



**Survey**

# How Freelancers Market Their Services: 2025 Survey

## RESULTS REPORT



## Introduction

**How Freelancers Market their Services: 2025 Survey** (fielded from February 11 to March 3, 2025) asked freelancers about what works best for them in marketing their businesses, challenges they face, their use of social media for business, membership in professional associations, and more. Highlights of key survey findings start on page 3, followed by results for the main questions. I thank the 267 freelancers who took the survey.

### How Will the Survey Results Help You?

If you're like most freelancers, you're smart and you're talented. But you're probably not getting the clients you deserve. And building a stable, high-income freelance business is a struggle.

This isn't your fault.

You probably never had a chance to learn about freelance marketing.

That's where the survey results can help.

The results clearly show that some types of marketing work better than others in helping freelancers build stable, successful freelance businesses. Compare what you're doing now to what other freelancers who participated in the survey are doing. Then, set a course to improve your marketing approach, and ultimately, your results!

### Who Conducted the Survey?

I'm Lori De Milto, a freelance writer and the founder of [The Mighty Marketer](#). I help freelancers get the steady, high-paying clients they deserve by focusing on what works best, so you don't waste your time.

### How Can I Learn More About Marketing?

Use my Mighty Marketer content, tools, and courses to learn how to find and get the clients you deserve. See pages 14 and 15 for free content and tools that will help you, along with courses—with or without coaching—you can buy.

With the right tools, every freelancer can become a Mighty Marketer.

## Key Findings

### **99% of freelancers who took the survey find marketing to be a challenge:**

- “Biggest challenge”: 30% of freelancers
- “One of the major challenges”: 45% of freelancers
- “Somewhat of a challenge”: 17% of freelancers
- “Minor challenge”: 7% of freelancers.

Only 1% of freelancers said marketing is not a challenge.

### **The top 3 marketing challenges are:**

1. Understanding how and where to get better clients
2. Finding clients to market to
3. Learning how to market a freelance business.

**LinkedIn is the #1 source of the best clients for freelancers, followed closely by networking.** Between the 2023 and 2025 surveys, 26% more freelancers reported LinkedIn as a top source of clients.

### **Most freelancers are already using some of the most effective marketing tools:**

- 84% of freelancers have a specialty.
- 99% of freelancers have a LinkedIn profile.
- 68% of freelancers have a website for their freelance business.

### **83% of freelancers use social networks for business. LinkedIn is the #1 social network:**

- 100% of freelancers who use social networks for business use LinkedIn.
- 81% of freelancers who use LinkedIn say it’s “important” or “very important” in getting clients, a 20% increase since 2023.

**80% of freelancers belong to professional associations.** Of the freelancers who belong to professional associations:

- 47% of freelancers say professional associations are “important” or “very important” in getting clients.

**Few freelancers are taking full advantage of referrals, one of the easiest ways to get great clients:**

- **Just 33% of freelancers get at least 51% of their business from referrals.**
- 42% of freelancers get less than 25% of their business from referrals.

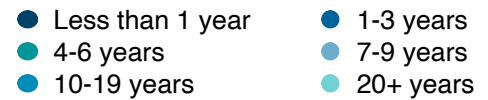
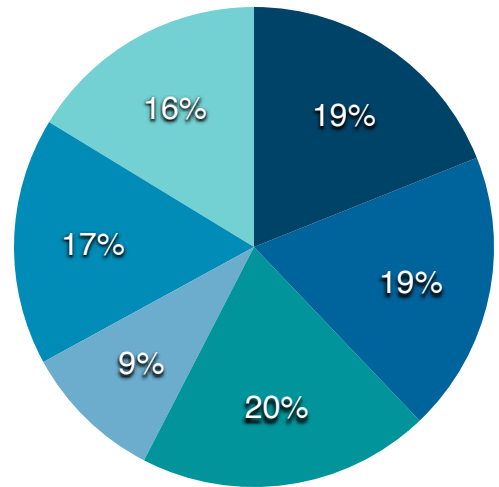
**Many freelancers are getting much of their work from repeat business from satisfied clients:**

- **77% of freelancers get at least 51% of their work from satisfied clients.**
- Just 8% of freelancers get less than 25% of their work from satisfied clients.

## Survey Participants

### Years of Freelance Experience\*

Survey respondents are a mix of both new and experienced freelancers. Freelancers with less than 3 years of experience (38%) were the largest group, followed by freelancers with 10 or more years of experience (33%) and freelancers with 4-6 years of experience (29%). Three respondents weren't freelancing yet (not included in the percentages).



