



HIGH-INCOME BUSINESS WRITING

Elizabeth Smith's 90-Day Transformation: From Taking What Clients Offered to Commanding Premium Fees With Confidence

Elizabeth Smith had built a successful ghostwriting and developmental editing practice working with publishers, agencies, and individual clients on everything from legacy memoirs to artist monographs. But after years in business, she found herself in a frustrating position.

"I had been thinking that I would like to break out of my current level, which was essentially reacting to what publishers had been bringing to me," says Elizabeth. "I felt I needed to expand my clientele. I wanted to get paid more. I wanted to set my own standards, basically."

Despite her expertise and steady stream of work, Elizabeth felt stuck in a reactive mode, taking the projects that came her way rather than proactively building the high-value practice she envisioned.

Finding the Right Coach at the Right Time

Elizabeth had been a long-time subscriber to Ed Gandia's weekly emails, which she affectionately called her "oracle deck." Week after week, Ed's insights seemed to address exactly what she was thinking about in her business.

"No matter what I was feeling, he would pop up on a Sunday, and I'd be like, 'Oh my gosh! That is very close to what I've been thinking,'" explains Elizabeth. "It was providing me some insights, giving me some calm, and making me feel like I can do this."

Case Study:

Elizabeth Smith



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Coaching Client:

Elizabeth Smith

Career Background:

**Ghostwriting and
Developmental Editing**

Coaching Program

**90-Day Transformation
Accelerator**

When Ed announced an opening for his 90-day Transformation Accelerator coaching program, Elizabeth didn't hesitate. "I just said, 'Yes, I want to do this.' I wanted to accelerate—literally. I wanted to get out of my own way, and I needed help to do that."

What drew Elizabeth to Ed specifically was his straightforward, non-flashy approach. "He's not splashy and all over the place, and I liked that," she says. "It seemed very exclusive and inclusive in a way. He's trustworthy, straightforward, and has a track record."

A Structured Process That Delivered Results

Elizabeth appreciated Ed's clear structure from the beginning. "I liked that he was very clear about the structure—everything from his schedule to how he would interact," she says. "I felt very comfortable with those decisions because I could arrange my schedule and plan how I was going to implement changes."

The coaching began with a comprehensive four-hour workshop that Elizabeth describes as "huge" and "fabulous." They started by identifying her unique value proposition, including what she brings to the table that sets her apart from other writers.

"I liked that we started with value," says Elizabeth. "What do I bring? And that immediately went into the practical: the website. I found that working on my value proposition, differentiators, and client avatars—and getting the website quickly into place—gave me a foundation that I've been using and recommending to my authors since."

From Mindset to Practical Tools

The coaching program equipped Elizabeth with both the mindset shifts and practical tools she needed to transform her business. Ed's weekly check-ins provided consistent support and accountability, while his resources and frameworks gave her concrete ways to improve her operations.

"After so many years of being my own boss, I honestly wasn't even sure how to accurately calculate my internal hourly rate," marvels Elizabeth. "But I loved his many webinars and seminars and approaches and forms. Along with the big picture conversations we were having, he was able to say, 'Oh, just try this tool. And let's look at it again.'"

Elizabeth particularly valued Ed's ability to help her reframe challenges as opportunities. "What if you use that constraint as your motivator and force function?" became one of her favorite "Edisms," helping her shift from discomfort to curiosity when facing business challenges.



Tangible Transformations

The results of Elizabeth's work with Ed were both immediate and substantial. She completed a professional website that she's "really, really proud of" and developed clear value propositions and client avatars that now guide her business decisions.

More importantly, she began assertively pitching herself and commanding higher fees. "I have pitched myself confidently, and I've gotten upgrades on my fees for legacy clients," says Elizabeth. "I've even doubled a fee, switching from developmental editing to ghostwriting because the author needed more support, and they all saw the value in that."

Elizabeth also landed a content management opportunity with a client—an ongoing arrangement that represents a significant shift toward recurring revenue. "That's huge for me, and a new possibility for future work."

Perhaps most importantly, Elizabeth found that clients were "surprisingly amenable" to her new pricing structure. "There is no argument," she says. "The only arguments are with people that I really don't need to be with anymore, and honestly, I'm fine with that."

Personal Benefits Beyond Business

The transformation extended well beyond Elizabeth's business operations. The time management and capacity-building skills she learned with Ed gave her more presence and calm in her personal life.

"Because I had been working so carefully and intensively with capacity building and time management, I felt so much calmer being with my family," says Elizabeth. "I felt so much more present. I was able to enjoy myself a little bit more in the moment and schedule work in other times."

This newfound balance helped Elizabeth manage the anxiety that had previously plagued her about financial security.



A New Identity as an Entrepreneur

Perhaps the most significant shift was Elizabeth's evolution from service provider to entrepreneur. "I'm an entrepreneur, not a service provider," she says. "I am gearing up for the next 10 years to be a great person and collaborator and partner."

This identity shift has positioned Elizabeth to think strategically about her next decade in business, focusing on high-value partnerships and collaborations rather than simply taking whatever work comes her way.

Who Would Benefit Most

Elizabeth believes Ed's coaching is particularly valuable for seasoned professionals who want to scale up their operations. "But I think anyone would benefit who has a question about what they truly bring to the world," she says. "He's able to help you uncover your true value and how to communicate it confidently and authentically."

She particularly recommends the program for writers at any stage who want to take their business to the next level. "Scaling up is really critical," says Elizabeth. "No matter where you are. Let's say you just have a few clients, I think Ed can bring you to more. Or if you have a steady group of clients that you appreciate but you want to break free from your self-imposed limitations and explore new options, I feel like he gave me the tools to do that."

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.

