

Module 5. Cultivate Your Mindset

Thrive as a Freelance Entrepreneur

KEY CONCEPTS

In Module 5, you will discover essential shifts in perspective to thrive as a freelance medical writer. You will examine how to handle success, manage challenges, and focus on passion-driven activities necessary to build a sustainable—and profitable—freelance career.

In this module, you will:

- Have a snapshot of your habits of thinking by taking the Habit Finder™ assessment.
- Recognize potential areas of risk in your thinking that might sabotage your efforts to get clients, keep clients, and, even, fire clients.
- Cultivate key entrepreneurial superpowers to accelerate your business, your income, and your personal growth.
- Build on your initial vision from Module 1 to design the thriving freelance career you deserve.

ACTON STEPS

- ☐ **Take the Habit Finder** at <https://habitfinder.com/hope>. Review your results before the training session. And, of course, as often as you like.
- ☐ **Reassess your vision and goals.**
 - Reflect back on your **Wow List** and your **Ugh List** from Module 1. Review your **Catalog of the Universe** (the list of dreams and ambitions you compiled), and ask yourself: How do I feel about these goals now?
 - Consider whether you still feel aligned with your original vision, or if your goals have evolved. Are there any items on your list that no longer resonate with you? Are there new ideas or aspirations that have surfaced? Jot down any new insights or changes you'd like to make to your list.
- ☐ Review your **Wow List** again and any new insights from the action step above. Now is the time to get specific and concrete. Ask yourself:
 - How much money do I want to make?
 - How many hours do I want to work each week?
 - What type of work would I enjoy most and do best?

To help you **write out these answers** in your journal—because I want you to have something to refer to, to remind you, and to motivate you—write as though these things

have already happened. Use the present tense or even past tense. Consider this phrasing:

- *By the end of this year, my income is [exact dollar amount].*
- *My baseline monthly income is [exact dollar amount].*
- *I consistently make [exact dollar amount] each month.*
- *I work [this many] hours per week.*
- *My fee for [this type of project] starts at [this exact dollar amount].*

Now is not the time to let your practicality override your imagination. One of the most important entrepreneurial superpowers is the ability to **vividly visualize** what you want and how life should go.¹⁰

- ☐ When considering these answers, consider your **Ugh List** too. Eliminate the work that you do not enjoy or that is below your pay grade. If these tasks are necessary for your work, get other people to do them. Consider who those people might be. Make a list. If no one specific comes to mind, think about the category of support you need (eg, website designer, virtual assistant, bookkeeper, fact-checker, medical editor).

RECOMMENDED ADDITIONAL TRAINING/SUPPORT

- ☐ **Book your free coaching session** with Hope at <https://hopelafferty.com/hopex>.
- ☐ Create a **Personal Mission Statement**. Read *The Path: Creating Your Mission Statement for Work and For Life* by Laurie Beth Jones.
- ☐ **Consider one-on-one coaching or mentoring**. If you feel stuck in your business or your life, if you wonder why you're not further along by now, or if you are ready to build your professional reputation, working with a coach can help you shift your perspective, overcome limiting beliefs, and stay on track to achieve your goals. Choosing a coach who knows the world of freelance medical writing can also offer tailored insight and guidance.
- ☐ **Join a group mastermind**. Participating in a network of like-minded professionals can help you stay motivated and provide invaluable support as you grow your freelance business. Whether online or in-person, join groups where you can exchange ideas, troubleshoot problems, and share successes.

¹⁰ This is also a risky way to think because we can catastrophize worst-case scenarios as quickly as we can fantasize about how great everything will turn out. For this exercise, lean into what you want, as though you had a realistic magic wand. Don't hold back. Don't limit your vision. Allow yourself to stretch and go with your intuition. Write down what you want without overthinking, even if it causes you to laugh at how ridiculous it seems. All the better. Any ideas that bring a smile to your face are ideas to pay attention to.

Freelance Freedom! Follow-Up

Next Steps in Your Freelance Journey

*How Much FREEDOM Do You Want Your Business To Provide For You
(And How Fast Do You Want To Get There)?*

I'm Dedicating the Next 6 Months of My Life to Help a Select Group of Professionals Build Their Business, Boost Their Income, and Solidify Their Reputation—through a Process That Is Smart, Sustainable, and Designed for Big Wins...

First off, thank you for participating in *Freelance Freedom!*

I'm looking for skilled professionals, particularly in medical writing and scientific communications, who are ready to build a more profitable and sustainable career. With my intensive support over the next 6 months, you can accelerate your success.

Over the years, I've been struck by how much faster I could help other people achieve business growth than I could originally do for myself. What took me years to figure out, many of my clients have managed to implement in months. With a structured, goal-oriented approach, we can streamline the time it takes to reach your business goals.