### The Numbers\*

Not yet a freelancer	3
Less than 1 year	50
1-3 years	50
4-6 years	52
7-9 years	25
10-19 years	44
20 or more years	43

\* 267 responses

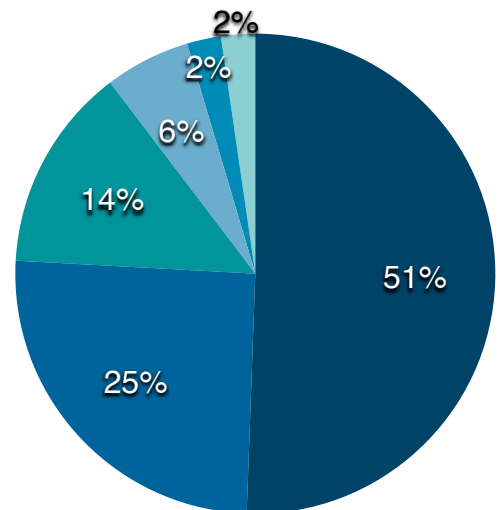
### Types of Freelancers

76% of the survey respondents were either writers or writers and editors. The next largest group, at 19%, was editors and editors and writers. About 5% of the freelancers work in other fields.

### The Numbers\*

Writer	132
Writer + editor	66
Editor	36
Editor + writer	15
IT professional	6
Translator	6
Other	6

\* 267 responses



## Marketing Challenges

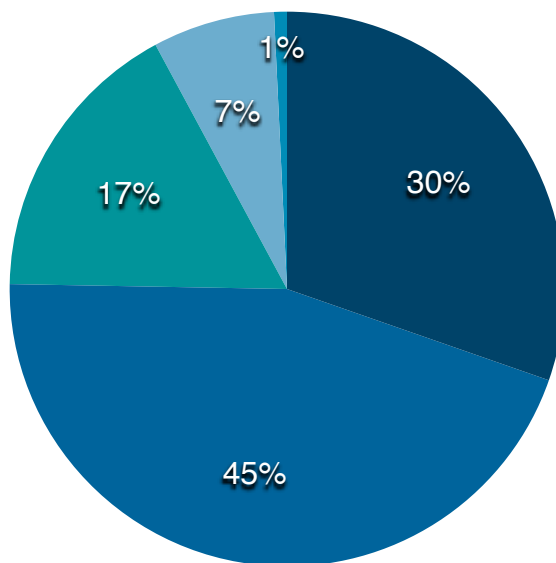
99% of freelancers who took the survey find marketing to be a challenge:

- 30% of freelancers: “Biggest challenge” (81 freelancers)
- 45% of freelancers: “One of the major challenges” (120 freelancers)
- 17% of freelancers: “Somewhat of a challenge” (45 freelancers)
- 7% of freelancers: “Minor challenge” (19 freelancers)

Less than 1% of freelancers (2) said marketing is not a challenge.

\* 267 responses

### How challenging is marketing?



- Biggest challenge
- Major challenge
- Somewhat challenging
- Minor challenge
- Not a challenge

## Top Marketing Challenges

The top 3 marketing challenges are:\*

1. Understanding how and where to get better clients
2. Finding clients to market to
3. Learning how to market a freelance business.

Understanding how and where to get better clients moved up from the #2 challenge in the 2023, 2021, and 2019 surveys to #1 this year.

Finding clients to market to and learning how to market a freelance business were nearly tied for #2 and #3. In earlier surveys finding clients to market to was:

- #3 in 2023 and 2021
- #2 in 2019.

Learning how to market a freelance business wasn't even a top 3 challenge in earlier surveys.

Making time for marketing, which was the #1 challenge in 2023 and 2021, dropped off of the top 3 challenges. In 2019, making time for marketing was #3.

\* 258 responses



\* Ranked #1, #2, or #3

## Sources of the Best Clients

The top 3 sources of the best clients are:\*

1. LinkedIn
2. Networking
3. Direct email.

The top sources of the best clients have stayed the same since 2019. LinkedIn and networking were ranked much higher than direct email or other sources. Between the 2023 and 2025 surveys, 26% more freelancers reported LinkedIn as one of the 3 top sources of clients.

