from Square One

Erica had been sourcing small projects on Upwork but wasn’t satisfied with the quality of work she was getting or the lack of momentum she was experiencing.

“My biggest challenge was how to get started and what to focus on,” says Erica. “How do I do this when I’ve got so little time to work with?”

As the primary provider for her family, Erica couldn’t just quit her job to pursue freelancing. She needed a way to build her business while maintaining her corporate position and family responsibilities.

Case Study:

Erica Dominguez



“He helped me prioritize the right things at the right time. Before, I felt like I was spinning my wheels, but now I have all the building blocks in place and a clear understanding of how to move forward.”

Coaching Client:

Erica Dominguez

Career Background:

Marketing Communications & Analytics

Coaching Program:

90-day Transformation Accelerator

Finding the Right Coach

When Erica came across Ed Gandia's 90-day Transformation Accelerator coaching program, she'd already been following Ed for a while—reading his content and listening to his podcast. And she knew he had already walked in her shoes.

"I knew he started his own journey in the same exact place that I'm in—working a corporate job, being the lead provider of his family, and having to figure out how to build something on the side while still tending to those responsibilities," says Erica.

What sealed the deal for Erica was Ed's accessibility and responsiveness, even before she'd purchased a single product from him. "He was so accessible and responsive... and when he made the promise of being available and rolling up his sleeves with me, I instantly knew he'd do it," says Erica.

A Clear and Flexible Coaching Process

Erica found the coaching program to be highly effective because it was flexible and customizable to her needs and busy schedule.

"What was so helpful is that I was able to customize a lot of it to my needs, to make it work with my crazy schedule," says Erica. "Out of the gate, he made it very clear—providing a detailed plan, like a syllabus—outlining what the next three months were going to look like, what to expect, and how our coaching relationship was going to work."

From the very start, she appreciated the clarity and lack of ambiguity in Ed's approach. His process – featuring weekly accountability email updates and a well-defined action plan for coaching calls – was "simple, clear, and effective."

"He was really practicing what he preached," Erica notes.



Tangible Results and a Clear Roadmap

While in the program, Erica landed her first official client outside of Upwork. She credits Ed with providing practical guidance through the operational aspects of client acquisition and management—areas she hadn't navigated on her own before.

"I work at a huge agency. We have teams that manage all these processes for us," explains Erica. "I need a contract. How do I invoice the client? I now have to do all this myself. So, he gave me what I needed to be operational out of the gate."

Beyond this immediate success, Ed helped Erica establish a basic roadmap for her business growth, outlining the phases she could expect to experience and helping her see the next steps.

"He gave me a framework that helped me focus on the right priorities at the right time," says Erica. "As a big-picture thinker, I tend to tackle every problem at once. Not only did he guide me in prioritizing effectively, but he also pinpointed the specific ways I tend to get in my own way and provided tools to help me overcome these tendencies.."

As a self-described perfectionist, Erica found immense value in Ed's ability to help her recognize when she was "spinning" on details instead of making meaningful progress. "He guided me in setting goals that felt truly achievable. Before, I often found myself questioning, 'Is this the right thing? Should I be doing this? Is this important right now?'"

The Path to Freedom and Control

For Erica, the ultimate goal is to leave her corporate agency job and pursue freelancing full-time, allowing her more control over her schedule and more presence with her family while still providing financially.

"The clarity, tools, and roadmap he provided — along with helping me get operational — made me feel, for the first time, that I'm truly making progress toward my goal and can clearly see the path ahead," says Erica. "Before, I felt like I was just spinning my wheels."

Now, with the building blocks in place and a clear understanding of how to prioritize them, Erica has gained peace of mind and clarity about what she's trying to accomplish and how she'll get there.



Who Would Benefit Most?

Erica believes the 90-day Transformation Accelerator would benefit anyone seeking support to propel their business to the next stage of growth.

“People looking for clarity on their offer or guidance on how to operationalize it,” she suggests. But she notes that the program isn’t designed for absolute beginners. “I don’t think Ed would have worked with me if I hadn’t already brought over 15 years of experience in this industry.”

The ideal candidate, according to Erica, is someone who has “already laid the groundwork with a solid skill set and a clear idea of what they want to offer,” but needs support in prioritizing, building systems, driving growth, and staying accountable.

Most importantly, she says, it’s for “people who are willing to believe in themselves but also take an honest look at their strengths and weaknesses, being willing to receive feedback that is constructive...and then go do the work.”

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... include “90-DAY ACCELERATOR” in the subject line... and I’ll reply with all the details.

