

From the desk of Ed Gandia
Roswell, Ga.

Fellow writer, copywriter or consultant,

Thanks for your interest in booking a breakthrough engagement with me!

For the past 7+ years, my only option for working with writers and copywriters has been through one of my group coaching programs, which require a 9- or 12-month commitment.

I stopped offering one-off coaching sessions or consultations in 2014 so I could focus on building and growing my coaching programs.

But recently I decided to try something new and different. I opened up a handful of private, one-on-one coaching spots that don't involve any kind of long-term commitment. It's an experiment, so I'm not sure if (or when) I'll continue offering this option.

I've noticed that many people in my audience have **a very specific problem** they're trying to solve. Something that's really nagging at them.

Maybe it's how to finally find their focus—including the best, most profitable niche or target market to focus on.

Or how to find and land high-paying clients faster and with greater ease ...

... Command higher fees with little or no resistance

... Get more retainer work ... land better-quality clients ... scale their businesses effectively

... Earn more without putting in more hours

... Avoid burnout and regain the love and passion you once had for your business.

Whatever your biggest goal or challenge, I bet you're looking for a real **breakthrough**. And for that breakthrough to happen you need a key ingredient: **clarity**.

Clarity to really understand the real nature of your problem and its root cause. Clarity on the best, smartest and simplest solutions you could apply.

Clarity on what steps to take and how to take them. And clarity on how you will stay accountable and actually implement your plan.

That's what I'd like to give you. A combination of clarity ... perspective ... and a simple, step-by-step actionable game plan for solving your problem or reaching your goal.

That's precisely what you'll get from our breakthrough engagement. Here's how it works...

1. We'll start with a simple diagnostic questionnaire. This will help me better understand your challenge ... the impact of that challenge ... what you've already tried ... what's worked / not worked, and so on. I'll review your answers carefully and start thinking through some potential solutions. I may also email you with any clarifying questions.
2. Next, you'll get a link to my calendar, where you can book a 45-minute Zoom session with me. This is a private, one-on-one conversation. I'll review what you shared with me. We'll chat more about the nuances of your challenge. And I'll lay out a few specific ideas and actionable steps for you. We'll talk through those ideas, and you can ask me any questions you'd like.
3. After we meet, I'll turn my notes into a well-organized, visual mind map of ideas and steps. This PDF will summarize my findings, lay out specific recommendations and detail a step-by-step game plan. You'll have this actionable mind map within 2 business days after our breakthrough session.
4. When you receive your plan, you'll book another 45-minute call with me. During that call we'll go over the plan, answer questions and clarify anything that's unclear. I'll give you any feedback you need and make sure you're super clear on what you need to do, when.

You'll walk away from this engagement with at least one big "A-ha!" moment or breakthrough, as well as:

- Clarity
- Confidence
- An actionable plan for getting tangible results
- And much-needed traction and momentum

Again, we're not trying to solve every single challenge you're currently facing in your business. That would just lead to overwhelm and inertia. Instead, **we want to focus on a challenge that, if solved, will translate into at least a 10X payback on your investment.**

"Just wanted to tell you that I applied the ideas and strategies from your Breakthrough Engagement, and I just signed an \$18k contract for content strategy + writing. Boom! So thank YOU!!!"
--Ana Reisdorf
Franklin, TN

"I was stuck with my positioning and branding for a rebrand. I'd already attempted a new website and brand name but didn't love it. Giving it a second try, I reached out to Ed for one of his breakthrough engagements. It was EXACTLY what I needed. Ed asked the right questions and provided excellent feedback to help me nail my rebrand. I just launched the new site and new brand, and I am 100% certain it's now on target!"
--Becky Lawlor
Salt Lake City, UT

"As a solopreneur, I'm usually all on my own when creating new offerings – leading to uncertainty that keeps me stuck. This time, I turned to Ed as a brainstorming buddy. He brought an organized way of identifying gaps in the market and how I could best use my expertise to fill them. His trusted insights on how, when, and where to deliver, and how to price it, helped me refine the details quickly. I came away with a plan for a new program much faster and with more confidence than I would have otherwise. I'm excited to move forward!"
--Casey Hibbard
Boulder, CO

"I'm so glad I booked a breakthrough engagement with Ed. I went from not sure where to start with my freelance business to a clear plan. From his personable nature that immediately put me at ease, to loads of thoughtful insights and specific actionable advice – now I know exactly what to do and can't wait to get started!"
--Sally Rosauer
Lafayette, LA

Through our Breakthrough Engagement, Ed dug into my marketing approach and its several shortfalls with the precision of an experienced pro. His solutions were smart, practical, and not hard to implement. He almost made the experience of re-working my pitch fun. And his encouragement keeps me going. Thanks!
--Jon Lapidese
Los Angeles, CA

"I participated in Ed's short-term engagement to pull myself out of an identity crisis. After two focused sessions, Ed helped me identify the core values of my business, why it's important, and who my target clients are. Together we designed a plan that I feel *really good* about. Using what I learned in my conversations with Ed, I know I'll land great clients faster, offer services that are aligned with my goals, and have an overall more positive experience as a business owner."

--Allison Troutner
Indianapolis, IN

The fee for this engagement is \$1200, payable upfront.

For right now, I just need to know if you'd like to book your engagement and I'll get you all the details for getting started.

Just reply to the email I sent you (ed@b2blauncher.com) ... say "I'm IN"... and I'll take it from there.

I would love to work with you. Just let me know and we can get started right away :)

Talk soon,

Ed

P.S. Our biggest challenges are often too overwhelming for us to tackle on our own. We're too close to these challenges. So we lack the clarity and perspective to overcome them. Yet doing nothing ... and *hoping* the problem resolves itself ... well, that's not the best option. "Hope" is simply not a strategy.

Let's work together to tackle your big challenge. I've been helping ambitious writers, copywriters and consultants achieve real breakthroughs since 2008. And I'd love to help you do the same through this focused, short-term engagement.