### LinkedIn (ranked #1, #2, or #3):

- 2025: 97%
- 2023: 71%
- 2021: 76%
- 2019: 52.2%

### Networking (ranked #1, #2, or #3):

- 2025: 90%
- 2023: 88%
- 2021: 83%
- 2019: 75%

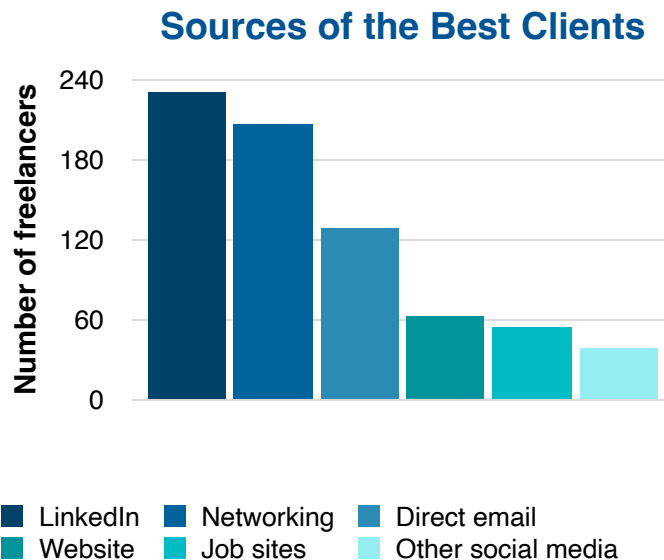
\* 261 responses

## Specialty (or Niche)

84% of freelancers (222) have a specialty (or niche). 16% of freelancers (42) do not have a specialty. This is a 6% increase over 2023.

- 2023: 79% of freelancers have a specialty
- 2021: 76% of freelancers have a specialty
- 2019: 77% of freelancers have a specialty.

\* 264 responses





## LinkedIn Profiles

Just over 99% of freelancers (258) have a LinkedIn profile.\* Between 2019 and 2025, the percentage of freelancers with LinkedIn profiles has increased from 75% to 99%.

### Freelancers with a LinkedIn profile:

- 2023: 95%
- 2021: 98%
- 2019: 75%.

*\* 260 responses*

## Websites

68% of freelancers (180) have a website for their freelance business and 32% of freelancers (84) do not have a website.\* This is similar to 2023 and 2021.

- 2023: 70% of freelancers have a website
- 2021: 70% of freelancers have a website
- 2019: 75% of freelancers have a website.

*\* 264 responses*

## Use of Social Networks for Business

83% of freelancers (219) use social networks for business and 27% (45) do not.\* This was higher than 2023 and 2019 and about the same as 2021.

- 2023: 72%
- 2021: 84%
- 2019: 75%

Of freelancers who use social networks for business, 100% use LinkedIn. Less than 5% of freelancers use the next top 2 social networks: Facebook and X (formerly Twitter).

*\* 264 responses*

## Importance of LinkedIn in Getting Clients

In helping freelancers get clients, LinkedIn was the only network rated as “important” or “very important” in getting clients:\*

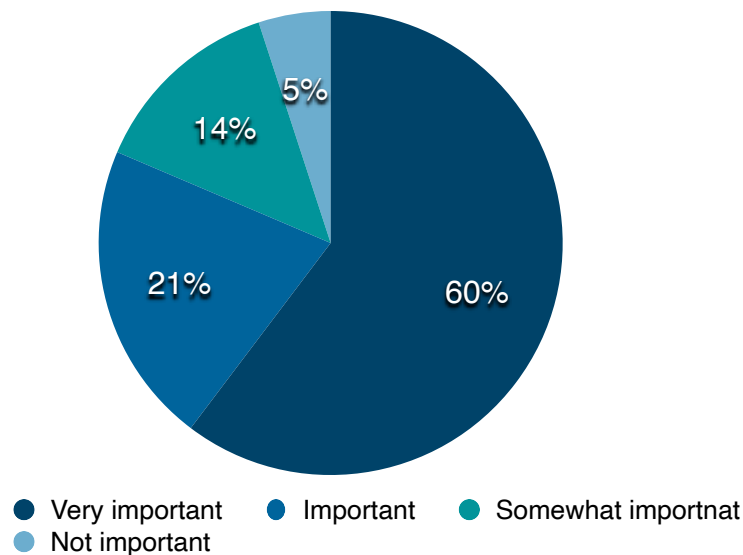
- 81% of freelancers (174 freelancers) said LinkedIn is “important” or “very important” in getting clients.

This was a 20% increase over 2023:

- 2023: 61%
- 2021: 68%
- 2019: 62%

\* 214 responses

### Importance of LinkedIn



## Professional Associations

80% of freelancers (210) belong to professional associations and 20% (54) do not.\* This is the lowest percentage ever.

