



Busy Mom Realizes Childhood Dream of Becoming a Writer... and Accepting a Six-Figure Job!

Elzet Blaauw always wanted to write. She recalls being 11 years old in Social Studies class and knowing that writing was the field she wanted to be in. But throughout her schooling, it never became clear how she could actually become a writer unless she wanted to write books as a novelist.

So, she did what seemed to be the next best thing, studying topics related to writing and ultimately earning a Bachelor of Arts in language and a Master's Degree in editing and translation.

Case Study **Elzet Blaauw**



“In just a single office hours session with Sarah, I was able to glean in-depth information that would have otherwise taken me years of on-the-job experience to gain.”

B2BWI Member:
Elzet Blaauw

Career Background:
Editing and Translation

B2BWI Program:
B2B Writing Seminar



During her post-graduate studies, full-time employment came easily. Elzet was offered a job in leadership development at the university, which then led to a project management position for a consulting company.

But something was still missing. While she enjoyed her work, the position was quite demanding and required long hours. When she and her husband decided to start a family, she knew she couldn't continue.

Elzet says, "After being a part of the business world, writing as a career seemed even less of a viable option because I believed it had to come with a pay cut."

Realizing the Possibilities...

Elzet took a year off to build her family and enjoy family life. But from time to time, she helped her old colleagues with editing requests.

When her previous employer reached out to see if she could write a few blog posts for the company, that's when she started thinking, "maybe I don't have to go back to a corporate job."



Once Elzet realized it was possible to earn money writing, she scoured the Internet to learn more. She discovered the B2B Writing Institute while enrolled in a course on freelance writing, and the concept of B2B piqued her interest.

But Elzet was in for a big surprise. As it turns out, the work she had been doing for years was B2B writing — she just didn't know it!

Elzet had never even heard the term B2B before finding the B2B Writing Institute. But as she got more involved in the webinars and free programming, she realized the work she'd been doing all along was B2B.

Understanding that made all the difference in how she felt about the work and how she positioned her services.

“It was as if a whole new world opened up to me,” says Elzet. “Sarah made me feel like it was entirely possible to take my very interesting work background and make a writing career out of it.”



The Results

In just a few months, Elzet landed her first international client. After that, she got to work cold-calling potential clients and setting financial goals for her business. Soon after, she signed a five-figure contract.

Elzet now holds a full-time position managing a team of “B2D” (business to developers) writers, surpassing all of her financial goals.

“Over the course of four and a half years, I went from zero income to earning more than a hundred thousand dollars a year,” says Elzet.

“Here in South Africa, that is double what my husband earns as a software engineer. If it weren't for everything that I've learned from Sarah and the B2B Writing Institute, I wouldn't have been offered this job or even thought I had the ability to apply for it.”



The Last Word

Elzet credits Sarah and the B2BWI for giving her the confidence and courage to pursue a B2B writing career.

“Immersing myself in the program, taking the courses, reading the weekly newsletters, and participating in office hours made me realize that I knew so much more than I thought I did,” says Elzet.

She encourages anyone who loves writing to check out the B2BWI and discover what’s possible.

As she says, “A career in writing is entirely possible. It’s not just about being a super talented star writer; it’s about being willing to simply start doing things and be open to learning about B2B. There is so much opportunity, and it is interesting work. I love it!”



A Personal Note From Sarah:

HEY THERE, IT'S SARAH! ELZET'S STORY INSPIRES ME. IT SHOWS ME JUST HOW MUCH POTENTIAL WE ALL HAVE INSIDE, AND WHAT A GREAT PLACE B2B IS TO REALIZE THAT POTENTIAL.

WANT TO PRACTICE THE SKILLS THAT KEEP YOU IN-DEMAND? JOIN THE B2B WRITING INSTITUTE AND WORK WITH ME!

HEAD TO THIS LINK TO LEARN MORE:

[*Yes, I'd like to learn more about The B2B Writing Seminar*](#)