

SUCCESS STORY

Finding Her Focus—and the Right Clients

When Margaret Johnson, PhD, moved from academia to freelancing, she brought strong medical writing skills and therapeutic expertise from her career as a professor and researcher in biochemistry and structural biology.

She found a few clients during her first year. But she wasn't fully booked or making a living as a freelancer. Like many new freelancers, Margaret had the expertise—but lacked direction.

Near the end of her first year, Margaret enrolled in **Finding the Freelance Clients You Deserve** after hearing about the course from successful freelance colleagues. She took the course during the COVID-19 pandemic and began building her freelance business, Mackenzie MedWrite, despite the pandemic.



Margaret Johnson, PhD
Freelance Medical and Science Writer

Margaret's Results at a Glance



Defined her specialty in medical education and research communications



Developed client-focused marketing for her LinkedIn profile and website



Built relationships with other freelancers that led to referrals



Began doing more interesting, higher-paying work in her chosen specialty

4 new clients

3 steady clients



Finding the
Freelance Clients
You Deserve

“

Defining my specialty helped build my confidence. I'm now able to focus on the areas where I have relevant experience and knowledge.

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Finding Her Focus

Margaret wasn't opposed to marketing. As a researcher who had successfully applied for grants, she understood the need to promote her work. She simply didn't know which marketing strategies worked for freelancers.

During **Finding the Freelance Clients You Deserve**, Margaret defined her specialty as medical education and research communications. Narrowing her focus helped her concentrate on work that matched her experience and knowledge instead of trying to pursue every type of medical writing.

Finding and Attracting the Right Clients

Once Margaret had a clearer specialty, she focused on three target markets: medical communications agencies, medical education agencies, and research organizations.

Margaret learned how to find prospects in those markets, research their needs, and develop a prospect list. She also learned how to write direct emails customized to each prospective client and their needs.

Creating Client-Focused Marketing

Margaret also overhauled her LinkedIn profile and website to focus more clearly on her clients.

She created a complete, client-focused LinkedIn profile and incorporated keywords that could help prospective clients find her. After realizing that building a website herself wasn't the best use of her time, she hired a professional designer to turn her marketing messages into a clearer, more compelling website.

The designer also developed a logo that reflected the innovation and progressive thinking Margaret wanted associated with her freelance business.

"Clients like to see a website to confirm that the freelancer is qualified and organized, and get an idea of the kind of work they do," she says.

Getting Personalized Help Along the Way

Personalized coaching, review of key exercises, and opportunities to get help when she was stuck—such as figuring out how to approach potential clients—was especially useful for Margaret.

"Lori's coaching helped me learn the basics of marketing and networking, and the norms of the medical writing business," says Margaret.

Four New Clients—and Work She Enjoys

Within a few months of completing the course, Margaret gained four new clients. Three became steady clients.

Three of those clients came through referrals from freelancers Margaret met while networking through professional associations.

She found the fourth opportunity herself on LinkedIn. While researching prospects for a direct email campaign, Margaret saw that a medical communications company was looking for medical writers. She reached out and shared links to her LinkedIn profile and website. After a Zoom meeting, the company hired her—and later hired her for additional projects.

Most importantly, much of Margaret's new work was in medical education and research communications—the specialty she had chosen to pursue.

"This type of work really interests me and is higher paying. I love helping clients advance their research or communicate their message effectively."

More Clients, More Confidence

Margaret began the course with strong professional credentials but without a clear direction for marketing her freelance business.

She finished with a defined specialty, clear target markets, stronger marketing tools, a professional brand, and a better understanding of how to find and attract the right clients—and more confidence.

“

The course was fantastic. It not only met but exceeded everything I'd heard. My confidence increased greatly, like from 10% to 100%!

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About Margaret's Freelance Business

Mackenzie MedWrite helps medical communications agencies, medical education agencies, research organizations, and other clients communicate with healthcare professionals and other professional audiences. Margaret specializes in medical/scientific writing and editing and medical education materials for healthcare professionals.

Visit [Mackenzie MedWrite](#)

Connect with Margaret 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.](#)