



Family-Focused Dad Builds Successful Side Hustle While Maintaining Full-Time Job

Redante Asuncion-Reed was living the busy life of a successful digital communications manager in the Washington, D.C., area for more than a decade and had a career to be proud of.

But when the pandemic hit, he and his family started to re-evaluate what they want their lives to look like. And at the top of the list of things to change was living near family overseas.

Case Study Redante Asuncion-Reed



“Learning what marketing managers are looking for opened my eyes to how to make myself an appealing person to hire.”

B2BWI Member:
Redante Asuncion-Reed

Career Background:
Digital Communications

B2BWI Program:
The Moonshot Machine



“It’s important that our daughter has the opportunity to develop a relationship with the rest of our family, and an overseas move with my current job is not possible” Redante explains.

When Redante considered careers that would tap into his interests in technology while also providing the flexibility to live overseas with a competitive income, the most flexible career he could think of was freelance writing.

As a Sociology major and an English minor, writing always appealed to Redante, and his role as a digital communications manager included being responsible for copy editing and proofreading. He decided to look into the possibility of freelance writing, reading books by Peter Bowerman and Robert Bly, and searching various online resources. Through his research, he discovered the B2B Writing Institute!

Hatching a Plan...

Redante took advantage of all of the free B2BWI offerings to make sure B2B was an area of writing he could enjoy for the long term.



Once Redante set his sights on becoming a B2B writer based in the Philippines, he jumped on the opportunity to join The Moonshot Machine and the membership that comes with it.

Right away, the practical, business-focused courses helped him gain valuable insight into the mindset of B2B marketing managers.

“Learning what marketing managers are looking for really opened my eyes to how to make myself an appealing person to hire, and helped me understand what B2B writing is about,” he explains.

Through the various skills-building opportunities, like the expert-led guided writing program that happens three times a year, Redante was able to produce valuable work samples to share with potential clients.

Spending time with Sarah and other writers during office hours and in the B2BWI Circle group (a benefit of joining the The Moonshot Machine), Redante was also exposed to other helpful online communities that amplified his success. Then Redante received a virtual introduction from Sarah, which led to discussing potential work opportunities.



The Results:

Within a year of finding B2BWI, Redante landed regular, paying clients that he works for while maintaining his full-time position as a digital communications manager.

To meet demand, he has recently refined his offering to be more of a specialist, taking full advantage of his digital communications and nonprofit web management background to seek out clients with bigger budgets and more advanced writing needs.

While the balancing act of working a full-time position, being a committed husband and father, and running a freelance business on the side is challenging, Redante says has given him the confidence to keep pursuing his goal.

“At first, I didn’t think of myself as a success story,” said Redante, “But when I reframe it and look at the big picture, I realize I have done pretty well.”



The Last Word:

Redante encourages others to take advantage of the many benefits of The Moonshot Machine and credits the diverse group of B2BWI Circle Community members for providing a tremendous amount of wisdom.

As he explains, “I would advise someone just starting out to check out the free B2BWI offerings. And if they find value in that, they need to realize that the paid content more than makes up the investment.”



A Personal Note From Sarah:

*HEY, IT'S SARAH! AS A BUSY PARENT,
I KNOW EXACTLY HOW HARD
REDANTE HAS WORKED TO GIVE
HIMSELF MORE FLEXIBILITY IN HIS
CAREER.*

*IF THAT'S SOMETHING YOU'RE
LOOKING FOR, TOO, 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*](#)