



## CASE STUDY

# Charting a Course Away from Struggle and Toward Success

**Alexander P.P. Lowe**

Freelance medical writer since 2018

With three years of experience working for a medical communications agency, a PhD in pharmacology, and a master's degree in drug discovery, Alexander (Alex) P.P. Lowe was poised for success when he launched his freelance business in 2018.

For a few years, everything went well. Referrals from contacts he made at or through the medical communications agency gave him plenty of work. And a few clients found Alex on LinkedIn.

Then suddenly, a lot of Alex's work dried up due to the late effects of the pandemic on the pharmaceutical industry. Alex needed to take action to chart a new course—away from struggle and back toward his earlier success.

Alex knew that his new course needed to focus on marketing. But like many freelancers, Alex had told himself that he was too busy for marketing and that he didn't have time to work with new clients.

Now that Alex needed to market his freelance business, he didn't know what to do. He realized that he had been making excuses for not being proactive about marketing, because marketing made him uncomfortable. "There was unseen fear of rejection and lack of practice in doing marketing," he says.

## Building Marketing Knowledge and Tools

Then Alex heard about [Finding the Freelance Clients You Deserve](#), a step-by-step, online course that uses a proven process for freelance marketing. He chose the self-study version (now called [Marketing Made Easy](#)). Alex was able to gain the knowledge and get the tools he needed to plot an efficient and effective course from struggle to success.

The course gave Alex a structure, week by week, to build his marketing skills and develop key marketing tools. "Focusing on a different element of marketing each week, and doing a little marketing often, reduced the barriers to getting started," he says.

During the course, Alex learned how to position his freelance business to focus on the needs of his clients and how he meets their needs. This works because it shows clients the benefits they get when they work with Alex. It's professional, not pushy.

After choosing his target markets—medical communication and pharmaceutical companies—and deciding which skills and deliverables to focus on, Alex began to create client-focused marketing messages. For example, here's Alex's LinkedIn profile headline:

Experienced Freelance Medical Writer | PhD-Qualified | Medcomms, Publications,  
Medical Education & Medical Affairs | Delivering High-Quality, Engaging, and  
Informative Content

Alex's marketing showed clients the benefits of working with him, including:

- Accurate, engaging and scientifically informative medical communication content
- Efficient and to the client's specifications
- On deadline and on budget
- Can work independently or as part of a team.

## Getting the Clients He Deserves

Once Alex refined his specialty and target markets and optimized his LinkedIn profile, he began actively marketing his freelance business using direct email, LinkedIn, and networking.

Direct email, an effective way to choose and get steady, high-paying clients, worked best for Alex. By carefully customizing each direct email to the client and focusing on how he can help that client meet their needs, Alex made himself irresistible.

Alex has also gotten freelance opportunities through LinkedIn, especially since he began posting his own content, usually about career learnings and milestones. "My colleagues and potential clients are reminded of me every time I post," he says. Along with subtly marketing his freelance business through useful posts, posting regularly has helped Alex expand his LinkedIn network of relevant contacts.

Sharing knowledge and advice in regular posts and having a large network of relevant contacts both help Alex rank higher when clients are searching for freelancers on LinkedIn.

As an introvert, networking hasn't been easy for Alex. But he knows it's important and he belongs to two professional groups ([Freelancers in Pubs](#) and [Medcomms Workbook](#)) and two professional associations (European Medical Writers Association and International Society for Medical Publication Professionals™).

Being part of the professional groups made it easier for Alex to network and helped him become comfortable reaching out to potential clients. Through content from these groups and associations and networking with colleagues there, Alex also feels more connected to and informed about medical communications.

## Finding Ways to Make Marketing Comfortable

"Although it wasn't plain sailing, that marketing course kick-started me and slowly but surely I've been charting a new course," says Alex.

Now Alex feels much more comfortable in marketing his freelance business. “I’ve pushed myself little by little out of my comfort zone to the point where things like commenting on posts on LinkedIn, networking in-person at events, and contacting potential new clients feels like second nature,” he says.

Being active on LinkedIn and in-person networking at professional conferences are the most comfortable ways for Alex to market his freelance business. “These allow me to market myself while not explicitly doing so, which manages my British sensibilities about not talking myself up too much,” he says.

“I’m currently busier than ever and have really turned around the last year from a struggle to almost too much work.”

---

## About Alex’s Freelance Business

Alex’s freelance business focuses on medcomms, publications, and med ed. He helps medical communication and pharmaceutical companies produce high-quality content to communicate the latest developments on the impact and treatment of human disease. Alex delivers accurate, engaging and scientifically informative medical communication content efficiently, on deadline, and on budget.

[LinkedIn profile](#)

---