



## HIGH-INCOME BUSINESS WRITING

### How Noelle Abarelli Shifted Her B2B Tech Writing Business into a Passionate New Direction

After two decades of writing for B2B tech companies, Noelle Abarelli had reached a crossroads. She was successful, earning a solid income creating web copy, blog posts, white papers, articles, and press releases for technology businesses. But success wasn't enough anymore.

"When you have the same 'job' for almost 20 years, it starts to become routine," says Noelle. "I could do a lot of these things without a lot of effort or thought, and most importantly, without enthusiasm."

### The Mid-Career Transition Dilemma

As someone approaching the later stage of her career with retirement on the horizon, Noelle faced a unique challenge. She wanted to spend her remaining working years focusing on something that truly excited her, but she wasn't sure how to make that transition while maintaining her current income.

"I was really looking for a change," explains Noelle. "And I wanted to work with someone who could assess where my business has been, and help me plan where I want to take it over the next 10 years."

The challenge was finding the right guidance for her specific situation. As an established, successful writer, she didn't need basic business advice. She needed strategic direction from someone who understood the nuances of transitioning an established freelance writing business.

## Case Study:

### Noelle Arabelli



*"The train has left the station. I feel very invigorated and very excited about this next chapter, which isn't something I've had in my business in some time."*

Coaching Client:

**Noelle Arabelli**

Career Background:

**B2B Technology Writing**

Coaching Program

**90-Day Transformation Accelerator**

## Finding the Right Coach for Seasoned Writers

Noelle had been familiar with Ed Gandia's work for years, watching his various programs from the sidelines. What finally convinced her to take action was observing the diversity of writers he successfully coached.

"Ed was leading a business retreat in Denver for his Boardroom coaching group, and he invited me to join him and his clients for those two days. Seeing the variety of writers he was working with and the different things they were focused on really opened my mind," says Noelle. "It just confirmed that there are other ways I could be using my writing skills."

She was particularly impressed by Ed's ability to work with seasoned writers. "Sometimes we get to mid-career, or maybe we're doing well financially—and we start getting complacent or stuck in one way of thinking. You fail to realize that there's room for growth, or you're not sure how you would generate that kind growth. Ed has a way of helping you break through those thinking patterns."

## The 90-Day Transformation Process

Noelle enrolled in Ed's 90-Day Transformation Accelerator program, drawn to its intensive yet flexible format.

"From the first session, which was an intensive half-day session, we got right to work and really came up with a lot of ideas quickly," she explains. The program's structure—featuring an initial intensive session, a mid-point check-in, and a closing session with substantial homework in between—proved ideal for her situation.

"This format works really well if you're trying to continue something yet start something at the same time," says Noelle. "It lets you work in parallel, and there was room in between to get what I needed to get done around my client work."

## A Complete Business Pivot

Working with Ed, Noelle identified a new direction for her writing business: helping entrepreneurs, coaches, and nonprofits write books. This represented a significant shift from her current focus, but it allowed her to transition into more meaningful, engaging work — while also tapping into her existing network to bring in new business opportunities.

"I've put together my messaging and met with peers and colleagues to run by what I wanted to do," says Noelle. The validation came quickly.



## Immediate and Tangible Results

The transformation didn't just happen on paper. Within the 90-day program period, Noelle secured her first book-writing project.

"I already identified a few opportunities to start working on books with my target audience," she says. "I've started my first project, so I can see that what we decided to work on has a lot of potential."

The speed of results surprised even Noelle, though Ed had predicted it. "Things can happen very quickly," she reflects. "It started within the 90 days, and that surprised me, but it didn't surprise Ed."

## Renewed Passion and Energy

Beyond the tangible business results, the most significant impact has been on Noelle's enthusiasm for her work. After feeling burnt out and going through the motions, she's rediscovered her passion for writing.

"I feel very invigorated and very excited about the next chapter, which isn't something I've had in my business in some time," says Noelle. "I can see that there's an opportunity to make a shift but still do what I love to do, which is writing."

The new direction also better aligns with her lifestyle goals as she approaches retirement. "This offer that Ed and I developed together will be a better fit for my lifestyle going forward."

## The Investment That Pays for Itself

Reflecting on her experience, Noelle has become a strong advocate for coaching, particularly for established writers who might feel stuck or complacent.

"If you're thinking about working with a coach, just do it," she advises. "I think what you put into it, you get back tenfold when you're working with the right coach."



## Who Would Benefit Most

Noelle sees the 90-Day Transformation Accelerator as ideal for any writer with an established business who is looking to either grow or transition, but she emphasizes the importance of readiness. "You have to know that you want to make a change," she explains. "If you're just thinking 'maybe I should make a change, maybe I shouldn't,' this probably isn't the right time. But if you have that inkling that something's just not right in your business, this program will help you identify the root causes and work with someone in a real intensive way to make that shift very quickly."

### 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](mailto:ed@b2blauncher.com)... include "90-DAY ACCELERATOR" in the subject line... and I'll reply with all the details.

