

Marketing Yourself as a Freelance

Barbara Rinehart, MS
Freelance Medical Writer

Ten Key Steps in Freelance Marketing

1. Know yourself. The objective of knowing yourself better is to better define your market (step #2) and develop your product (step #3).
 - Take a personality test.
 - Evaluate your goals, objective, motives.
 - Lists your strengths and weaknesses, personal preferences, fears.
 - Be introspective and write this all down.
2. Research your niche market.
 - Undertake an orderly, objective evaluation of who might buy your services.
 - Start a list or database.
3. List your skills.
 - Identify areas such as services, subjects you cover, media, etc.
4. Create winning sales materials.
 - Basic needs include a business card, resume, list of services and topics.
 - Additional needs: brochures, web site, letterhead, company logo.
5. Reach out and disseminate materials to your niche market.
 - cold calling, networking, direct mail, etc.
6. Follow-up, follow-up, follow-up.
 - Did I mention follow-up?
7. Refine your process based on past success.
 - Analyze what worked and what was a flop.
8. Keep your current clients happy.
 - It's easier to keep a client than get a new one.
9. Generate new clients.
 - Consistently and constantly prospect every day. Yes, even when you have work. You can always turn it down.
10. Deliver and excellent person and product every time.
 - The word will spread. And you can do less of steps 1-7.

“There are no rights or wrongs in marketing, only ideas.”

Barbara Rinehart