



From Stagnation to Momentum: How Jill Sherer Murray Revitalized Her Freelance Writing Business

After leaving her job in December 2023, Jill Sherer Murray found herself caught in a frustrating cycle.

Despite her extensive experience as a corporate writer specializing in HR, insurance, and consumer brands, her previous freelance strategies weren't working in the new digital landscape.

"By the time we got to September, I felt like I really needed guidance," says Jill. "I needed help navigating the new digital landscape, and specifically, breaking through AI to be seen by prospective employers and clients."

A Challenging Crossroads

Having vacillated between full-time employment and contract work throughout her career, Jill was accustomed to finding new opportunities. But this time was different.

The job market in 2024 was challenging in ways she'd never encountered before, and her traditional methods of securing freelance clients weren't yielding results. After months of doing "all the right things" with disappointing success, Jill was facing not just financial pressure but also diminishing confidence from a previously toxic work environment. She knew she had to do something. The question was: what?

Case Study:

Jill Sherer Murray



"I started with Ed with nothing and left with a more positive belief system about what was possible. Plus at least two awesome clients who'd not only engaged me for projects, but gave me momentum to keep going."

Coaching Client:

Jill Sherer Murray

Career Background:

Corporate Communications & Marketing

Coaching Program

90-Day Transformation Accelerator

The Decision to Invest in Coaching

Jill had been familiar with Ed Gandia for years, having attended one of his workshops at a HOW Conference. She had followed his work and participated in a few workshops, but had never engaged in one-on-one coaching.

When Ed sent an email about having three coaching slots available, Jill initially hesitated. "I thought I really can't afford to do this, even though his fees were reasonable," she explains. "And then I thought, I can't afford not to. Because I was definitely stuck. I had very little to lose at that point in moving forward with him. Turns out, it was one of the best decisions I ever made."

The 90-Day Transformation Process

Jill found immediate value in Ed's approach, particularly his focus on mindset.

"I loved our initial working session because I'd come out of a complicated situation that left me questioning my value, and Ed wasted no time in going there," says Jill. "Our work together allowed me to rise above the negative self-talk that was getting in my way, and remember who I was as a seasoned and successful pro. It was a really powerful first step out of the gate that I might not have taken — or at least not in quite the same productive way without him."

She also appreciated the "easy flow" of their process and Ed's responsiveness throughout their coaching relationship. His ability to listen and "see" what was happening for her created a foundation of trust that facilitated real progress.

Tangible Results That Paid for Themselves

The transformation Jill experienced was both internal and external. "More confidence and clients, which was precisely my goal," she says of her results. "Ed helped me cultivate a more positive belief system about what was possible and then put it into action. With his help, I engaged two viable clients fast, which gave me the momentum to keep going."

This momentum was crucial. Jill notes that she finished the coaching program with "real and tangible tools for continuing to build my business." The financial return was immediate: "The experience paid for itself in dollars and so much more."



A Ripple Effect Beyond Business

The impact of Jill's business transformation extended well beyond her professional life. With income and confidence flowing again, she experienced "increased peace of mind, better sleep, less stress, and greater wellbeing overall."

Just as importantly, she gained a sense of self-sufficiency. "Working with Ed helped to restore the trust I'd lost in myself. He gave me the insights and skills I needed to not just drive efficiency and thrive in a more automated world, but also refine my value proposition, promote my services, and price myself accordingly. We also had some fun. It was a tremendous experience."

Who Would Benefit From This Coaching

When asked who would gain the most from working with Ed in the 90-Day Transformation Accelerator, Jill doesn't hesitate: "Anybody who is working hard and not getting where they want to go, for whatever reason. Anybody who's struggling with mindset, is afraid of AI, uncertain how to move forward, needs a partner to brainstorm things like prospecting and pricing with, or has just forgotten their own worth."

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.

