



## HIGH-INCOME BUSINESS WRITING

### Joseph Cole Breaks Through Income Ceiling Within Weeks of Enrolling in B2B Biz Launcher

Joseph Cole had already experienced some success in his freelance writing business.

But so far, all of his projects had been small.

And after three years, he was now down to one client.

“The growth of my business was very slow,” Joseph confirms. “I was landing a project here or there, but I wasn’t doing it consistently. I couldn’t rely on the income.”

The pay also wasn’t great for the most part. “Most of my projects had a low project price or were something I did on spec,” he says.

This was problem—because Joseph really needed the income that a freelance writing business could provide.

#### Hitting an Income and Client Ceiling

When Joseph first started his freelance writing business, he was working as a pastor. He was earning enough to support his family but not much more. “I had school debts I wanted to pay off,” he explains, “as well as some other financial goals.”

But any part time work he picked up would need to have scheduling flexibility. “I need a second income that was flexible,” he says. “I needed to be free to meet with people in the community at any time. I couldn’t take a job where I had to clock in and out.”

Joseph had always enjoyed writing. So when he learned that freelance copywriting could provide a secondary income stream, he decided to give it a try. “I had no

### Case Study Joseph Cole



*“The B2B Biz Launcher program has given me the clarity to know where I’m going and how I’m going to get there.”*

Coaching Client:  
Joseph Cole

Career Background:  
Pastoral care

Coaching Program:  
B2B Biz Launcher 3.0

How He Got His First Client:  
Business repositioning

idea that people could make money writing,” he says. “When I came across it, it kicked off my journey to become a copywriter.”

Before long, Joseph had enough experience to leave his previous position and take a fulltime job writing for a nonprofit organization.

While working that job, Joseph continued grow his freelance writing business. But things never really progressed. “I only had a few clients that I would be willing to put on my resume,” he says.

Landing new clients was a big problem. He didn’t have a system to find new ones. “My approach was scattered,” he explains. “I tried different things here and there, but I wasn’t happy with the results.”

And eventually, Joseph was down to just one steady client.

## No One to Ask for Guidance

Unfortunately, Joseph didn’t have a network of experienced freelance copywriters that he could turn to for advice. “I have lots of supportive friends and my family has been great through all of this,” he says. “But when it comes to the business of copywriting, I didn’t have anyone with experience that I could talk to.”

He did his best to educate himself. He took some writing courses and read lots of relevant books. But he still wasn’t progressing. “I felt like I’d hit a ceiling,” he says. “I knew there were things I could do. But I couldn’t do them consistently.”

“I needed a system that would allow me to prospect steadily and acquire new work,” he says. “And I needed support to actually implement it.”

## The Ability to Ask Questions and Get Personalized Feedback

As part of his learning, Joseph had been listening to Ed’s High-Income Business Writing podcast. He appreciated the wisdom shared by Ed and his guests.

So when Ed opened up registration for the B2B Biz Launcher program, Joseph didn’t hesitate.

“I needed focus,” he says. “And I thought the program would be able to help with that.”

At first, he wondered whether the program would deliver value that went beyond the podcast. But he found the experience was completely different. “When you listen to the podcast, you can’t call in with questions,” he says. “The podcast is a great way to learn. But the coaching program allowed me to ask questions and get feedback from Ed in a structured way.”

Joseph also didn't anticipate how much he would learn from other group members. "You get to hear likeminded colleagues ask questions and hear the answers," he says. "They shared insights that I had no idea to even ask about."

A few weeks into the program, Ed help Joseph come to a major realization — he had been targeting the wrong market! "The prospective clients I had been targeting didn't see the value of an outsourced writer," he explains. "With Ed's support, I changed my approach to target companies that were already sold on the value of outsourcing some of their writing."

"This small change had a huge influence on my success," he says.

## **"The Whole Program is an Accelerator"**

Joseph started to see results even before he completed the program. "About two months into the program, I landed a corporate client," he says. "This was a goal I'd had for about three years but never reached!"

This new corporate client also paid well. "This is the largest client I've ever had in terms of revenue," he says.

Unlike before, Joseph didn't have to convince the new client of his value. "It was amazing to see how easy the process was," he says. "I didn't have to stand on my head and do acrobats to show my value. They already understood it."

Joseph credits the B2B Biz Launcher program with his ability to land this client. "I wouldn't have landed that client had I not gone through this coaching program," he says. "There's no question."

From there, Joseph's business has continued to move forward. "The whole program acts as an accelerator," he says. "Maybe I could have figured some of these things out on my own by trial and error. But maybe not. And with this program, you get the answers you need quickly."

## **Knowing Where to Go and How to Get There**

Joseph recommends the B2B Biz Launcher program to anyone who's hit a ceiling in income or clients.

"Having taken the B2B Biz Launcher program, I know what to do next," he says. "It's given me the clarity to know where I'm going and how I'm going to get there."

A Personal Note from Ed:

*Hey, it's Ed here. I'm looking to personally guide a handful of new freelance writers to get their business off the ground and land their first paying client quickly.*

*If you'd like to work with me on this, send an email to [ed@b2blauncher.com](mailto:ed@b2blauncher.com) ... put "LAUNCH" in the subject line ... and I'll reply with all the details.*