

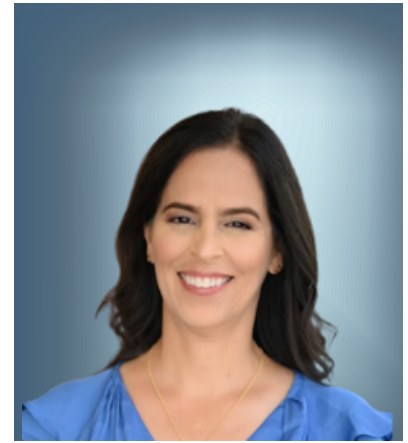
SUCCESS STORY

Making Marketing Feel Possible

When Kathy Adamson, DVM, considered becoming a freelance medical writer, she had the clinical expertise and medical writing training she needed. But there was one big obstacle: she had no idea how to find clients.

Kathy had spent her career learning about science, medicine, research, and clinical care—not marketing or business. Marketing seemed so intimidating that she almost gave up on her dream of starting a freelance writing business.

Then Kathy took **Finding the Freelance Clients You Deserve** and discovered that marketing didn't have to be as hard as she imagined.



Kathy Adamson, DVM
Freelance Medical and Science
Writer

Kathy's Results at a Glance



Refined her specialty focus on what clients were likely to hire her to do



Developed marketing that shows clients her value



Learned how to attract clients with direct email



Learned to use LinkedIn to attract clients and get referrals

Instead of fearing marketing, Kathy used it to build a stable, sustainable freelance business in less than a year.

“

Lori provides an absolute gold mine of information, skills, and step-by-step methods for freelancers. She's ready to help but she's not going to do the work for you. She teaches you and empowers you so that you can do it alone.

”



Finding the
Freelance Clients
You Deserve

Discovering that Marketing Doesn't Have to Be Hard

Before taking the course, Kathy was worried about marketing her new business. She had never been trained in marketing, and the idea of having to find and attract her own clients felt overwhelming.

Finding the Freelance Clients You Deserve gave her a step-by-step process she could follow. Instead of seeing marketing as an intimidating unknown, Kathy began to see it as a skill she could learn and use to build her business.

Choosing the Right Specialty

Kathy initially considered offering several types of medical writing services, including health content for patients and consumers.

During the course and through personalized coaching, she took a closer look at her background, experience, and the types of work clients would be most likely to hire her to do.

Kathy decided to focus primarily on CME, continuing education, and content for healthcare professionals. She also identified target markets where her veterinary background would be an advantage, including companies working in animal health, pet companies, professional societies and associations, and publishers related to animal health.

Showing Clients How She Can Help

Once Kathy knew who she wanted to work with, she developed client-focused marketing messages based on those clients' needs and how she could help meet them. She incorporated those messages into her LinkedIn profile so prospective clients could quickly understand her expertise, professionalism, and the value she could bring to their projects.

Her positioning became clear: "Meticulous, insightful, and dependable veterinary and medical content to inform, educate, and inspire your audiences."

Turning Direct Email into Her #1 Source of New Clients

At first, Kathy was skeptical about direct email. She worried that reaching out to prospective clients would feel like bothering them.

But she learned how to write customized, professional emails focused on the prospective client and how she could help. Then she put what she learned into practice.

The results changed her view of direct email. Direct email became Kathy's #1 way of getting new clients.

"Direct email is genius! If I get work, it's the kind of work I want with a client I want to work with," says Kathy.

Today, Kathy sends direct emails regularly as part of her marketing.

Using LinkedIn to Attract Clients and Build Relationships

Kathy also learned how to use LinkedIn as an active marketing tool instead of simply having a profile.

Prospective clients have found her through searches on LinkedIn. Kathy has also reached out to prospects who later hired her and received referrals from people she met through the platform.

She stays visible by reading and commenting on other people's posts and publishing her own content about animal health and topics relevant to freelancers.

"Discovering how to effectively use LinkedIn as a marketing tool for my freelance business was a game-changer."

Making Marketing Part of Her Business

Like many busy freelancers, Kathy still has to make a conscious effort to find time for marketing. But now she understands why consistency matters—and she has a system to follow.

Most weeks, she adds potential clients to her prospect list and sends three to five direct emails. Every four to six weeks, she reaches out to current and past clients. She also networks on LinkedIn about three times a week.

Marketing is no longer something Kathy fears. It has become a regular part of running her freelance business.

The Confidence and Skills to Market on Her Own

Kathy began her freelance journey wondering whether marketing would be so difficult that it would prevent her from succeeding.

After **Finding the Freelance Clients You Deserve**, she had something very different: a clear specialty, defined target markets, client-focused marketing, and practical ways to find and attract clients. Most importantly, she had learned skills she could continue using on her own.

“

My confidence in my ability to succeed as a freelancer skyrocketed. I now had tried-and-true, step-by-step, proven techniques for finding clients.

”

About Kathy's Freelance Business

KMA Veterinary and Medical Writing LLC provides veterinary and medical content for professional and public audiences. Kathy specializes in CME, continuing education, and other veterinary and medical content designed to inform and educate audiences and support animal and human health

Visit Kathy's [website](#)

Connect with Kathy 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.](#)