



CASE STUDY

Finding Growing Freelance Markets

Erik MacLaren, PhD

Freelance medical writer since 2013

After freelancing for a few years, Erik MacLaren, PhD, realized that he was spending too much of his time doing work that wasn't very interesting and didn't pay well. But he didn't know enough about opportunities in freelance medical writing to change that.

Then he signed up for **Finding the Freelance Clients You Deserve**, an online course that helps freelancers learn the most effective ways to target and reach the right clients.

Finding Better Freelance Opportunities

As a freelance medical writer, Erik already had a specialty but it was too broad. During the course, he assessed his abilities and interests, and the potential for growth in different medical writing markets. Then he refined his specialty. "Directing my attention toward areas that will provide ample opportunities into the future was helpful," he says.

Like many freelancers, Erik wasn't comfortable with what he calls "unsolicited engagement with potential clients" before the course. So he spent most of his marketing time on passive activities like working on his website and LinkedIn profile.

Erik learned how to use professional associations and their directories to not only research target markets within medical writing, but also to find prospects—and to use direct email to market to them. "Learning how to write direct emails and having one reviewed by Lori gives me more confidence to include this tool in my marketing efforts," he says. "I feel much more confident that I will be able to locate clients that need my services and engage them through direct email enquiries."

Making Progress through Accountability

Erik had taken other courses on freelancing before, but getting motivated to actually implement what he was learning was difficult. By taking the version of the course with personalized coaching and deadlines for completing exercises for review, he was able to make marketing a priority. "This made it easier for me to give new work behaviors priority and

incorporate them into my regular schedule," he says. Now, Erik regularly makes time for marketing, putting it on his calendar like all other tasks related to the business of freelancing.

About Erik's Freelance Business

As a freelance medical writer with a PhD in pharmacology, Erik helps professional associations, medical communications companies, continuing medical education providers, and others reach professional audiences through accurate and compelling medical and scientific content.

Using experience gained over 15 years as a research scientist, Erik helps his clients craft messages that will resonate with professional audiences, including grant reviewers, physicians, and scientists. Areas of expertise include addiction medicine, oncology, genetics, pharmacology, neuroscience, molecular biology, and genomic evolution. I create CME materials and needs assessments, journal manuscripts, white papers, medical news content, and more for a professional audience.

Learn More About Erik

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