



HIGH-INCOME BUSINESS WRITING

From Income Plateau to Strategic Growth: Healthcare Writer Charts New Path Without Sacrificing Work-Life Balance

As a seasoned healthcare copywriter with over a decade of experience as a solopreneur, Kathleen Fordyce had built a successful business writing compelling stories for large healthcare systems and companies. She specialized in distilling complex medical information into engaging content using her journalism and storytelling skills.

But despite her success, Kathleen felt she had hit a ceiling. "I was sort of hitting a point where I had a lot of non-negotiable boundaries around my business, and I felt like I had taken my income as high as I possibly could within those constraints," says Kathleen.

She knew she needed to think differently about her business if she wanted to continue growing while maintaining her work-life boundaries. "I wanted to continue to increase my income and grow my business, not necessarily just in hours, but in the type of clients and work I was doing," explains Kathleen.

Finding the Right Strategic Partner

Kathleen had been following Ed Gandia's work for many years, listening to his podcast and interviews. What stood out to her was his thoughtful, strategic approach and genuine desire to help others succeed.

"First and foremost, I just felt like he's a really honest, decent, good human being who really loves what he does and enjoys helping people," says Kathleen. "I've always really admired the way he comes at situations, thinking about things differently and strategically."

Case Study:

Kathleen Fordyce



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Coaching Client:

Kathleen Fordyce

Career Background:

Healthcare, Journalism

Coaching Program

**90-day Transformation
Accelerator**

Unlike other business coaches who made unrealistic promises about massive growth, Ed's measured approach resonated with Kathleen's goals. She had already built trust in his methods through his content and felt he could help her think differently about her business challenges.

Personalized Solutions

Having participated in various classes and masterminds before, Kathleen was specifically drawn to Ed's one-on-one coaching program: the 90-Day Transformation Accelerator. With limited time available, she wanted focused attention on her unique business situation rather than a one-size-fits-all approach.

"I really wanted somebody to look at the specifics of my business and help me think about the challenges I was facing," says Kathleen. "I didn't want some cookie-cutter course. I wanted somebody that I could have conversations with, someone who could be a sounding board to help me explore different options."

The personalized format allowed Kathleen to be completely open and transparent about her business, including her boundaries around work hours and client selection. This created space for honest discussions about realistic growth strategies that would work within her constraints.

Immediate Results and Long-Term Strategy

Within just a few months of working with Ed, Kathleen landed a significant new client that would generate over \$25,000 in work between late 2024 and early 2025. But even more valuable than the immediate revenue was the clarity she gained about her business's future direction.

"I really felt like by the end, I had come to a point where I knew how I needed to pivot my business," says Kathleen. "I feel like I know for the next few months exactly what I need to do to reach those longer-term goals. Just having that plan has put me more at ease and given me confidence going into the new year."

The coaching also helped Kathleen establish better business habits, particularly around consistent marketing—an area many writers struggle with. "For the past six months now, I've been consistent at it, and I feel like I have a really comfortable cadence," she says.



Keys to Success in the Program

Kathleen emphasizes that success in Ed's coaching program requires several key elements:

1. Willingness to be brutally honest when examining business data and metrics
2. Commitment to doing the work between coaching sessions
3. Having a concrete vision or goal to work toward
4. Setting aside adequate time for implementation and additional training

"It's great to have somebody as a sounding board and to keep you accountable, but at the end of the day, if you're not willing to put in the time and do the work, then you won't see the changes," says Kathleen.

A Foundation for Continued Growth

Today, Kathleen feels confident and excited about her business's direction and the pace of her strategic pivot. She plans to work with Ed again in the future but feels well-equipped to implement her current growth plan.

"I feel like right now I know what I need to do, and I'm excited about the changes I've made and the direction my business is going," says Kathleen. She particularly values Ed's ability to ask seemingly simple questions that get to the heart of complex business challenges.

Kathleen's experience demonstrates how targeted, one-on-one coaching can help established writers break through income ceilings while maintaining their desired lifestyle boundaries. Her success came not from working more hours, but from thinking more strategically about her business growth.

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.

