



HIGH-INCOME BUSINESS WRITING

Robyn Kurdek Lands Two Retainer Clients by Following the B2B Biz Launcher Roadmap

Robyn Kurdek had always dreamed of working as a freelance writer. But when she hit a rough patch in her personal life, that dream started to look like a necessity.

Her situation was potentially precarious. She had a lot of personal and financial responsibilities. If her current employment situation were to fall through, she could quickly find herself in a desperate situation.

So Robyn decided to start a freelance writing business on the side as a hedge against an unpredictable future.

But in spite of her best efforts, her business never really took off. And eventually, she was down to just one client.

She needed to find a way to make her business succeed — or come up with a different backup plan entirely.

A Side Hustle That Wasn't Working

Robyn had developed her writing skills in journalism school. But her original plan of landing a well-paid job at a top-tier newspaper wasn't going to work. "I had this half-baked idea that I was going to graduate college, go to New York and write for the New York Times," she says. "But then I realized it doesn't really work that way."

She quickly learned that entry-level jobs in journalism don't pay well. "My options were I could work for a community newspaper making peanuts or get a corporate job," she says. "So I opted for the corporate route."

She soon landed a job with an insurance company,

Case Study

Robyn Kurdek



"Life happens. Things come up. But if something is really important to you, you'll make the time to do it."

Coaching Client:
Robyn Kurdek

Career Background:
Journalism

Coaching Program:
B2B Biz Launcher 3.0

How She's Landing Clients:
LinkedIn networking

writing for their employee magazine. She used the opportunity to become versed in the fields of finance and marketing.

Since then, she's worked for a variety of companies in the retirement services industry. "I have 20 years of financial industry experience," she explains. "I've worked for Prudential, Transamerica and Russell Investments. These are all big names in the retirement services industry."

But while she had the right education and experience, her freelance writing business wasn't coming together.

Baby Steps That Set You Up for Success

Robyn had been listening to Ed Gandia's High-Income Business Writing podcast for a some time. So when registration opened for Ed's B2B Biz Launcher program, Robyn was ready. "When the opportunity came up in the spring, all the pieces fell into place," she says.

At first, Robyn was concerned about balancing the program with her personal responsibilities and fulltime job. But she was pleased to discover that the program was structured in a way that made it manageable. "I thought it was going to take hours of work and be super hard," she says. "But everything is broken down into baby steps. You're set up for success from the very beginning."

Robyn really appreciated the program's coaching calls. They allowed her to ask questions, get personal feedback and gain valuable insights from the other students.

"The coaching calls are worth the cost of the program itself," she says. "It's a group setting, but you still get one-to-one attention."

In fact, the group nature of the program was an unanticipated bonus. "You get a lot of support from the other students in your group," she says. "We're all struggling with similar things in our businesses. So it's great to have a supportive group where we can help each other and cheer each other on."

Robyn used the program to overcome a long-standing obstacle. "Getting my website up and running was one of my main goals," she says. "I'm happy to say I accomplished it! And it wasn't as hard as I thought it was going to be."

The program also helped her overcome problems with finding clients. "I was trying to use LinkedIn to attract clients. But I wasn't getting much traction," she says.

But with Ed's guidance, she made some changes to her LinkedIn profile. "I have to tell you, those small changes really made a world of difference," she says. "Today, that's how people are finding me."

The Safety Net She Needed

Before she even completed the program, Robyn started to see results. “During the course of the program, I picked up two new retainer clients,” she says. “In fact, I had discussions with other potential clients as well, but I decided they weren’t the best fit. By then, my business was on solid footing — and I had the luxury of being able to pick and choose who I wanted to work with.”

Today, Robyn has the safety net that she needed. “Between this and my day job, I’m at capacity,” she says. “I work 40 hours a week, and I’m filling in the gaps with freelance work. Right now, I’m happy to continue to ride the wave.”

If her fulltime employment situation should ever change, Robyn now has options. “If I get to the point where I’m not enjoying my day job or I can’t manage both my day job and freelance work, then I’ll probably pursue my dream of becoming a fulltime freelance writer.”

“I really do have the best of both worlds,” she says.

How Badly Do You Want It?

While the nuts and bolts of the B2B Biz Launcher program were important to Robyn’s success, she sees another, even more important change that occurred. “For a long time, I didn’t truly believe that I could be successful at this,” she says. “But now that I’m doing well with my business, I’ve proven that I can!”

Robyn suggests that anyone with ambitions of being a freelance writer could have the same success. “If you follow all the program’s steps, I just don’t see how you could fail. That’s the truth!” she says.

For people who’re on the fence about enrolling, Robyn suggests they ask themselves one question: How badly do you want it?

“Life happens,” she explains. “Things come up. But if something is really important to you, you’ll make the time to do it.”

“Take the plunge,” she says. “It will be the best decision you ever made.”

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 ... put "LAUNCH" in the subject line ... and I'll reply with all the details.