



From Overworked and Underpaid to Double the Income: How Amy Davis Transformed Her Business in 90 Days

When Amy Davis launched her freelance business as a registered dietitian, focused on nutrition communications and creating content for better-for-you food brands, she thought she was doing everything right. She had clients. She was busy. But six months in, something wasn't adding up.

"I just felt like I was always working and feeling very stressed and frazzled," she explains. "I had a good number of clients, and I had landed a lot of new business, but I wasn't earning what I needed. I wasn't doing something right, and I wasn't sure what that was."

Amy was creating everything from short and long-form content to video production and sponsored TV segments for healthy food brands. The work was there, but the income wasn't matching her effort. She was averaging \$4,000 to \$5,000 per month and working constantly.

A Pattern of Spinning Without Progress

The stress was taking its toll. Amy felt overwhelmed, caught in a cycle of saying yes to everything just to make ends meet. She knew she needed a better workflow but didn't know how to structure it.

"I just felt like I needed a better workflow and didn't really know how to structure that," Amy explains. "I was always working, but not seeing the benefits of that."

As a new solopreneur, Amy lacked the business fundamentals that could help her break through to the next level. She was working harder, not smarter, and the constant pressure was unsustainable.

Case Study:

Amy Davis



"When I came to [Ed], I was averaging \$4,000 to \$5,000 a month. And in August—the last month we worked together—I hit \$15,000, which was crazy. My goal was \$8K to \$10K a month, and I'm pretty much going steady at that level now."

Coaching Client:

Amy Davis

Career Background:

**Registered Dietitian,
Content Creator**

Coaching Program:

90-Day Accelerator

Finding the Right Support

Amy discovered Ed Gandia through a client's newsletter recommendation and decided to try his 21-Day Prospecting Workshop first. The experience convinced her she'd found the right mentor.

"I just really liked his style and how everything was so approachable, everything was so actionable, it was very organized, it wasn't too much information," says Amy. "It was literally everything that you just needed. I just really liked his style of education."

The results from implementing the strategies and systems from that workshop spoke for themselves. Amy increased her email response rate from around 10% to 50% from her prospecting efforts—a remarkable success that proved Ed's methods worked. When she finished the workshop, she knew what to do next.

"I decided at that point I would work with Ed when the timing was right," Amy recalls. Two months later, she enrolled in Ed's 90-Day Transformation Accelerator coaching program.

A Structured Path to Transformation

The program began with a four-hour intensive Zoom workshop where Amy and Ed created an actionable game plan for the next 30 days. They met again at the midpoint for a two-hour session to assess progress and refine the strategy, followed by a wrap-up meeting at the end.

What Amy found most valuable was the ongoing accountability structure. Each week, she completed a short five-question report on what she was working on, what was going well, and where she needed assistance.

"I think the biggest thing for me was the accountability of that weekly report, and having him check in and making sure I'm staying on top of doing the things that we said we were going to work on together," says Amy.

Amy also appreciated the flexibility. She could email Ed with questions anytime and schedule quick 20–30 minute calls whenever needed. The program didn't force weekly meetings when they weren't necessary.



The Foundation: Understanding True Value

One of the first breakthroughs came when Ed helped Amy calculate her internal hourly rate. This simple exercise revealed a fundamental problem: she was significantly undercharging for her services.

"Working through all of that pricing with him really helped me realize how much I was undercharging, and really made those income goals a reality," says Amy. "That was extremely helpful, and I have that tool moving forward to evaluate any sort of new business opportunity."

Beyond pricing, Ed provided practical tools and resources for workflow management, time tracking, and structuring her days more effectively.

"He gave me really tangible tips and tools and tricks and resources on workflows, time tracking, and how to structure my days," Amy explains. "I now have an accurate handle on how long different projects and tasks take, which means I can plan and schedule my weeks much more effectively. I didn't have that before."

These weren't abstract concepts. They were actionable systems that Amy could implement immediately—and the results were dramatic.

Doubling Income in Three Months

Amy's transformation was swift and substantial. Her primary goal was to increase her average monthly income, and she exceeded her own expectations.

"When I came to him, I was averaging \$4,000 to \$5,000 a month," says Amy. "And in August—the last month we worked together—I hit \$15,000, which was crazy."

That wasn't just a one-time spike. Amy's average monthly income stabilized at \$8,000 to \$10,000 per month—double her starting point and well above her initial goals.

"My average monthly income has definitely increased. My goal was \$8K to \$10K a month, and I'm pretty much going steady at that level now, which is fantastic," she says.



Beyond the Numbers: A Better Life

The financial transformation was significant, but the impact on Amy's life extended far beyond her bank account.

"Bringing my income to this level has definitely helped bring stress down," Amy explains. "I don't feel like I'm having to say yes to everything and scrambling to do things, so I feel like I have more work-life balance."

For the first time since launching her business, Amy felt confident enough to take a real vacation. She spent two weeks in Italy at the end of August, something that would have been unthinkable just months earlier.

"I was able to go to Italy for 2 weeks, which was amazing and much needed," she says.

The transformation went beyond logistics and financials. Amy developed genuine confidence in her pricing and the quality of her work. She no longer felt the constant pressure to accept every opportunity or work around the clock just to survive.

"More confidence in what I'm charging and the quality of work that I'm putting out—that's been amazing as well," says Amy.

The Highest Return on Investment

Amy had taken numerous courses and mentorship programs before working with Ed. None compared to the value she received from the 90-Day Transformation Accelerator.

"I'm just so grateful that I found Ed," she says. "I've personally taken courses that were either self-paced, or I've taken other mentorship programs, and I can honestly say this one, hands down, was the most valuable. I definitely saw the highest return on my investment with this program than any other program I've done previously."



Who Would Benefit Most

When asked who would benefit from the program, Amy is clear about the ideal candidate.

"I think someone who has had a few months under their belt in terms of running their business, maybe even a year or longer, and they feel like they're working all the time, but they're not at the income level that they want," she explains.

Amy emphasizes that the program works for freelancers beyond traditional writers. As a registered dietitian offering multiple services beyond writing, she found the principles universally applicable.

However, participants need to bring something essential: commitment.

"You have to be a self-starter, you have to be disciplined in working with him and staying on track with all of these goals and actions that you set together," Amy notes. "If you just stay the course, you're really going to see great results."

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.

