



## CASE STUDY

# Finding Structure and Support to Get Better Clients

**Elizabeth Hanson**

Freelance science and medical writer since 2007

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After freelancing for 10 years, Elizabeth Hanson was doing fairly well. But she knew that she could attract better, steadier clients if she could just get motivated and organized to market her business.

“I was focused on meeting immediate deadlines rather than planning ahead,” says Elizabeth. Like many freelancers, Elizabeth was also worried about annoying prospective clients with marketing emails, and uncomfortable asking current clients and colleagues for referrals. And she was afraid of being overwhelmed if her marketing generated too much work.

Then Elizabeth enrolled in **Finding the Freelance Clients You Deserve**, an online course that helps freelancers learn the most effective ways to target and reach the right clients.

## Guidance and Encouragement to Step Up Marketing

“Before taking the course, I had half-done many of the tasks, but I couldn’t get organized to put them together. And I didn’t commit the time to it,” she says.

Elizabeth had a logo, but hadn’t been using it because she knew that it needed more work. She had started working on a website but never finished it. Elizabeth had made lists of clients and colleagues to ask for referrals, but hadn’t followed through. And she knew she needed to replace the selfie she was using on her LinkedIn profile with a professional photo. “I needed the structure and support of a course to motivate me to do the work,” she says.

**Finding the Freelance Clients You Deserve** is available as a self-study course or with coaching. Since Elizabeth was an experienced freelancer and had already started some of the work covered in the course, she chose the self-study version. “For me, the self-study course was enough. If I were a new freelancer, I think the coaching would be helpful,” she says.

## A Narrower and Better Focused Specialty

The first step for Elizabeth was to evaluate her current work with two distinct types of clients (target markets):

1. Science and medical writing
2. Natural history museums and other science-based organizations.

“Science and medical writing is a more reliable way to make a living as a freelancer. Taking this course helped me focus and commit to that route,” she says. Elizabeth will focus most of her marketing on science and medical writing, while still doing some work in her second specialty.

Once Elizabeth had a clear primary specialty, she developed marketing messages to attract science and medical clients and started her prospect list. She revised her LinkedIn profile, and finished her website, and had a professional photo taken for use on both. Elizabeth also finalized her logo.

## More Confidence to Get the Clients She Deserves

Since taking the course, Elizabeth’s confidence in her ability to get the clients she deserves has skyrocketed. “I followed the course’s clear, step-by-step instructions. That was so much easier than trying to figure out for myself what to do next!” she says.

Elizabeth hired a designer, who helped her develop a professional website. She is setting aside time every week to research prospects and send them direct emails, and to follow up with prospects who’ve responded to her marketing but not yet hired her. Elizabeth is also asking clients and colleagues for referrals, and staying in touch with them regularly so they’ll think of her first for freelance work.

## The Right Projects for the Right Clients

As Elizabeth learned during the course, choosing a strong specialty is a key to freelance success. But it’s also important to enjoy your work.

“Think hard about who you would like to work for, and what you would like to do for them,” she says. “If you can afford it, choose your projects carefully.” Turning down projects that make you miserable gives you more time to do the projects you enjoy for great clients. It also prevents the stress of being overcommitted.

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## About Elizabeth’s Freelance Business

Elizabeth is a versatile freelance science and medical writer who works with hospitals, universities, disease-focused organizations, and other clients. She helps clients report science news, profile researchers, tell stories of discovery, and educate patients, consumers, and donors. She also works with natural history museums and other science-based organizations.

### Learn More About Elizabeth

[Website](#)

[LinkedIn profile](#)

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