



## CASE STUDY

### **Kalpana Shankar, PhD**

**3C Medical Writing**

*Freelance medical writer since 2020*

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After working in the pharmaceutical industry for six years, Kalpana Shankar, PhD, wanted to translate her experience into freelance medical writing. She had the skills and experience to succeed. But she didn't know how to get started.

Freelance medical writing is a high-demand, high-paying specialty. But it's vast. Kalpana didn't know how to narrow down her options, find and attract the right clients, or match her experience to services that clients need.

Then she came across [Finding the Freelance Clients You Deserve](#), an online course that helps freelancers learn the most effective ways to target and reach the right clients.

"Before starting this course, I lacked focus and confidence," says Kalpana. "Now that I've done all the background work associated with launching my business, I am confident that I can effectively market my writing services."

### **Developing Client-Focused Marketing**

Doing the background work—developing the marketing infrastructure that freelancers need to succeed—is hard work. But as Kalpana says, "by doing this work in the beginning, I know I will reap the benefits later."

During [Finding the Freelance Clients You Deserve](#), Kalpana refined her specialty and developed client-focused marketing messages and tools. This became even more important when coronavirus swept across the United States, becoming a pandemic that led to the COVID-19 recession. While steady, high-paying clients who need the help of talented freelancers are still out there, there is less work and more competition now.

## Standing Out in a Sea of Freelancers

By refining her specialty to medical, scientific, and regulatory writing and choosing three target markets (groups of clients), Kalpana learned more about the needs of the clients she wanted to work with. Kalpana used what she learned about her target markets—CROs, medical communication agencies, and medical education agencies—to develop marketing messages and tools that focus on their needs and how she can help them meet those needs.

“Providing clear, concise, and compelling medical, scientific, and regulatory writing” is Kalpana’s key marketing message. She used this in her [LinkedIn profile](#) and [website](#). Kalpana also learned how to write profile and web content that will help her attract the right clients.

Kalpana’s marketing also includes her new freelance brand, including her new business name: 3C Medical Writing. Having a freelance brand and client-focused marketing makes Kalpana stand out in a sea of freelancers. This is even more important in a recession. During the course, Kalpana also learned how to choose the clients she wanted to work with and market directly to them using direct email.

With her client-focused marketing and freelance brand, Kalpana was able to successfully launch her freelance business despite the recession.

## Attracting Clients Fast

After Kalpana made a few minor changes to her LinkedIn profile, including putting “Freelance Medical Writer” in her headline, she began to attract medical writing recruiters, prospective clients, and subcontractors. “I saw that people found my profile based on their search for ‘Freelance Medical Writers.’ My profile prominently showed up in their search results,” she says.

Kalpana’s first client found her on LinkedIn. The client mentioned that she had also checked out Kalpana’s website, and that Kalpana had written an “excellent pitch” for the project.

## Gaining Confidence

Kalpana took the version of the course with personalized coaching, which included review of key exercises and conference calls to talk about marketing challenges and solutions.

“Lori provided great insight for making my brand unique and keeping my business looking professional,” says Kalpana. “She really wants her students to succeed.”

Along with developing her marketing messages and tools, Kalpana gained confidence and developed the freelance success mindset. Believing in your ability to succeed, and that you will succeed if you do the right things and are persistent, is important to all freelancers. In a recession, when there's less work and more competition, it's even more important—especially when you're a new freelancer.

“Lori’s coaching was a confidence booster. By taking **Finding the Freelance Clients You Deserve**, I am now more confident in my marketing skills and my ability to effectively market my writing services,” says Kalpana.

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## About Kalpana’s Freelance Business

3C Medical Writing delivers clear, concise, and compelling medical, scientific, and regulatory writing for CROs, medical communication agencies, and medical education agencies. As a freelance medical writer with 13 years of pharmaceutical and academic experience, Kalpana helps her clients communicate effectively with healthcare providers, regulators, and other audiences.

### Learn More About Kalpana

[Website](#)

[LinkedIn profile](#)

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