



## Writer finds balance by taking control of her time and setting healthy client boundaries.

“I was frustrated with myself because I'd been shouldering this burden of burnout and the pandemic, I'd made it this far, but I felt like I wasn't moving forward. It made me angsty”.

Alyssa had been freelancing for a year and a half, and she wanted to expand her business, but she felt stuck. One of her main clients was making high demands on her time. Although she enjoyed the technical subjects she was writing about, she felt overwhelmed by this client's shifting strategy and priorities.

## Case Study **Alyssa Marquez**



*“Thanks to this coaching, I feel so much better about where I'm at in my career. It's definitely made me more effective with the work that I'm doing.”*

B2BWI Member:  
**Alyssa Marquez**

Career Background:  
**Quality Management**

B2BWI Program:  
**Coaching**



## **Ongoing client woes...**

This client's frequent mid-project changes meant Alyssa had to scrap the work she had done and start over. She was frustrated because her clients' lack of commitment to the projects was taking up a lot of her time.

The chaos of it all was leaving her with no mental energy or time to deal with the burnout she was already feeling due to the pandemic and major life changes.

It all compounded and weakened her ability to maintain healthy boundaries with clients and move forward in her business. At the end of the day, it left her unsatisfied with her professional progress, and with no time or energy to find new clients.



## **A complete package...**

Luckily, Alyssa already knew she could count on Sarah's guidance, and when she received the email offering coaching services, the timing couldn't have been better. What set Sarah's coaching services apart for Alyssa was the unique approach of focusing on the writing craft as well as business management.

"I love the balance of that combo, and I also just loved her encouraging attitude," she says. "I had been in the B2B writing institute for a while. I'd taken [Sarah's] programs, and I loved her content. I really appreciated her approach so much more than [what was offered by] a lot of other people who are out there teaching freelance writing."

Once she started working with Sarah, Alyssa noted the quality of the learning materials and how solid the program framework was. She was especially grateful that Sarah was there to help her implement what she was learning and to guide her in dealing with the things that were coming up during the process.



## The Results

During coaching, Alyssa began to better understand herself and how she needed to work. As she continued to work her mindset, coaching helped her take stock of what she had already accomplished in her business, and she finally felt good about how far she'd come.

Talking things through with Sarah was helping her gain a new perspective on how she was interacting with her clients. That made it easier to understand how her burnout was affecting her time and boundary management, and it helped her reframe how she was dealing with the challenges she was facing. And that felt very empowering.

With Sarah's guidance, she learned how to reclaim control of her time and set boundaries. She set limits on her availability and guided her client into being more intentional about the projects they chose. This also helped to limit all of the miscellaneous things that had been popping up and derailing her schedule.

Alyssa even managed to get her client to hire someone in-house in a full-time role. This made it easier for her to remain independent and not have to shoulder all the marketing responsibilities.



Having regained control of her time and having set healthy client boundaries, Alyssa's been able to take on — and complete — bigger projects. She was more satisfied with the time and energy she had to spend with her family and her personal life.

She was even able to enjoy some leisure time reading fiction. A pleasure that had eluded her for almost a decade!

## **The Last Word**

Having benefited so much from working with Sarah, Alyssa feels that the coaching could be useful for any freelance writers in B2B who are feeling like they are still missing a piece of the puzzle. Freelancers who aren't sure how to get to the next level in their business.

“[Sarah] has such a wealth of knowledge. She has been through so many different experiences [in B2B] and has had a chance to work with so many marketers, CEOs, and people in the industry. She has so much insight to offer people that feel like they could benefit from coaching.”

If you're feeling stuck, Sarah can help you peel back the layers and break things down to uncover what's holding you back. She can help you finally take that next step in your business.



A Personal Note From Sarah:

*Hey, it's Sarah! I could not be more proud of what Alyssa has accomplished, and to know our work together contributed to her "happy + paid" writing career.*

*Are you ready to lean into your freelance writing business? Consider private coaching with me so you can have access to the same resources as Alyssa.*

*Head to this link to learn more:*

[\*Tap for coaching details\*](#)