



## HIGH-INCOME BUSINESS WRITING

### B2B Technology Writer Doubles, and Then Triples, Her Income

Karen Hittelman has been running a successful writing business since 2004. She started it a few months after her daughter was born.

Karen primarily writes copy for B2B technology companies, ranging from fast-growth startups to Fortune 100s. She creates everything from conversion-focused copy (emails, website copy, landing pages) to longer-form content (white papers, ebooks, guides, blog posts).

Even though she'd built a successful business, Karen still faced some challenges. In particular, she lacked systems and processes that would allow her to balance client work with marketing and prospecting. When she was busy with client work, marketing and prospecting fell to the side. But when client work started to dry up, she had to quickly jump back into marketing. Those ups and downs left her feeling unsettled. "My business felt a little out of control," she says. "I wanted it to be well run, with processes in place."

As a result of these fluctuations, her income tended to vary month to month. "I couldn't always rely on my income," she says, "which made planning more challenging. I felt like I was spinning my wheels."

#### **"I Needed Some Personalized Guidance"**

Karen had never been keen to join groups of other writers. And she'd never worked with a business coach before. She felt she should be able to resolve her challenges on her own.

She was also apprehensive about how people would react. "Part of me worried that if people saw how I was running my business, they would say I was doing everything wrong!" she laughs.

Case Study

**Karen Hittelman**



*"If this program helps you land one new project from one new client, it can quickly pay for itself. And then you can continue to build on that."*

Coaching Client:  
**Karen Hittelman**

Career Background:  
**Technology**

Coaching Program:  
**Elevate**

But at the same time, Karen had become an avid follower of Ed Gandia. “I was devouring all of Ed’s free content,” she says, “and I was finding it invaluable. In fact, if Ed was charging for his free content, I would owe him thousands of dollars!” she jokes.

Eventually, Karen realized that she needed some personalized guidance. “I thought, if Ed’s free content is helping me that much, imagine what his coaching could do for me.”

The ideal of doubling her income was also attractive. But she didn’t want to double her workload to achieve it. “If doubling my income was my goal, I knew I would need help getting there,” she says. “So I decided to invest in the coaching program. And I’m so happy I did.”

## **Working with Ed Was Comfortable and Easy**

Once Karen took the plunge and signed up, she was relieved by the support she received. “Working with Ed was comfortable and easy,” she says. “He holds you accountable, but he never scolds you.”

Instead, Ed’s feedback was always delivered with the aim of making positive improvements. “If you’re not meeting your goals, he’ll help you figure out how to get there. The tone is all very positive.”

The program also helped Karen get past her reluctance to connect with other professional writers. “Ed set up small-group coaching calls with other group members. I’d always been reluctant to do that kind of thing before,” says Karen. “This activity pushed me out of my comfort zone in a really good way. And now I wonder why I didn’t do it before!”

## **Karen Doubled, and Then Tripled, Her Income**

After completing the program, Karen’s income started to go up. By 18 months, her income had doubled.

By the following year, Karen’s income tripled. And it’s continuing to inch up again this year.

Karen is putting a few more hours into her business than she was before. But those hours aren’t proportional to the growth in her income. Today she’s working closer to 30 hours than 25, and she’s spending that extra time working on her business. “The extra time is well worth it,” she says. “It makes my free time all the sweeter.”

## **Finances Made Simple and Clear**

Karen is also experiencing less variability in her income, largely thanks to Ed’s system of financial management. “I now pay myself a regular paycheck,” she explains. “This helps tremendously with planning and saving.”

The system has also helped Karen better manage her business expenses. “Tax payments no longer catch me by surprise. And I know how much I can afford to invest back into my business.”

## Processes for Now and the Future

Karen also has the processes and systems she knew her business was lacking. Today she's able to keep up with prospecting and client nurturing, even when she's busy with client work. "Things run much more smoothly now. I have systems for ongoing nurturing that are much more efficient," she says.

She's also motivated by the deeper connections she's building with clients and prospects. "I learned that even if you're really busy, you still have to stay in touch. When you do, you start to develop stronger relationships with clients and prospects," she says.

As a result, Karen now feels that her business is under her control. "I feel much more confident about my business and the way I run it," she says.

## A Program to Take Your Business to the Next Level

Karen recommends Ed's program to copywriters who want to take their business to the next level — and are willing to put in the work. "This isn't a magic pill that you can just swallow," she warns. "Ed gives you things to do, and you have to do them if you want to get results."

Ed's exercises are designed to help improve your business. "The things Ed has you do are all very helpful. His guidance is fantastic," she says.

In addition to Ed's coaching, Karen also appreciated the connections she made with other coaching clients. "The support I get from this program's alumni is amazing," she says. "It's a wonderful community. Ed is a member of that community, too, so I continue to gain his insights and wisdom."

Karen particularly recommends this program to experienced writers who've already built a business but are looking for something more. "If you've hit a plateau and are struggling to break through, then this program might be for you," she says.

Karen also puts the cost of the program in perspective. "If this program helps you land one new project from one new client, it can quickly pay for itself," she says. "And then you can continue to build on that."

"Investing in this program was just a drop in the water," she says. "It really wasn't that much when viewed over the long term. And today it continues to pay dividends."

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](mailto:ed@b2blauncher.com)) ... put "\$100k" in the subject line ... and I'll reply with all the details.*