

SUCCESS STORY

Launching Her Freelance Business with Focus and Confidence

After six years in the pharmaceutical industry, Kalpana Shankar, PhD, wanted to turn her experience into a freelance medical writing career. She had the skills and expertise to succeed—but she didn't know how to get started.

Medical writing offered many possibilities. Kalpana needed to determine where to focus, which clients to target, and how to match her experience with the services those clients needed.

Then she enrolled in **Finding the Freelance Clients You Deserve** and began building the marketing foundation for her new business.



Kalpana Shankar, PhD
Freelance Medical Writer

Kalpana's Results at a Glance



Refined her specialty and identified clients that fit her skills and experience



Developed client-focused marketing for her LinkedIn profile and website



Created a freelance brand for 3C Medical Writing



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

Kalpana's first client found her on LinkedIn and, after finding her website relevant and compelling, hired her.

“
By taking **Finding the Freelance Clients You Deserve**, I am now more confident in my marketing skills and my ability to effectively market my writing services.

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Finding the
Freelance Clients
You Deserve

Finding Her Focus

Before starting the course, Kalpana had plenty of experience to draw on. What she lacked was a clear direction for turning that experience into a freelance business.

During **Finding the Freelance Clients You Deserve**, she refined her specialty to medical, scientific, and regulatory writing. She also identified three target markets—clients that were likely to hire her based on her skills and experience: CROs, medical communications agencies, and medical education agencies.

Learning more about these clients helped Kalpana understand their needs and how her background could help her meet them.

“Before starting this course, I lacked focus and confidence,” she says.

Developing Client-Focused Marketing

Once Kalpana knew which clients she wanted to work with, she developed marketing messages that focused on their needs and how she could help.

Her key message—providing clear, concise, and compelling medical, scientific, and regulatory writing—became the foundation for her LinkedIn profile and website. She also learned how to write profile and website content designed to attract the right clients rather than simply describe her background and experience.

Standing Out with a Professional Freelance Brand

Kalpana created a freelance brand around her new business, 3C Medical Writing. Since few freelancers have a brand, this helped her stand out.

Her specialty, messaging, business name, LinkedIn profile, and website worked together to present a clear and professional image to prospective clients. She also learned how to identify the clients she wanted to work with and reach them directly through email.

With this marketing foundation in place, Kalpana successfully launched her freelance business despite the COVID-19 recession.

Attracting Clients Through LinkedIn

Kalpana didn't have to wait long to see that stronger positioning could make a difference. After making a few changes to her LinkedIn profile—including adding “Freelance Medical Writer” to her headline—she began attracting prospective clients.

Kalpana's first client found her through LinkedIn. Before hiring her, the client also visited Kalpana's website and told her she had written an “excellent pitch” for the project.

Building Confidence Through Personalized Coaching

Personalized coaching, review of key exercises, and conversations about her marketing challenges and possible solutions helped Kalpana strengthen her brand and present her business professionally.

“Lori provided great insight for making my brand unique and keeping my business looking professional.”

As Kalpana developed her marketing skills and tools, something else changed: her confidence. She had started the course unsure about how to market herself. By the end, she felt much better prepared to promote her services and build her business.

A Stronger Foundation for Freelance Success

Kalpana began with valuable pharmaceutical experience but little idea how to turn that experience into a focused freelance business.

She finished with a defined specialty, clear target markets, client-focused messaging, a professional brand, stronger LinkedIn and website content, and strategies for reaching prospective clients. And her new marketing began working: her LinkedIn profile attracted prospective clients, and her first client found her there.

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Lori's coaching was a confidence booster.

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About Kalpana's Freelance Business

3C Medical Writing provides medical, scientific, and regulatory writing for CROs, medical communications agencies, and medical education agencies. Kalpana helps clients communicate effectively with healthcare providers, regulators, and other audiences.

Visit Kalpana's [website](#)

Connect with Kalpana 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.](#)