

SUCCESS STORY

Finding Better Freelance Opportunities

After freelancing for a few years, Erik MacLaren, PhD, realized he was spending too much time on work that wasn't very interesting and didn't pay well.

He knew he wanted better opportunities. But he didn't know enough about the different markets within freelance medical writing to determine where to focus—or how to find and approach the right clients.

Then Erik enrolled in **Finding the Freelance Clients You Deserve** to learn how to focus his business and market himself more effectively.



Erik MacLaren, PhD
Freelance Medical Writer

Erik's Results at a Glance



Refined his specialty based on his skills, experience, and market demand



Developed marketing that shows clients his value



Developed the skills and confidence to use direct email



Got the guidance and accountability to put what he learned into action

By focusing on growing medical writing markets, Erik built a stable, sustainable freelance business.

“ Having accountability made it easier for me to make marketing a priority and incorporate it into my regular schedule. ”



Finding the
Freelance Clients
You Deserve

Finding Better Freelance Opportunities

Erik already had a medical writing specialty when he started the course, but it was too broad.

During **Finding the Freelance Clients You Deserve**, he assessed his abilities and interests along with the growth potential of different medical writing markets. He then refined his specialty so he could focus his efforts on areas that offered better opportunities.

“Directing my attention toward areas that will provide ample opportunities into the future was helpful,” he says.

Moving Beyond Passive Marketing

Before taking the course, Erik wasn’t comfortable reaching out directly to potential clients. Instead, he spent much of his marketing time on passive activities, such as working on his website and LinkedIn profile.

The course showed him how to take a more proactive approach.

Erik learned to use professional associations and their directories to research target markets and identify prospects. He also learned how to use direct email to introduce himself to potential clients.

Building Confidence with Direct Email

Learning how to write effective direct emails—and getting personalized feedback on one of his emails—helped Erik become more comfortable with this approach.

Instead of simply waiting for prospective clients to find him, he had another way to identify and reach the clients he wanted to work with.

“Learning how to write direct emails and having one reviewed by Lori gives me more confidence to include this tool in my marketing efforts.”

Turning What He Learned into Action

Erik had taken other courses on freelancing before. His challenge wasn’t simply learning what to do—it was actually implementing what he learned.

Personalized coaching with deadlines for completing assignments for review gave Erik the accountability he needed to make marketing a priority.

Making Marketing Part of His Freelance Business

One of Erik’s most important changes was making room for marketing even when other work competed for his attention.

After the course, he began regularly scheduling time for marketing on his calendar, just as he did for other tasks involved in running his freelance business.

That shift gave Erik more than new marketing knowledge. It helped him develop a process for consistently putting that knowledge into practice.

More Focus, Confidence, and Accountability

Erik started the course knowing he wanted better freelance opportunities but unsure where to find them or how to reach potential clients.

By refining his specialty, learning to research growing markets, and developing his direct email skills, Erik gained a clearer approach to finding the clients he wanted. Personalized coaching and deadlines helped him turn those strategies into regular marketing habits.

Erik was able to pursue more promising opportunities by focusing his specialty on growing areas of medical writing. He started to build a stable, sustainable freelance business.

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I feel much more confident that I will be able to locate clients that need my services and engage them through my marketing.

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About Erik's Freelance Business

Galen Medical Writing produces clear, informative biomedical communications for pharmaceutical and medical device companies, medical communications agencies, continuing medical education providers, and others. As a freelance medical writer and consultant with a PhD in pharmacology, Erik draws on over 15 years of experience as a research scientist to help his clients craft messages that resonate with professional audiences, including grant reviewers, physicians, and scientists. His areas of expertise include addiction medicine, addiction, diabetes, oncology, pain medicine, and neuroscience.

Visit Erik's [website](#)

Connect with Erik on [LinkedIn](#)

Ready to Build Your Marketing Skills?

Finding the Freelance Clients You Deserve gives you a step-by-step approach to finding the right clients, communicating your value, and making marketing a consistent part of your business.

[Learn more.](#)