

SUCCESS STORY

Conquering Imposter Syndrome and Becoming a Better Marketer

When Jeremy (Jerm) Day-Storms, PhD, MW launched Day-Storms LLC Medical Writing and Research in 2022, he had plenty of experience to build on: 11 years in academia, four years of medical writing experience, and three scientific degrees.

But he quickly realized that being a skilled medical writer wasn't enough. He needed to learn how to find clients—and he wasn't comfortable with marketing.

"It feels so unnatural to market myself," Jerm says.

He also struggled with imposter syndrome and questioned whether he had what it took to build a successful freelance business.

Then Jerm enrolled in **Finding the Freelance Clients You Deserve** to learn a more focused, professional approach to marketing.



Jeremy Day-Storms, PhD, MWC
Freelance Medical Writer

Jerm's Results at a Glance



Refined his specialty and identified the right clients



Developed marketing that shows clients his value



Built a strong LinkedIn presence and a large network



Built confidence in his skills, expertise, and value to clients

5 steady, high-paying clients in one year



Finding the
Freelance Clients
You Deserve

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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.

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Finding His Focus

Jerm needed to identify where his experience would be most valuable and which clients were most likely to hire him.

During **Finding the Freelance Clients You Deserve**, he refined his specialty and identified his target markets. He began focusing his expertise in medical policy, payer, and benefits management on helping laboratories, healthcare payors, managed healthcare companies, biotech companies, and other clients communicate effectively with healthcare professionals and payers.

With a clearer specialty and target markets, Jerm could focus his marketing on the clients he wanted to attract.

Communicating His Value to Clients

Next, Jerm developed client-focused marketing messages based on what his target clients needed and how he could help them.

He used those messages to strengthen his LinkedIn profile and website. Instead of simply describing his background and credentials, his marketing began clearly communicating his specialty, expertise, and value to prospective clients.

This helped potential clients quickly understand what Jerm could do for them.

Turning LinkedIn into a Major Source of Clients

Jerm optimized his LinkedIn profile, built a large and relevant network, and became more active on the platform.

And in one year, Jerm gained five clients through LinkedIn. All five became 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.

One client even told Jerm that they reached out after seeing posts he had written about a topic directly related to their needs.

Building Confidence Through Personalized Coaching

Learning marketing strategies was only part of Jerm's journey. He also needed to overcome the self-doubt that was making it harder for him to market himself.

Personalized coaching gave him a place to talk openly about his concerns and work through them.

As Jerm became better at communicating his skills and expertise, his confidence grew. Instead of questioning whether he had enough to offer, he developed a clearer understanding of the value he brings to clients.

Making Marketing a Habit

Jerm also knew that marketing wouldn't help his business if he only did it occasionally. Taking the course and completing the work helped him begin building a consistent marketing habit. By the end of the course, he had established a routine that he could continue after the program ended.

Today, Jerm sets aside a non-negotiable 30-minute block every weekday for marketing.

That consistency means marketing is no longer something he has to remember to do when work slows down. It's part of running his freelance business.

Five Steady Clients—and More Confidence

Jerm began the course unsure about marketing and uncomfortable promoting himself. He finished with a clearer specialty, stronger client-focused marketing, a more effective LinkedIn presence, and a consistent marketing routine.

Most importantly, he learned to recognize the value of his own expertise.

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I now approach my work with greater confidence and a clearer understanding of the value I offer, which is essential for success in freelancing.

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About Jerm's Freelance Business

Day-Storms LLC Medical Writing and Research provides accurate, evidence-based, and timely medical content for laboratories, healthcare payors, managed healthcare companies, biotech companies, and other clients. Jerm helps clients communicate effectively with healthcare professionals and payers.

Visit [Jerm's website](#)

Connect with Jerm 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.](#)