



HIGH-INCOME BUSINESS WRITING

Becky Lawlor Doubles Her Income after Completing the Elevate Program

Becky Lawlor had been working as a freelance writer for over five years.

She had a solid portfolio and was earning decent rates. She also had some good clients, of which most were in the tech or healthcare markets.

As a result, she was pulling in about \$75,000 a year — a great accomplishment.

At the same time, she thought she could do better. She was confident in her writing skills. But she wondered if the “business” side of her writing practice could be improved.

Making the Investment to Grow Her Business

When Becky started looking for ways to improve her business, she thought of Ed Gandia.

Becky had already successfully completed a couple of Ed’s programs. In 2014 she had signed up for Ed’s warm email prospecting course. After that, she had enrolled in another program that helped her grow her business.

Through that program, she had participated in some group coaching calls with Ed. She found his insights valuable. “I was lucky because not all of the other participants showed up for the calls. As a result, I ended up getting a number of one-to-one coaching sessions with Ed and saw how he was able to successfully coach me through some of my business challenges,” she says.

When Ed opened up registration for his program for established writers (since rebranded “The Elevate Program”) in 2015, Becky signed up.

She wasn’t certain what she wanted out of the program.

Case Study

Becky Lawlor



“I doubled my income in a year. I don’t think such rapid growth would have been possible without Ed’s help.”

Coaching Client:
Becky Lawlor

Career Background:
Tech and healthcare

Coaching Program:
Elevate

“I wasn’t sure whether I wanted to increase my income or reduce my hours. Probably a bit of both,” she says. “But I knew I wanted to push myself and my business further.”

Although the program was an investment, she felt it would be money well spent. “I’ve always gotten a lot out of Ed’s programs,” she says. “I was optimistic this one would be worth it as well.”

She also appreciated Ed’s straightforward approach. “There was a clear understanding between Ed and those of us enrolled in the program that he could teach us skills that would help grow our business, but we had to show up and do the work.”

Willing to Do the Work

Becky committed fully to the program. “I did everything that was asked of me,” she says. “I participated in all the calls, and I was very active in the Facebook group.”

This level of commitment was necessary to succeed in the program. “These things matter,” she says. “You have to participate. You can’t just sign up and expect to see results. You have to do the work.”

Improving the “Behind-the-Scenes” Elements of Her Business

Working with Ed helped Becky improve the behind-the-scenes elements of her business.

She learned how to improve her messaging and tighten her market niche. She learned how to find clients. And she learned how to better negotiate with clients on pricing.

Underlying all of these changes was Becky’s new sense of confidence that she could sustain and continue to grow her business. “I felt confident I had the skills to find clients when I needed to, and to negotiate rates that were equal with my level of expertise.”

The Support of Her Peers

Another huge benefit of Ed’s coaching was having the support of a peer group. “When we enrolled, we were given access to a private Facebook group,” says Becky. “The group was filled with freelance writers who were all at the same stage of their businesses.”

When Becky needed advice or simply wanted to bounce an idea off someone, the group was there for her. “When you’re facing a challenge, other people in the group have probably already been through it or can relate to it,” she says. “They are willing to share their advice and experience, whether it’s pricing projects or managing clients.”

In particular, the group helped Becky set her rates. “People in the group were very transparent about their prices, which I really appreciated. This helped me to know what the market rate was and gave me the courage to push my prices up.”

In addition, the group gave Becky a community. “We’re all entrepreneurs,” she says. “Many

of us work from home. It's nice to have an opportunity to connect with others who can relate to your business challenges."

From \$75,000 to \$140,000 in One Year

As a result of the program, Becky was able to double her income. "In 2015 I was making \$74,000. In 2016 I made \$140,000. I don't think such rapid growth would have been possible without Ed's help."

Her income has continued to grow every year since completing the program.

In the end, Becky didn't end up reducing her hours — but it was a conscious choice. "Before, I was working about 25 hours a week. Today, it's more like 30 to 35 hours, and I'm okay with that," she says. "I love what I do, and now that my kids are older, I have the time to do it."

"You Have to Want It"

Becky cautions that this program isn't for everyone. "You need to be an established freelancer and already have some momentum going," she says.

Also, you have to be willing to commit. "You have to be motivated," she says. "Ed can only take you so far if you're not."

"If you're willing to do the work, then the program is worth it. But this can't be something you do on the side. It needs to be your career."

A Personal Note from Ed:

Hey, it's Ed here. I'm about to coach a group of writers who are already earning at least \$5k/month but who want to hit six figures a year consistently.

Would you like to join us? Send me an email (ed@b2blauncher.com) ... put "\$100k" in the subject line ... and I'll reply with all the details.