



## From high school English teacher to full-time content writer in 5 months – with a 20% salary increase!

After 12 years as an English teacher, Bretton Chatham found himself spending all his time teaching others how to write, yet never having the time to write for himself.

He decided he needed to make a change, but was worried that his resume wouldn't even get noticed because he didn't have the right type of experience. As a teacher, he felt rather insulated from the corporate world and wasn't sure where – or even how – to begin to look for jobs.

## Case Study Bretton Chatham



*“This program is great for people who have an interest in or a talent for writing but just don't know how to channel it into a career.”*

B2BWI Member:  
**Bretton Chatham**

Career Background:  
**High School Instructor**

B2BWI Program:  
**The Moonshot Machine**



## **When It's Time to Make a Move...**

First, Bretton contacted a career coach for guidance on how to transition away from education. But during their initial call, the coach told him she wasn't a good fit.

“She said that her focus was to help people figure out what they want to do next, and that I seemed to have a very clear idea of what I wanted to do: become a B2B writer,” said Bretton. The coach then referred him to Sarah Greesonbach and the B2B Writing Institute.

Following Sarah's suggestions and the steps outlined in the *The Moonshot Machine*, Bretton began making the transition away from teaching to freelance writing.

“The courses were so helpful in giving me a much clearer idea of what I was hoping to get into. I needed to see those examples,” said Bretton.

The on-demand courses laid a foundation for his digital content writing skills. Then, regular monthly webinars and office hours cemented those skills and reinforced Bretton's belief that he could be a writer.



## **A Kind Word Goes a Long Way...**

“Getting personal guidance and words of encouragement from Sarah during office hours was truly invaluable,” Bretton says, “I needed a mentor like Sarah who assumed I didn't know anything about B2B and started from there. I could directly ask her the hundreds of questions I had about content writing. The immediate feedback loop made it easier to take small steps forward.”

Within weeks after implementing what he learned in B2BWI and overhauling his LinkedIn profile, Bretton was contacted by a recruiter about a full-time content writing role for an HR software company.

### **The Results:**

Over the course of 5 months, Bretton left his teaching role and accepted a full-time content writing position. His new full-time writing job not only provides him with the opportunity to write and develop content but has also increased his annual salary by 20%.



Bretton's ultimate goal is to make the shift to freelance. However, developing his B2B content skills in a full-time, in-house role gave him the space to learn about content, freelancing, and a completely new industry. By talking it out with Sarah and B2BWI members, reflecting on his personal goals and season of life, he was able to gain valuable experience and the confidence to pursue success on his own terms.

Now that he knows what he's about, Bretton is busy learning what it takes to be a freelancer, thanks to B2BWI webinars like, "When You First Go Freelance", "Cold Pitching B2B Clients", and "Ethical Sales for Freelance Writers."

## **The Last Word:**

Bretton encourages others who, like him, aspire to make a career change but don't know where to start to check out B2BWI. As he says, "this program is great for people who have an interest in or a talent for writing but just don't know how to channel it into a career."



A Personal Note From Sarah:

*HEY, IT'S SARAH! I COULD NOT BE MORE PROUD OF WHAT BRETTON'S ACCOMPLISHED, AND TO KNOW OUR WORK TOGETHER CONTRIBUTED TO HIS BLOSSOMING WRITING CAREER.*

*IS THERE SOMEWHERE YOU WANT WRITING TO TAKE YOU? I HOPE YOU'LL CONSIDER JOINING THE B2B WRITING INSTITUTE AND WORKING WITH ME!*

*HEAD TO THIS LINK TO LEARN MORE:*

[\*Yes, I'd like to learn more about The Moonshot Machine\*](#)