



CASE STUDY

Making Marketing Easier with a Narrower Specialty

Mia DeFino

Freelance medical and science writer since 2016

As a brand new freelancer, Mia DeFino knew that she needed to grow her business. She had two clients, but they weren't paying her enough for her work. "I needed to get different types of clients in order to be successful, but it was hard for me to figure out how to get there on my own," she says.

Then she 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. During the course, Mia narrowed down her specialty and developed messages for her website, LinkedIn profile, and direct emails that focus on how she meets the needs of her clients.

A Narrower Specialty Makes Marketing Less Intimidating

By narrowing her specialty to what she does best, Mia can more easily target and attract better clients. "I had too many interests before. I needed to focus on what I'm really good at and develop a list of clients who know me for the work I can do now," she says.

Mia chose the type of clients she most wants to work with and the type of projects she most wants to work on. The personalized coaching in the version of the course Mia took—with review of key exercises and conference calls—helped her narrow her specialty.

"Marketing will be a lot easier and less intimidating for me now that I know how to find clients who will pay me well to do the work I want to do," she says.

Clear, Client-Focused Messaging Attracts the Right Clients

Focusing on the needs of her clients—a key concept in the course—helped Mia develop better and more consistent messaging for her website, LinkedIn profile, and direct emails. She created a new tagline and email signature, and drafted a client-focused direct email template for prospective clients. Mia also revised her LinkedIn profile and began revising her website.

Consistent Marketing Increases Choice of Clients

Mia also learned that getting great clients doesn't happen overnight. "It takes consistent effort to reach out and make new contacts at different prospective client companies," says Mia. "Projects aren't always available the first time you make contact, so it's important to check in with old contacts and continue making new contacts."

Each week, Mia sets aside time for marketing, including following up with prospects who've expressed interest in her services but not yet hired her. And she is developing a plan to review her marketing each quarter. "If a quarter is looking slower than I'd like, I can increase my marketing," she says.

Tips on Getting the Right Clients

Mia now knows that there are good clients and unacceptable clients—and that freelancers don't have to settle for unacceptable clients.

"Find the clients who respect your work and, most importantly, are fun to work with. Once you find one client who treats you well, it's harder to convince yourself that it is okay to continue to deal with unreasonable clients," she says. "Believe in yourself and the value of your skills."

About Mia's Freelance Business

As a freelance medical and science writer with a master's degree in pharmacology, Mia DeFino helps CROs, pharmaceutical companies, medical communication agencies, and academic institutions translate complex ideas into meaningful content for their intended audience. Her services include publication planning, manuscript writing, posters, abstracts, and patient education tools.

Learn More About Mia

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