It took me 5 years to have my first 6-figure year. However, my clients are now achieving these results much more quickly, and many are consistently hitting 5-figure months, positioning themselves for long-term success.

Watching my clients succeed over the years has confirmed what I have always believed is possible. And in every case, I'm still pleasantly surprised by how they step into their best selves as thoughtful leaders, visionary business owners, and experts in their field.

And now it's your turn.

Here's your chance to join my coaching program, where we'll apply validated strategies and innovative methods to accelerate your professional and personal growth. These coaching engagements are designed for highly motivated individuals who are committed to applying what they learn in a practical, efficient manner to achieve measurable success over the next 6 months.

I invite you to consider a couple options for how we might continue our work together...

Unlimited 1-on-1 Coaching for 6 Months

Feeling like you're not where you should be in your career? You don't have to figure it out alone. With **Freelance Focus**, you'll have **unlimited**—yes, unlimited—**15-minute coaching sessions** tailored to your unique needs. We'll work through challenges you're facing, fine-tune your goals, and make sure you are headed in the right direction. Plus, through the **Habit Finder**, we'll unlock your thinking habits and refine your mindset for success. This is the perfect option for professionals who want personalized, hands-on guidance right away without feeling overwhelmed or overcommitted.

Get started today by going to <https://hopelafferty.shop/focus15>. Sign up and book your first coaching session immediately.

Purpose, Poise, and Precision with Like-Minded Professionals

If you've ever felt like you don't quite fit into the traditional networking scene, struggle with self-promotion, or just want a crew who understands what you're up to, the **Introvert Boss Club** is for you. In this **90-minute biweekly training and group coaching** experience, you'll join a community of like-minded lifelong learners who share your drive and your concerns. Over 6 months, you'll get the training, support, and accountability you need to confidently grow your business and your career. Plus, we'll use the **Habit Finder** to fine-tune your thinking and make sure you're operating from the mindset of an inspired leader. Together, we'll help you to unlock your power and achieve sustainable success. Learn more at <https://introvertboss.club>.

Measurable Results in 6 Months or Less...

You're already a high achiever. Let's apply your smarts and motivation to build your business, design your life, and generate measurable results. With the right guidance, systems, and mindset, success is inevitable—and you'll be amazed at what we can accomplish when we work together strategically and efficiently.

What It Means to Coach with Hope...

Becoming one of my clients means that you are committed to being your biggest self, living your best life, and making the greatest contribution you can make in your lifetime.

To *coach with Hope* means to step up in trust and not let fear rule your life.

To *coach with Hope* means you acknowledge your true worth and give yourself the support and the life you deserve.

You deserve this. Stop stopping yourself. Say Yes to yourself. Let's play bigger...together.

Get in touch with your intuition. Meditate on it. Decide. Be Bold.

I really hope we get to work together and become great friends. Thank you for your trust so far in your journey toward freelance freedom. Here's to what's next...

Elite Mastery Coaching Engagements...

You've worked hard to build your freelance foundation, and as a high achiever, you might also have longer-term vision. If you're already looking beyond the 6-month marker, here's a sneak peek at the powerful strategies designed to amplify your results and accelerate your success.

Elite Mastery Coaching Engagements are designed for professionals who have already coached with me for either the 6-month unlimited engagement or the Introvert Boss Club and are looking to refine and elevate their business, career, and life to unprecedented heights.

After completing your initial coaching engagement, you'll likely face some key challenges: managing more clients, maintaining a sustainable work-life balance, enhancing your reputation in the industry, or reaching a consistent level of performance that aligns with your ambitions. This is a great time for added support and accountability.

In these advanced coaching engagements, we'll work together to refine your leadership skills, streamline your operations, and explore and re-solve any mental or emotional barriers that may be holding you back from true, relaxed, and graceful success. Through **Elite Mastery Coaching**, you'll unlock your full potential, build a reputation as a leader in your field, and design a lifestyle that supports both your personal and professional aspirations.

This isn't just about scaling your business—it's about ensuring that every aspect of your career aligns with your highest vision for yourself, giving you the freedom and fulfillment you've been working toward. Whether you're aiming for a six-figure business, creating more space for the things that matter, or becoming a thought leader, **Elite Mastery Coaching** is the next step in transforming your success into something even greater.



Glimpse of Hope
90-day Breakthrough Intensive



HopeXperience
1-year Passion-Driven Performance Program



Epic Boss Mastermind
12-month Lifestyle Design Group

Ready to learn more? Book a time on my calendar at <https://hopelafferty.com/jumpstart>.