



## CASE STUDY

### Oki Dzivenu, DPhil, ELS

**Exquisite Medical Scribe, LLC**

*Freelance medical writer since 2017*

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When Oki Dzivenu, DPhil, ELS, first tried freelancing in 2015, things didn't go so well. "I changed my LinkedIn profile and set up a website. Then I waited and waited. Nothing happened," he says.

Oki had the experience to be a successful freelancer and he was brimming with enthusiasm. But as he soon found out, that isn't enough. So he got a job.

Then Oki heard about **Finding the Freelance Clients You Deserve**, an online course that helps freelancers learn the most effective ways to target and reach the right clients. "My jaded mind was skeptical at first, but I decided to take the course. It exceeded my expectations," he says.

### Doing the Work Pays Off

The first time around, Oki thought that "letting the world know" that he was a freelancer was all he had to do to succeed. During the course he learned that he had to work for his success, and got a proven system to follow, reinforced by personal coaching.

"Unlike other businesses coaches who make outlandish promises to lure unsuspecting students, Lori never shied away from emphasizing that, if you put in the work, you'll get the results you want and deserve. To my utmost surprise, I got my first client even before I completed the course!"

### Clearer Messages Target Client Needs

While Oki came into the course with a clear understanding of the type of work he wanted to do and the type of clients he wanted to work with, he had two different specialties. Both were part of medical writing. But the marketing messages he needed to attract biopharmaceutical and life sciences companies were different than the messages he needed to attract organizations working to combat cancer.

Oki developed overall messaging that worked for both specialties and then individual messages targeted to the needs of clients in each specialty.

## Better Marketing Attracts Clients

Part of Oki's messaging strategy was to change his company name from Exquisite Scribes, LLC to Exquisite Medical Scribe, LLC, so clients would immediately know that he was a medical writer. He also simplified his logo and tagline so clients would immediately see a key message: "Developing compelling medical content."

Oki added his logo to his email signature. Since most freelancers don't have a logo, this simple action helps him stand out and makes it easier for clients and colleagues to remember him.

In revising his [LinkedIn profile](#), Oki developed a compelling, client-focused headline and summary.

His new summary presents his experience and services clearly and concisely. It begins with the benefit of compelling content for his two target audiences:

1. Biopharmaceutical and life sciences companies
2. Organizations working to combat cancer.

Then Oki has separate sections geared to the needs of each of these target audiences. Below that, he lists his services, clearly organized by the three types of writing he does (content marketing, marketing communications, and scientific communications).

Within a few days of making these revisions, a client searching LinkedIn for a freelancer found Oki!

Oki will be using the same messages and his logo on his website, which is currently under development (as of August 2017).

## A Roaring Success

"I learned how to make my freelance business a roaring success," says Oki. "This is what I want to do for the rest of my life."

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## About Oki's Freelance Business

Oki is a freelance medical writer specializing in compelling content marketing, copywriting, and scientific writing. He writes compelling medical content to help biopharmaceutical and life sciences companies get more customers and organizations working to combat cancer get more awareness and support. Oki has over 15 years of experience in content marketing, copywriting, and scientific writing.

## Learn More About Oki

[LinkedIn profile](#)

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