

CASE STUDY

NEWMAN E.:

THE PROCRASTINATING COPYWRITER

FROM 10 MONTHS OF STUCK TO 2 CLIENTS IN UNDER 2 WEEKS

How Newman overcame procrastination, stopped replacing outreach with practice, and finally landed clients by taking consistent action and following a proven system.

CLIENT OVERVIEW

Newman is a copywriter with big goals—but procrastination, perfectionism, and overthinking kept him stuck for 10 months without landing a single client.

He knew what to do but couldn’t consistently take action. He joined Productivity Accelerator to break through and finally get results.

THE CHALLENGE

- Procrastinated and overthought instead of taking action
- Replaced outreach with practice and “preparation”
- Had a plan but lacked execution and consistency
- No clients in 10 months
- Felt stuck, frustrated, and unproductive

THE SOLUTION

Productivity Accelerator helped Newman break the procrastination cycle and follow a simple, repeatable system that prioritized outreach, consistency, and real-world action over perfection.





“Taking action changed everything.”

– Leviticus Rich
Founder,
Productivity Accelerator

THE RESULTS

**2 CLIENTS IN UNDER 2 WEEKS**

Landed 2 new clients in less than two weeks after implementing the system.

**BROKE THE PROCRASTINATION CYCLE**

Stopped overthinking and started taking consistent, focused action.

**EXECUTED INSTEAD OF OVERTHOUGHT**

Replaced “practice” with outreach and got real results.

**BUILT CONSISTENCY & CONFIDENCE**

Daily execution built momentum, clarity, and self-trust.

**FINALLY MOVING FORWARD**

Feels productive, motivated, and in control of his business.

**BUSINESS GROWTH**

Now building income, gaining clients, and creating freedom.

“Before Productivity Accelerator, I had a plan... but I didn’t execute. I’d overthink everything and replace outreach with practice. I went 10 months without a single client.

Within two weeks of taking consistent action and following the system, I landed 2 clients.

It’s not about knowing what to do. It’s about doing what works.”

– Newman E.
Copywriter

THE 6-STEP FRAMEWORK: NEWMAN’S PATH TO TRANSFORMATION			
STEP	THE PROCESS	HOW NEWMAN APPLIED IT	OUTCOME
 1 CLARIFY GOALS & PRIORITIES	Define what matters most in business and life.	- Clarified client goals - Identified income targets - Focused on what moves the needle	 Clear direction and focus
 2 CONDUCT 7-DAY AUDIT	Track time, tasks, and money for one full week.	- Tracked daily schedule - Reviewed time wasters - Identified procrastination triggers	 Full visibility into gaps and opportunities
 3 APPLY PARETO PRINCIPLE	Focus on the 20% of activities that create 80% of results.	- Focused on outreach - Eliminated low-value practice - Ignored perfectionism	 More results, less busy work
 4 BUILD DAILY SCHEDULE	Create a daily routine that supports priorities.	- Built morning routine - Time-blocked outreach - Daily non-negotiables	 Consistent productivity and balance
 5 IMPLEMENT SYSTEMS	Build systems for leads, outreach, and client work.	- Outreach tracking system - Simple follow-up templates - Client onboarding system	 Reliable systems that save time and scale
 6 ERVIEW, ADJUST & OPTIMIZE	Review progress weekly and continuously improve.	- Weekly reviews - Adjusted strategies - Optimized for more clients	 Continuous growth and improvement
 THE OUTCOME: Newman broke the procrastination cycle, replaced practice with outreach, and took consistent action. He landed 2 clients in under two weeks and is now building momentum, income, and the freedom he’s always wanted.			

NEWMAN’S GOALS

- Land consistent high-paying clients
- Build a sustainable copywriting business
- Develop daily execution and discipline
- Increase income and financial freedom
- Work from anywhere and live life on his terms

BUSINESS IMPACT	
BEFORE	
Clients	Stuck at 1 for over 6 months
Time Management	Inconsistent
Procrastination	Daily
Monthly Income	\$50
Mindset	Stuck & Frustrated
AFTER	
Clients	2 in under 2 weeks
Time Management	Structured & Focused
Procrastination	Eliminated
Monthly Income	Growing
Mindset	Confident & Productive