



HIGH-INCOME BUSINESS WRITING

Busy Mom Nearly Doubles Her Near-Six-Figure Freelance Income Within Months After Going Through The Elevate Coaching Program

“I couldn’t keep going the way I was,” says Dana Barka.

Dana was a busy mom of a rambunctious toddler with a second baby due soon.

At the same time, she’d built a highly successful freelance writing business. Her income was already reaching six-figures. But she was heading towards a breaking point.

She’d successfully grown her business over the years, reaching higher income levels by putting more and more time into her business. With her growing family, that method of growth was no longer sustainable.

“I knew I couldn’t keep putting in those kinds of hours,” she says. “With two children, I could no longer work a 60-hour week. I really had to keep it under 40 hours to keep up with the demands of a small baby and kindergartner.”

She needed to find a way to maintain her same level of income, while also reducing her hours. “I needed to make more money in less time,” she says. “Basically, I had to reevaluate how to run my business.”

A Different Kind of Coach

Dana knew she needed to make some changes, and soon. But she wasn’t sure what those changes should be.

Fortunately, she knew where to find help because Ed Gandia already was on her radar. “I kept hearing good things about Ed Gandia,” she says. “He spoke at an event I was at and I liked how he came across.”

Case Study

Dana Barka



“For me, this isn’t a 2X project. It’s going to be a 3X [income] project. Or maybe a 4X project in a couple years. It’s worked out amazingly well.”

Coaching Client:
Dana Barka

Career Background:
Communications and
Marketing

Coaching Program:
Elevate

Ed's background in freelance writing also appealed. "I thought that he could relate to what I was going through," she says. "I read that he'd made \$160,000 one year as a writer. I decided that I could learn from him."

She also appreciated Ed's feet-on-the-ground approach. "There are lots of self-proclaimed gurus out there who talk about freelancing. But Ed was different. He just seemed very authentic and genuine. I liked that."

"It Was a Great Motivator"

As soon as Dana could manage it, she enrolled in Ed Gandia's coaching program, The 2X Project (since then renamed the "Elevate" program).

Surprisingly, Dana began to benefit from the program even before it started. "Just reading the marketing materials for the program started to shift my mindset," she explains. "I began to increase my fees with new clients, knowing that I would be taking this program. It was a great motivator."

High Quality Colleagues

Once she entered the program, Dana was astonished by the quality of her fellow students. "I was floored by the experience of my fellow colleagues in the coaching group," she says. "These people were making money and already running their businesses successfully. They were just looking to increase their income, like me."

This didn't happen by chance. All students who enroll in the Elevate program are carefully screened. "I really appreciated that people had to be qualified to get into the program," she says. "Some of these people had 30 and 40 years of experience! This group had a level of experience that I couldn't find anywhere else."

In addition to sharing their experiences and hard-earned wisdom, Dana also appreciated the companionship of her fellow students. "As a self-employed writer, you sometimes feel alone," she says. "No one else in my life can totally relate to what I'm doing. Being surrounded by people in similar situations was absolutely amazing."

A "Real Life" Approach to Learning

Dana also appreciated the way in which the program was delivered. Initially, she thought the program would be like most other courses and programs she'd taken. "I assumed there would be a lot of workbooks, worksheets and assignments," she says. "But it wasn't like that at all. The program was very 'real life' oriented."

She was also surprised by the emphasis on mindset. She explains: "Ed kicked off the program by talking about mindset. That blew my mind! I expected him to start with, 'Go call your top ten clients' or 'Go download all your networking files.' But instead he took a more inside-out approach."

At first, Dana wasn't too sure about the direction Ed was taking. But she now understands its value. "Initially, I thought, 'Why are we talking about this?'" she says. "But now I laugh at myself. I totally get it. Having an abundance mindset is absolutely essential."

For Dana, this "inside-out" approach made all the difference. "Changing your mindset is one of the most essential elements of the program," she says. "If you want to make real and lasting changes, you have to think differently about how you run your business and the kinds of clients you attract."

New Appreciation of Her Value

As she worked through the program, Dana came to understand the true value of what she provided to her clients. "I'm not a commodity," she says. "I have a lot to offer that no one else can bring to the table. I started to see myself in a new light."

Part of this new confidence came from peer feedback. "As a group, we had lots of opportunities to talk and collaborate," she says. "They started to point out my strengths. Many of these were things I hadn't recognized or appreciated until we started talking about them."

Multiplying Her Income

As a result of all the changes Dana made to her business, she has seen a marked increase in her income. Much of it came down to approaching her business, and her clients, in a new way.

Today, Dana is well on her way to reaching her income goals. "My goal was to let go of a couple of clients who were taking up too much time and replace that income," she says. "Then I had to figure out how to double THAT income. I'm on my way to achieving both things. Which is insane!"

At times, Dana can hardly believe the progress she's made. "Right now it's been 10 months or so since I completed the program and my whole business has been transformed." She says. "It isn't the same as it was even a year ago."

A Program That Delivers

Dana recognizes that she couldn't have achieved this progress by herself. "I couldn't have done this on my own," she says. "I needed the guidance that the program offered. And I needed the support that my fellow students provided as well."

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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.