



## CASE STUDY

# Making the Impossible Possible

**Kathy Adamson, DVM**

Freelance medical and science writer since 2021

Like many new freelancers, Kathy Adamson, DVM, had no idea how to find clients. “I’m a science person. All my education revolved around science, medicine, research, and clinical skills. I did not learn anything about marketing or business,” she says.

Kathy thought that marketing her freelance business was going to be impossible. “My fear of marketing almost kept me from pursuing my dream of having my own freelance writing business,” said Kathy, who launched [KMA Veterinary and Medical Writing LLC](#) in 2021.

Kathy had already earned her Medical Writing and Editing certificate from the University of Chicago. This provided formal training in medical writing and complemented her degree in veterinary medicine and her clinical work as a veterinarian. “This respected certificate from a well-known institution validates my skills, and provides personal satisfaction and professional credibility,” she says.

## Making Marketing Easier

A course on freelancing in the Medical Writing and Editing certificate program included a brief overview of marketing, taught by Lori De Milto, who teaches the online course [Finding the Freelance Clients You Deserve](#). “Lori’s professionalism and knowledge inspire trust,” she says. “Her course on finding clients was the pearl I needed to kickstart my business.”

After taking [Finding the Freelance Clients You Deserve](#), Kathy found that marketing wasn’t as hard as she thought it was.

“My confidence in my ability to succeed as a freelancer skyrocketed,” says Kathy. “I now had tried-and-true, step-by-step, proven techniques for finding clients.”

## Choosing the Right Specialty

During the course, Kathy learned more about specialties within medical communications and with coaching from me, shifted from what she thought she wanted to do to what clients were

most likely to hire her to do based on her background and experience. For example, Kathy wanted to write health content for patients and consumers (the public). But clients usually hire freelancers with a communications background, not a clinical background, for this type of work. She also chose some types of services that she had never done before, like developing visual aids.

So Kathy decided to focus on CME and continuing education and services she knew she could provide. She does mention writing for the public in her marketing, but she focuses on writing for healthcare professionals. Kathy made lists of her services and her writing and clinical experience by areas (e.g., cardiology and devices).

Then she chose her best target markets (groups of clients). As a veterinarian, Kathy is focusing on clients working in animal health, and also writes about human health. Originally, Kathy had planned to focus on contract research organizations and healthcare marketing agencies. Most contract research organizations focus on human health. Since Kathy was a new freelancer, they were unlikely to hire her. And healthcare marketing agencies almost always hire freelancers with a communications background and strong experience in writing for the public.

So Kathy shifted to target markets like companies working in animal health, pet companies, and professional societies, associations, and publishers related to animal health.

To attract clients, Kathy developed client-focused marketing messages. She focused on the needs of her target markets and how she could help clients meet their needs. Kathy uses these messages in her LinkedIn profile. For example, Kathy's LinkedIn profile headline is:

Freelance Medical Writer | Meticulous, insightful, and dependable veterinary and medical content to inform, educate, and inspire your audiences.

## **Finding Marketing Tools that Work**

Now Kathy was ready to actively market her freelance business. She found that direct email and LinkedIn works best in helping her get the clients she deserves.

Direct email lets freelancers choose the steady, high-paying clients they want to work with and attract them with a carefully customized email focused on what they can do for that client.

At first, Kathy was skeptical about direct email. "I was extremely uncomfortable with the thought of bothering people," she says. "I assumed clients already had what they needed and didn't have time to deal with unsolicited messages."

But Kathy gave direct email a try. She was pleasantly surprised by the results.

"Direct email has been the #1 way I've acquired new clients," she says. "It is easier than people think, and, when done professionally, it gets results."

Kathy found that direct email helped her build credibility before clients met her. "People appreciate being contacted in a way that highlights their business and demonstrates how you can help them achieve their goals," she says.

“Direct email is genius! If I get work, it’s the kind of work I want with a client I want to work with. The client gets the work they want done by someone they know can do the job right,” she says. Kathy sends some direct emails every week.

## Learning How to Use LinkedIn

Clients have found Kathy when searching for freelancers on LinkedIn through her client-focused profile. She’s also reached out to potential clients who have hired her, and receives referrals from people she met, on LinkedIn. Kathy’s profile lets clients quickly determine whether she can meet their needs and shows her professionalism.

“Discovering how to effectively use LinkedIn as a marketing tool for my freelance business was a game-changer,” she says.

Kathy is also active on LinkedIn, which helps her rank higher in search results. She regularly reads and comments on other people’s posts and writes her own. Kathy’s posts focus on animal health or quality of life for freelancers, things like how to balance work and life at home, office ergonomics, and maintaining mental focus.

## Making Time for Marketing

Like most freelancers, finding time for marketing has been a challenge for Kathy. “I’m still not as good about this as I should be but I’m improving because thanks to the course, I understand the importance of taking time for marketing,” she says.

Every week, Kathy sets aside time for marketing. Most weeks, she searches for and adds potential clients to her prospect list and sends out 3 to 5 direct emails. Every four to six weeks, she reaches out to current and past clients with relevant news or just to check in. She networks on LinkedIn about three times a week.

“Lori provides an absolute gold mine of information, skills, and step-by-step methods for freelancers,” says Kathy. “She’s ready to help but she’s not going to do the work for you. She teaches you and empowers you so that you can do it alone.”

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## About Kathy’s Freelance Business

KMA Veterinary and Medical Writing LLC provides meticulous, insightful, and dependable veterinary and medical content. Her content informs, educates, and inspires professional and public audiences so they can stay updated and improve animal and human health. Kathy specializes in CME, continuing education, and other veterinary and medical content.

[Website](#)

[LinkedIn profile](#)