



How Financial Writer Amy Ragland Repositioned Herself as a Content Partner and Landed a New Client Within Days

After seven years of running a successful financial writing business, Amy Ragland was experiencing what she calls the "seven-to-eight-year itch."

"I was having some success, but I was just feeling kind of stagnant," says Amy. "Freelancing can be such a lonely endeavor sometimes. You're in your office by yourself, and you don't have a lot of people to throw things at and bounce ideas off of."

Amy had built a thriving practice serving mid- to large-sized wealth management firms, banks, and insurance companies. Her content writing focused on blog posts, magazine articles, and white papers. On paper, everything looked good. But something was missing.

The Breaking Point

Despite her success, Amy found herself contemplating dramatic changes. Should she return to the corporate world? Should she completely shift her business model? The questions kept circling in her mind.

"I was really at a point where I was ready to level up, but I was stuck," Amy explains. "I wasn't sure what that leveling up looked like, and I didn't know what the next steps were." This restlessness wasn't just affecting her work. The uncertainty was spilling over into other areas of her life. Amy was navigating a transitional period with her family while simultaneously questioning the direction of her business.

"I just kept thinking, maybe I'm bored. Maybe I need to do something completely different," says Amy.

Case Study:

Amy Ragland



"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 Ragland

Career Background:

Financial Writing & Content Strategy

Coaching Program:

90-Day Accelerator

Finding the Right Guide

When Ed Gandia announced his 90-Day Transformation Accelerator coaching program, Amy recognized it as the solution she'd been searching for.

She had been a long-time follower of Ed's work, listening to his podcast and completing several of his other programs, including his AI Advantage Bootcamp. But what attracted her most to the 90-day coaching was the personalized, one-on-one approach.

"I really needed somebody who kind of got me and understood where I was coming from," says Amy. "Ed and I share very similar outlooks on freelancing and similar values. I just realized we approach work and life in very similar ways."

Amy also appreciated Ed's reputation in the freelance community. "He's done so much for the freelance community and given back a ton," she says. "I thought he was the right choice for me to work with on this."

A Methodical, Personalized Approach

From the start, Amy appreciated that Ed didn't jump straight into prescribing solutions. "There was really a methodical thought process before the coaching even began," Amy explains. "He had me take two personality tests so he could get insight into how I operate and how I'm wired. I really appreciated that, because a lot of coaches just immediately want to launch into solutions."

Ed's approach was collaborative rather than directive. Rather than telling Amy what she should do, he asked thought-provoking questions and helped her explore options.

"He doesn't prescribe what he thinks you should do," says Amy. "It's definitely a give and take. He approaches it as a conversation of, 'here are some of your options. Have you looked at it this way? Have you thought about this? Have you considered how this might fit with your personality type?'"

This guidance style resonated deeply with Amy. "He's more of a guide, and it's more just a lot of back and forth, which I really appreciate."



The Simple Shift That Changed Everything

During their coaching sessions, Ed challenged Amy to think bigger about how she positioned herself.

"One of the things Ed really challenged me on was thinking bigger and repositioning how I see myself in my head," says Amy.

For years, Amy had introduced herself as a "freelance writer." It was her professional identity, the way she saw herself and presented herself to the world. But Ed helped her recognize that she was selling herself short.

"The more that Ed and I talked, the more I realized I'm not just a writer. I am more of a content partner for my clients," Amy explains.

Ed's insight gave Amy the nudge she needed to see herself differently. "He kind of gave me permission to say, 'hey, I'm not an order taker. I'm a partner for these clients.'"

Finding the Courage to Change

With this new perspective, Amy decided to make a change that required more courage than she expected.

"It was such a silly little thing, but it took a lot of courage," Amy admits. "I changed my LinkedIn headline to be 'content partner' instead of 'content writer.' I even did a post about it on LinkedIn explaining why I did this. It took a little bit of courage for me, because I've always seen myself as a writer for the past seven or eight years."

The results came faster than Amy could have imagined. Just two days after updating her LinkedIn profile and making her post, Amy landed a new client through a referral from an existing client.

"She saw my post about being a content partner," says Amy. "During our onboarding conversation, she said, 'That's really what we're looking for. We're not looking for just a writer. We're looking for somebody who's going to come in and look at our content and say, oh, you have holes here, or hey, I think this works here, or suggest ideas for new content.'"

The prospect specifically mentioned that Amy's positioning as a content partner had resonated with her and was one of the reasons she chose to work with Amy.

"I attribute that directly back to my conversations with Ed, of him giving me the nudge and the courage to see myself in a different way," says Amy.



Beyond Business: A New Perspective

The impact of Amy's work with Ed extended beyond just landing new clients. The coaching helped her address the restlessness she'd been feeling.

"I've felt a little less restless since talking with Ed," she says. "My conversations with him spurred me to think bigger about all aspects of my life, not just my work."

Amy credits Ed with pushing her out of her comfort zone, not just in her professional life but in other areas as well. "I have felt a little bit more revitalized and rejuvenated with my work, but also with other stuff in other areas. I think my conversations with Ed really helped spur some of that."

A Flexible, Supportive Structure

Throughout the 90-day program, Amy appreciated the balance between structure and flexibility.

"I didn't feel like we met once and then I was set loose," Amy explains. "I had access to Ed as much as I needed. I didn't use it a ton, but I did use it some outside of our set scheduled meetings."

She also valued Ed's patience in helping her navigate her own uncertainty. "A lot of times, I came to our meetings not knowing what I didn't know, not knowing what I needed to ask, or not really completely sure what direction I wanted to head in."

Ed's calm approach helped Amy find clarity amid the confusion. "He had to herd the cats a little bit in my brain and kind of get me focused and structured. His patience level was sky high with me, and I really appreciated that."



Who Should Consider This Program

Based on her experience, Amy believes the 90-Day Transformation Accelerator is ideal for established freelancers who are ready for their next chapter.

"I think the ideal people to work through this program with Ed are people who are similar to me," says Amy. "Maybe you've been freelancing for a while, maybe you're at a plateau, or even pulled back a little bit in terms of how your business is going, and you're wanting to either level up or you're thinking, 'what's next in my business?'"

She doesn't recommend the program for brand-new freelancers but sees tremendous value for those with at least three to five years of experience.

"I think experienced freelancers benefit the most from Ed's experience and insights," Amy explains. "He really pushes people to do more and be more. The people that benefit the most are people who have the foundation of their business already set but are just wanting to take it to the next level."

When asked for her final assessment of the coaching experience, she replied: "I just really like his calm approach and how he lets you lead, but he's kind of guiding. I think that's the best approach, especially for freelance writers who are in our heads a lot and don't exactly know what we want."

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.