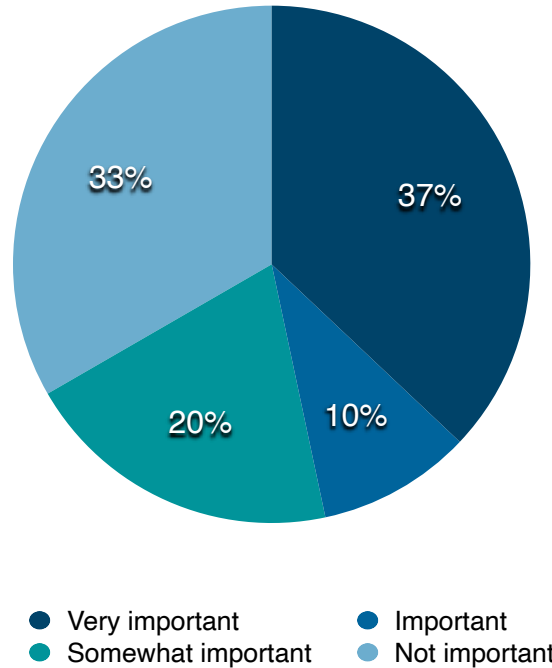
- 2023: 96%
- 2021: 91%
- 2019: 86%

\* 264 respondents

## Professional Associations and Getting Clients

47% of freelancers (96) who belong to professional associations say that they're "important" or "very important" in helping them get clients.\* This is down from 59% in 2023. 22% of freelancers (45) say professional associations are "not at all important" in helping them get clients.

\* 204 responses



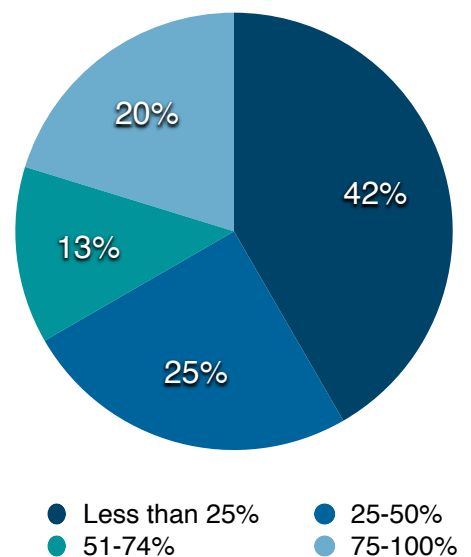
## Referrals

Just 33% of freelancers (84) get at least 51% of their business from referrals. This is a slight increase from 2023 and a decrease from 2021 and 2019.

- 2023: 31%
- 2021: 41%
- 2019: 42%

42% (105) of freelancers get less than 25% of their business from referrals, nearly identical to results in 2023, 2021, and 2019.

\* 255 responses



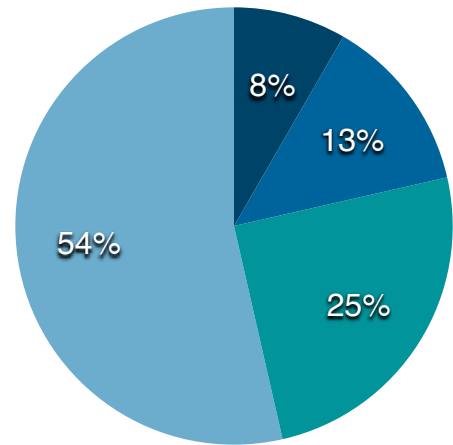
## Repeat Business from Clients

77% of freelancers (198) get at least 51% of their work from repeat business from clients.\* This is a 4% increase from 2023 and the same as 2021.

- 2023: 73%
- 2021: 79%
- 2019: 75%.

Just 8% of freelancers (21) get less than 25% of their work from repeat business.

