

SUCCESS STORY

Building Marketing Confidence to Relaunch a Freelance Business

After several successful years as a freelance medical writer, Diana Henzel, PharmD, stepped away from her business to care for family members facing health challenges. When she was ready to return, she needed to relaunch her business and regain momentum. But she didn't like marketing and lacked confidence.

During **Freelance Flow**, a 12-month marketing coaching program for freelance medical writers and editors, Diana got the support and accountability she needed to successfully relaunch her business.



Diana Henzel, PharmD
Regulatory & Scientific Writing Solutions, LLC
Freelance medical writer since 2018

Diana's Results at a Glance



Showed clients her value with client-focused marketing



Built trusting relationships with colleagues



Increased her confidence

3 new clients

as much work as she wanted



Freelance Flow
Marketing coaching
for freelance medical
writers and editors

“

I don't like marketing so I needed somebody to push me forward. Lori gave me consistent accountability, helped me stay focused on my goals, and gave me an opportunity to discuss the challenges I was experiencing.

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Success Story

After several successful years as a freelance medical writer, Diana Henzel, PharmD, stepped away from her business for nearly two years to care for family members facing health challenges. When she was ready to return, her former clients had moved on, and she needed to relaunch her business and regain momentum.

Dislike of Marketing Makes it Hard

With experience in regulatory writing, a high-demand area of medical writing, extensive experience in clinical pharmacy, and a certificate in regulatory writing from the University of the Sciences, Diana had a strong foundation for freelance success.

But she didn't like marketing and lacked confidence about successfully restarting her business.

Then Diana heard about **Freelance Flow**, a 12-month coaching program for freelance medical writers and editors who want to build a stable, sustainable business. Led by Lori De Milto, who has been a freelance medical writer since 1997 and a marketing teacher and coach since 2014, the program combines personalized coaching with a proven marketing system.

Customized Support Makes Marketing Easier

Diana found the support and accountability she needed in **Freelance Flow**. Personal coaching, assignments with deadlines, and accountability reminders helped her focus on what mattered most, take consistent action, and follow through on her marketing—even when she was busy with client work.

Consistent support while implementing what she learned also helped Diana. "If I needed advice or encouragement, especially if I was doing something new to me, I could go to Lori for support. It's much easier and less stressful to have that support than just to get the content and run with it on my own."

During **Freelance Flow**, Diana:

- Identified her ideal clients and what they were looking for when they hired a freelance medical writer
- Developed clear, client-focused marketing messages that helped those clients understand how she could help them
- Clearly and convincingly showed clients her value with a client-focused LinkedIn profile and website content
- Built trusting relationships with colleagues by volunteering for AMWA's Mid-Atlantic Chapter
- Raised her visibility on LinkedIn, including in search results, through an optimized profile and by starting to comment on posts and writing her own posts
- Established a sustainable marketing routine she can continue using as her business grows.

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**Taking small steps helped me build momentum.
As I got accustomed to the marketing process,
I built my confidence.**
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Support and Accountability that Made a Difference

In less than a year, Diana was able to successfully relaunch her freelance business. She:

- Got three new clients and had as much work as she wanted most of the time
- Expanded her business to add a new type of medical writing: Payer and market access communications
- Increased her confidence in her ability to succeed as a freelance medical writer.

What Diana's Story Shows

With a marketing coach to provide support and accountability, Diana was able to stay focused and take the consistent actions that helped her make her freelance business stronger than before. She learned how to communicate her value clearly to the right clients.

While Diana still doesn't like marketing, now that she's seen how it's helping her build her freelance business, she's more comfortable doing it and has made it a routine part of her business.

About Regulatory & Scientific Writing Solutions, LLC

Regulatory & Scientific Writing Solutions, LLC delivers clear and concise regulatory and payer and market access writing to support efficient and successful regulatory and market access review. Diana helps medical communications companies, contract research organizations, pharmaceutical companies, and other clients support regulatory review and evidence-based decision-making with clear, well-organized documents that are easy to review and demonstrate accurate interpretation and clear communication of complex scientific information and strong knowledge of drugs, disease states, and the drug development process.

Connect with Diana on [LinkedIn](#)

Inspired by this story?

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

[Learn more](#)