



CASE STUDY

Conquering Imposter Syndrome and Becoming a Better Marketer

Jeremy (Jerm) Day-Storms, PhD, MWC

Freelance medical writer since 2022

When Jeremy (Jerm) Day-Storms, PhD, MWC, launched Day-Storms LLC Medical Writing and Research in 2022, he started learning about what he needed to do to succeed. First, he took a course about different types of medical writing. The course included a little content on marketing, which made him realize that he had no idea where to start to find clients.

“I decided that if I was serious about my freelance business, then I needed to know how to be a better marketer, including being intentional with my networking,” says Jerm.

Building a Successful Freelance Business

Jerm knew that marketing was key to making his business profitable enough to justify leaving his last job and to overcoming imposter syndrome, a feeling of severe self-doubt and insecurity that doesn't go away. “It feels so unnatural to market myself. I also don't want to come across as being either a stalker or someone who is smarmy,” he says.

With 11 years of experience in academia as a professor of chemistry, chair of a natural sciences department, and a lab manager; 4 years of medical writing experience; and 3 scientific degrees, Jerm was well positioned for success as a medical writer. But Jerm needed to identify his specialty within medical writing, define his ideal clients, and understand how he could meet their needs. He needed to learn what works best in marketing a freelance business. Finally, Jerm needed to build the marketing habit so that he had a process in place to continually market his freelance business.

Making a Wise Investment

When Jerm heard about [Finding the Freelance Clients You Deserve](#), he knew that he had found the help that he needed. “Finding the Freelance Clients You Deserve was a wise investment that quickly paid for itself,” he says.

During the course, Jerm refined his specialty to focus on what clients were most likely to hire him to do and identified target markets (group of clients) that were most likely to need his help. He is using his expertise in medical policy, payer, and benefits management to focus on

helping laboratories, healthcare payors, managed healthcare companies, biotech companies, and other clients communicate effectively with healthcare professionals and payors.

Next, Jerm developed client-focused marketing messages based on the needs of these clients and how he could meet their needs. He used these messages when he updated his LinkedIn profile and website. For example, Jerm's LinkedIn profile headline is:

Freelance Medical Writer | Accurate, evidence-based, and timely medical content for laboratories, healthcare payors, managed healthcare companies, biotech companies, and other clients

Here's Jerm's website home page headline and subhead:

Accurate, evidence-based, and timely medical content

To help you effectively communicate with healthcare professionals and payors

Getting Steady, High-Paying Clients on LinkedIn

After optimizing his LinkedIn profile, building a big, relevant network, and becoming active on LinkedIn, Jerm got five clients through LinkedIn in one year. They have all been steady, high-paying, clients.

"LinkedIn is probably the biggest driver in my business. It has helped me secure clients, find hot prospects, learn new concepts, and network with other professionals," he says.

Jerm ranks high in search results when clients searched for a freelancer because he optimized his profile for LinkedIn's algorithm, including by using the right keywords. He keeps the attention of clients once they find his profile by focusing on their needs and how he can help them meet their needs.

"My LinkedIn profile is carefully curated to highlight my unique specialization and professional journey. I have highlighted relevant experiences and included examples of my work to provide potential clients with a sense of trust and reassurance about my expertise," he says.

Having a network of 500+ relevant connections also helps more clients find Jerm. "Being connected to people within my industry often leads to new clients discovering my profile," he says. "This network effect is amplified by my active participation in relevant discussions and my consistent engagement with industry-related content."

In his regular posts on LinkedIn, Jerm focuses on insights and updates related to his specialty. "This helps establish me as a thought leader within my niche. One client mentioned they reached out after finding my posts on a topic directly relevant to their needs," he says.

Conquering Imposter Syndrome

Up to 70% of all people have faced imposter syndrome at one time or another—even though they're already successful, or—like Jerm when he launched his freelance business—have what it takes to be successful. "The course and Lori's coaching have been instrumental in overcoming the imposter syndrome that often plagues new freelancers like me," he says.

Learning how to communicate his skills and expertise was crucial in countering Jerm's feelings of self-doubt and inadequacy. Through personal coaching, he was able to voice his concerns and work through them in a safe space.

"The tailored advice and encouragement I received were pivotal in building my confidence. It helped me shift my mindset from questioning my abilities to recognizing and celebrating my strengths and potential," says Jerm.

Also, Jerm liked the practical application of marketing concepts in Finding the Freelance Clients You Deserve. "By applying the principles learned, I've seen a significant improvement in my client engagement and business growth," he says.

Building the Marketing Habit

Jerm's students often started his biochemistry or organic chemistry courses with that "deer-in-the-headlight look of pain and fear," the same feeling that most freelancers have about marketing when they start out.

"I would tell them that what they received from the course was directly proportional to the effort they put into it," he says. "This same philosophy is true with Finding the Freelance Clients You Deserve. If you put in effort to practice what you are learning, then you will reap the rewards."

Jerm knew that he needed to build the marketing habit. Taking Finding the Freelance Clients You Deserve and doing the work started this process, along with course content that provided tips on how to do this. By the time the course ended, Jerm had created a daily marketing habit. He sets aside a 30-minute non-negotiable block of time every weekday for marketing.

"I now approach my work with greater confidence and a clearer understanding of the value I offer, which is essential for success in freelancing," says Jerm. "The practical tools and techniques provided by the course have streamlined my marketing activities, making them more efficient and effective."

About Jerm's Freelance Business

Day-Storms LLC Medical Writing and Research delivers accurate, evidence-based, and timely medical content for laboratories, healthcare payors, managed healthcare companies, biotech companies, and other clients. Jerm helps his clients communicate effectively with healthcare professionals and payers. His services include abstracts, articles, blog posts, dossiers, content related to government regulations, compliance, and accreditation, manuscripts, medical news stories, medical policies, posters, slide decks, and white papers.

[Website](#)

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