\* 258 responses



- Less than 25%
- 25-50%
- 51-74%
- 75-100%

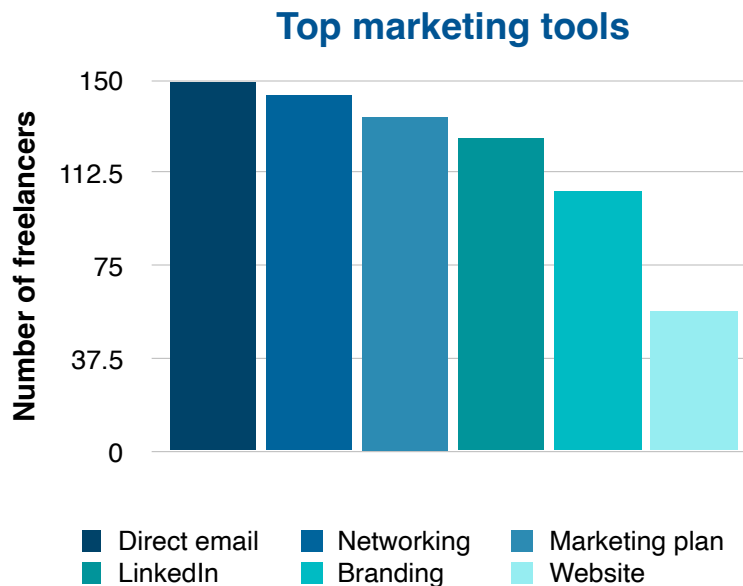
## What Freelancers Want to Learn

Ranked #1, #2, or #3

The top 3 marketing tools freelancers most want to learn about are:\*

1. Direct email
2. Networking
3. Marketing plan

\* 255 responses



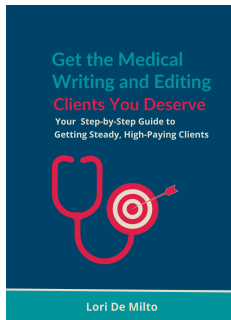
Ranked #1, #2, or #3

## Content, Tools, and Courses

Now that you know what works best in marketing your freelance business, use my content, tools, and courses to start getting the clients you deserve.

### Ebooks

#### *For freelance medical writers and editors*



#### [Get the Freelance Medical Writing and Editing Clients You Deserve: Your Step-by-Step Guide to Getting Steady, High-Paying Clients](#)

#### *For other freelancers*



#### [Get the Freelance Clients You Deserve: The Proven Process for Growing Your Freelance Business](#)

### Freelance Success Blog

Practical advice and inspiration on marketing and freelance success stories. Many posts include free tools. Visit the [Freelance Success blog](#).

### Courses

#### *Build Confidence and Marketing Skills with Personal Coaching*



[Finding the Freelance Clients You Deserve](#) gives you a proven process for getting the steady, high-paying clients you deserve. Since 2016, this 7-week online course has helped hundreds of freelancers build stable, successful freelance businesses.

You'll learn what works best for freelancers and how to focus on what your clients need. Because you're showing clients how you can help them, your marketing won't be pushy or sleazy. But it will be professional and comfortable.

As your personal coach, I'll help create marketing that shows steady, high-paying clients how great you are at what you do.

If you're a medical writer like me (or a medical editor), I'll help you find your place in the vast freelance medical writing marketplace.

Learn more about [Finding the Freelance Clients You Deserve](#).

### **Study on Your Own**

If you prefer to learn on your own, you can take [Marketing Made Easy](#), my self-study course. **Marketing Made Easy** has the same content as Finding the Freelance Clients You Deserve without the coaching.

Most freelancers prefer coaching. But if you're an experienced freelancer who knows you could be doing better than you're doing now, self-study may be a good option for you.

Learn more about [Marketing Made Easy](#).

### **Join the VIP List for the Next Session**

To get on the VIP list for the next session, email me and type "VIP list" in the subject. If you decide you'd like to take the course, you'll be able to enroll before it fills up.

Email Lori: [themightymarketer@comcast.net](mailto:themightymarketer@comcast.net)

## **About Lori**



Hi there. I'm Lori De Milto, a freelance medical writer who helps other freelancers use marketing to get the clients they deserve in good times and in bad.

### **My Early Marketing Mistakes**

When I started out, I didn't know anything about marketing or medical writing. So I made a lot of mistakes back then, like marketing to the wrong clients. The truth is, I didn't know which clients would hire me or what I could do for them. So I wasted a lot of time marketing to clients who would never hire me, because I didn't have the skills or experience they were looking for.

## **How Marketing Helped Me Build a 6-Figure Freelance Business**

But because I did a lot of marketing in the first year or so, I was able to become a 6-figure freelancer in 18 months. And I was working with steady, high-paying clients who

treated me right. I've been a 6-figure freelancer since 1998—including during three recessions.

## Helping Other Freelancers Succeed

As I met other freelance medical writers and editors, I noticed that many didn't know much about marketing and weren't comfortable doing it. So I began teaching them how to get the clients they deserve -through presentations, webinars, my Freelance Success blog, books, and online courses.

Now I'm on a quest to help as many freelancers as possible become Mighty Marketers and build stable, successful freelance businesses.