

Finding New Opportunities in a Changing Market

Success Snapshot

Where Heidi Started

For nearly 20 years, Heidi Sawyer, PharmD, built a successful freelance business without doing much marketing. Her expertise in AMCP dossiers and P&T monographs kept clients coming through the door.

Then the market changed. As larger companies entered her specialty, attracting new clients became harder.

What Changed

After joining **Freelance Flow**, a 12-month marketing coaching program for freelance medical writers and editors, Heidi:

- Clearly showed clients her value with a client-focused LinkedIn profile and website content
- Raised her visibility on LinkedIn by commenting on posts and writing her own posts
- Networked effectively by shifting her attitude from selling services to getting to know people
- Turned more prospects into clients by staying connected with clients who hadn't hired her yet.

How Small Steps Led to Big Wins

These small steps and consistent actions helped Heidi achieve big wins. She:

- Accelerated the growth of her business by getting three new clients
- Was heading toward her highest-income year ever
- Discovered that investing in expert help made marketing easier and more effective.

What Heidi's Story Shows

Instead of continuing to struggle to figure out marketing on her own and doing many of the right things without seeing much progress, **Freelance Flow** gave Heidi the marketing system and tools to attract steady, high-paying clients.



Heidi Sawyer, PharmD
Freelance Medical Writer
Formulary Resources, LLC
Freelancer since 2006

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I tried for years to figure out marketing. During Freelance Flow, I got the help I needed to make my marketing effective and efficient.

Success Story

For nearly 20 years, Heidi Sawyer, PharmD, built a successful freelance business without doing much marketing. Her expertise in AMCP dossiers and P&T monographs kept clients coming through the door.

Then the market changed.

As larger companies entered her specialty, standing out became harder. Heidi knew she needed to market her business differently, but like many freelancers, she found marketing uncomfortable and overwhelming. She had a LinkedIn profile, a website, and professional connections, yet she still wasn't attracting the steady, high-paying clients she wanted.

"I tried for years to figure out marketing," Heidi says.

Everything began to change after a free coaching session with Lori De Milto. During that conversation, Heidi explored where she felt stuck and what was getting in the way of growing her business.

Ready to stop guessing and start making progress, Heidi joined **Freelance Flow**, a 12-month marketing coaching program that helps freelance medical writers and editors build a sustainable marketing system, one step at a time. Lori has been a freelance medical writer since 1997 and a marketing teacher and coach since 2014.

Clarity, Confidence, and Results

Over the next year, Heidi learned that effective marketing wasn't about selling herself. It was about helping clients understand how she could solve their problems.

Heidi clarified which clients she wanted to work with and what mattered most to them. She revised her LinkedIn profile and website to focus on their needs. One small change made an immediate difference: after revising her LinkedIn profile headline from "Owner, principal writer" to "Freelance medical writer," Heidi started receiving more inquiries from clients and more connection requests.

On LinkedIn, Heidi became more visible by commenting on posts and sharing her own ideas. Networking, once something she dreaded, became easier when she stopped thinking of it as selling and started seeing it as building relationships.

Following up with prospective clients was another challenge. Heidi worried that reaching out would annoy people. Instead, she discovered that sharing useful resources helped her stay connected and top of mind. One of those follow-ups led directly to a new client.



"Joining Freelance Flow really accelerated the growth of my business and set a good precedent for investing in my business."

Support that Made a Difference

Throughout the program, coaching sessions gave Heidi a chance to talk through questions, celebrate progress, and refine her marketing. Feedback on her messaging helped her communicate her expertise with greater clarity and confidence.

"I struggle with evaluating my own marketing work," Heidi says. "I know something is off but can't pinpoint it. When Lori helps me, I can see that the output is much better."

By the end of **Freelance Flow**, Heidi was on track for her highest-income year ever. She had gained three new clients and several promising prospects. Two of those clients quickly became steady sources of work.

The changes went beyond marketing. Heidi hired four subcontractors, expanded the services she offered, and learned the value of expert help.

What Heidi's Story Shows

Today, Heidi has more than a marketing plan. She has a clear path forward and the confidence to keep building the business she wants.

"During Freelance Flow, I got the help I needed to make my marketing effective and efficient," she says.

About Formulary Resources, LLC

Formulary Resources, LLC delivers accurate, accessible, and actionable content that facilitates understanding of the efficacy, safety, and value of new therapeutics. Heidi collaborates with clients to turn complex clinical data into content that informs healthcare decision-making to optimize patient outcomes and resource allocation. She works with pharmaceutical companies, health plans, managed care organizations, medical communication companies, market strategy organizations, and HEOR consulting firms.

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Explore how Freelance Flow can help you build the confidence, clarity, and marketing to build a successful, sustainable freelance business.

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