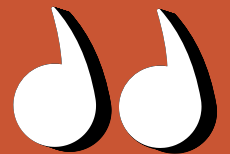




## FROM FATIGUED TO FLOURISHING

**HOW BRANDA VILLABCOB  
TRIPLED HER RATES WHILE  
WORKING FEWER HOURS**



*“Belinda helped me  
align my goals with  
the lifestyle I  
desire.”*





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# BRANDA VILLACOB

## The Relevant Collective

Branda is a copywriter and content strategist for female entrepreneurs who want personality-packed, nurture focused copy. She's written copy for over 40 small businesses and entrepreneurs (and loved every single project).

When not typing away at the computer, Branda listens to audiobooks or binge eats chocolate while she watches Outlander. She often plans fictional vacations in her free time (a girl can dream), and occasionally takes up a sewing project for funsies. She currently resides in small-town Texas with her husband.

## On the edge of exhaustion and rethinking her path

Just 1.5 years into her copywriting career, Branda Villacob found herself grappling with burnout. Despite working long hours, her financial returns were far from satisfying, making her doubt the sustainability of her business.

In the summer of 2023, overwhelmed by fatigue, Branda recognised an urgent need for a shift.

*"I was feeling really lost in how I was going to make this work for me in the long run. I was burnt out already, and I had only been in business for a year and a half. I needed something to help me change directions because I couldn't keep burning myself out every day or else this wasn't going to be a lifelong career for me," she says.*

Although she was regularly earning \$6,000 a month — a sum that just about met her needs — her life had become a continuous cycle of work.

Her evenings and weekends were no longer a respite but just another extension of her workday.



**"It kind of felt like my whole life was working. I just never stopped."**

## The CEO Catalyst

Discovering the CEO Catalyst was a pivotal moment for Branda. Even though she had lackluster experiences in previous masterminds, Branda found herself drawn to the CEO Catalyst for a very specific reason—**Belinda's approach was also different; it was deeply personal.**

*"It's not about the goal the coach has for us, but rather her helping us reach our specific vision for our business,"* Branda reflects on her initial attraction to the program.

Belinda prompted Branda to look beyond the superficial motives and dig into the foundational 'why' for her business, shifting the focus from merely making money to creating a business that embodied her true aspirations.

This introspection led Branda to a significant realisation: ***"I wanted freedom, time, and flexibility. And I wanted a business that helped me achieve those things."***

## Doing the work: From charging the right prices to setting firmer boundaries

One of the first areas identified for change was pricing. Branda knew she had to raise her prices in order to take the pressure off her work load, but found the process incredibly challenging, fearing she'd lose long term clients.

*"Initially, I felt guilty about raising my prices especially for clients with whom I've worked over a year. Belinda often says something to the effect of 'it's simply not a good business decision' to avoid price adjustments.*

*This showed me that while I genuinely care for my clients, I must prioritise my business and my time. Belinda encouraged me to gradually implement changes and even helped me draft an email to communicate these new rates effectively, which proved to be incredibly helpful."*

When Branda implemented the advised price increases **the positive feedback from her clients validated the decision** and became a huge turning point.

*"When I emailed my long-term retainer clients about a significant rate increase, I was particularly anxious about two of them. Having worked together for one and a half to two years, I doubted they would accept the new rates. I had prepared myself for their refusal, thinking I'd manage somehow.*

*To my surprise, both clients responded positively, expressing their understanding and desire to continue our collaboration. This response was an eye-opener for me, challenging my assumptions and reinforcing the value of my work."*

With Belinda's guidance, Branda went on to **increase her welcome sequence package rates by 250%** from \$400 to \$1,400 while also improving her business operations. This financial leap was achieved without increasing her workload, thanks to Belinda's emphasis on setting boundaries.





"I often felt frustrated by late submissions and out-of-scope requests from clients, but I'd comply anyway.

Belinda showed me the importance of setting clear boundaries. She emphasized that allowing these behaviors meant they'd continue, highlighting my role in setting the working relationship's terms."

## Life after the CEO Catalyst

### Developing an empowered and resilient mindset

In just 6 months of the CEO Catalyst, Branda's business trajectory changed dramatically. She accomplished major milestones that transformed her career and personal life.

*"My mindset shifted a lot. I was really resentful of my business before this, but I realised I was the problem. I had no boundaries. No systems. I wasn't asking to be fairly compensated. I realised I couldn't blame other people for how I set up my business."*

**This epiphany led her to establish firmer boundaries, demand fairer compensation, and overhaul her business practices.**

## Life after the CEO Catalyst

### Restructuring service packages, pricing, and building a solid retainer roster

Branda kept her service offerings the same but, with Belinda's help, **refined her pricing and package structure**. She increased her retainer and project rates and built in more strategy into her offerings.



"Thanks to Belinda, I've implemented significant changes, especially in how I value my services. I doubt I would've had the courage to adjust my rates as needed without her support."

With the insights and strategic planning gained in the Mastermind, Branda now aims to build a solid retainer client base, enough to cover her basic monthly income. Belinda helped her develop new retainer packages that she's now actively promoting.

### Earning a higher income while gaining more confidence

Branda's price increases and package restructure led her to book her highest earning months. She also started working more with established businesses instead of just new ones.

Before the Mastermind, Branda's monthly earnings were capped at around \$6,000. Through the program's duration, she experienced a tremendous uptick in her income, **with months of earning \$10,000 becoming the new norm**.

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"I didn't have to double my work to make more money. I also have a very different mindset around bringing in clients and how I work with them. I feel more confident in my business. I know I'll attract the kind of people who are okay paying the rates that I have."

Despite still grappling with self-doubt and impostor syndrome sometimes, Branda has grown more confident in the value of her services.

*"I've learned not to lower my rates or constantly question myself because of these doubts,"* she reflects, **acknowledging a stronger belief in her worth.**

Today, she earns a significantly higher income and has firmer boundaries, all without adding on to her workload and enjoys ample leisure time as a result.

## **Reclaiming more free time**

Branda's transformation was centered on redefining her goals around her dream lifestyle, including flexibility for her future family.



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"Belinda helped me align my goals with the lifestyle I desire. An important topic we discussed was my future family plans."

*I explained that working the typical eight-hour days, five days a week, won't be feasible once I have children. I emphasised the need for more flexibility in my schedule to accommodate family life," Branda shares.*

Today, Branda's working an average of 25 to 30 hours a week, **significantly less than before**. She finishes her workday by 4 pm, a stark contrast to her previous late evenings.

Reclaiming her evenings and weekends has also been a game-changer for Branda. Nowadays, she devotes those times to herself or her creative projects rather than on client work.

This adjustment has not only enhanced her quality of life, but also allowed her to invest "CEO hours" into her own business, strategizing and planning for the future.

**What kind of changes would YOU like to see in your copywriting business?**

# ARE YOU READY TO SPARK THE NEXT ITERATION OF YOUR BUSINESSES?

The CEO Catalyst is a 6-month mastermind for copywriters committed to stepping into a bigger space and better life.

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