

Welcome to Freelance Freedom!

Playbook & Action Guide

Congratulations on taking this important step toward building your freelance business!

I'm super psyched to have you join this transformative training.

To ensure you get the most out of each module, keep these key points in mind:

Engage Fully

Our small group thrives on participation. Although you might feel a bit introverted and self-conscious, remember: you can't build a successful business by hiding. Keep your cameras on and avoid multitasking to fully immerse yourself in the experience.

Bring a Notebook and Pen

We'll dive into numerous writing exercises and brainstorming sessions. While you don't need to have your camera on during these parts, I encourage you to use a notebook and pen. Changing how you write can transform how you think about your business. Let's embrace a kinesthetic approach.

Join the Facebook Group/Community Page

Connect with your peers and engage with the community. Share what you hope to gain from each session, so I can tailor our time together to what will be most beneficial for you.

Now, take a deep breath. You are welcome to reach out for help and support whenever you need it. We're working millimeters at a time, and it's okay to pace yourself.

All you need to do is complete the **Action Steps** each week. Ask for help whenever you need it during the group training sessions and inside the Facebook group/Community page.

And if you are an overachiever and want even faster growth, go for the additional **Recommended Training**.

I cannot wait to kick off this journey with you. Let's make it an amazing experience together!

Write on,

Hope Lafferty, AM, ELS

Module 1. Craft Your Vision

Unleash Your Medical Writing Identity

KEY CONCEPTS

In this module, we explore the foundations of your medical writing identity. Understanding what excites you and where your strengths lie is crucial for a fulfilling career—especially one that you are designing yourself. This module is meant to boost your confidence in marketing yourself and to help you articulate your value clearly to potential clients.

In this module, you will:

- Identify areas of expertise, skills, passions, and target audiences.
- Build confidence in marketing oneself.
- Design a personalized career roadmap.
- Articulate your unique value.

ACTION STEPS

- ☐ Join the [Freelance Freedom!](#) private Facebook group/Community page, if you haven't already done so.

Your private Facebook group/Community page is a great place to ask questions, get feedback, share victories, and connect with fellow freelancers.

- ☐ Remember the **3 Steps to Get Clients**? If not, Step 1 is *People hear about you*. Step 2 is *You meet with them or you send a proposal*. And Step 3 is *They hire you*. Consider these steps and what's missing in your puzzle. Post which step is your weakest in the Facebook group/Community page.

Are enough people hearing about you? Are the right people hearing about you? Where are they hearing about you? Where could they hear about you? If they have heard about you, do they understand what you do? If you have sent a proposal and they didn't hire you, what did they give as their reason? Review each step and find solutions and new ideas to improve your chances of getting hired.

- ☐ Create your **Wow List**—list all of the professional activities that you excel at or that you are immediately curious to learn. Consider all the people you have helped do anything in your life. Think about all the elements of a scientific document (copy, figures, tables, references, fact-checking, etc) and include anything that you know how to do on this list.

After you write down everything that you know, select the top 3 that you can imagine doing day after day and not get bored. Or better—think about the top 3 that make you

jump out of bed in the morning that you are eager to start your day with. Post your 3 Wows in the Facebook group/Community page.

- ☐ Go back to your Wow List and create an **Ugh List**—select the 3–5 professional activities that you *can* do, but that you don’t really *like* to do. Do not add “networking” to the list if it wasn’t already on there. Post your Ughs in the Facebook group/Community page.
- ☐ **Reverse engineer your client avatar.** Make a comprehensive list of every company, individual, colleague, and group that you have ever worked for, paid or unpaid. This can be writing work or it can be anything else that you would consider a professional pursuit. List every entity that you can think of, go back as far as you want, even to the beginning of your career.

After you complete your list, evaluate the themes. What do these professional contacts have in common? Consider if this is your niche. Let’s say it is. You don’t have to be married to your niche forever. During this program, you only have to date it.

- ☐ Write down your order from the **Catalog of the Universe**. If you could have, be, or do anything in the world, what would it be? Write as many things as you can think of. Write until you run out of ideas. If you don’t write it down, you’ll never have it.

Look at the list of things that you wrote. Pick the top 3 things that light you up most. Consider these **goals**. If you were to sit down and share those 3 things with a friend or colleague, you might notice that you’re concerned about being judged. What do you notice?

Look at your dreams and the top things that you picked. What reasons could you have for not wanting to achieve those goals? That is called approach avoidance. It comes in 3 flavors: fear, angst, and frustration. Which is causing you to hesitate when going from your dreams directly to strategizing actions?

- ☐ **Plan backwards.** Consider one of your goals that you want to achieve within 1 year. Think about everything you will need to do in the next 90 days to make that happen. Write what you will do in the next 30 days to make that happen. Write down what you need to do this next week to make that happen.

RECOMMENDED ADDITIONAL TRAINING/SUPPORT

- ☐ Get **Braggadocious**. What do people remember you for? Again, this doesn’t only have to be professional in nature. We all have aspects of ourselves that we are proud of. We also have aspects of ourselves that people compliment us about. Make a list of all the things about being you that you have to offer. Consider what makes you unique and how you might leverage that when you start to market yourself. Include aspects of yourself that might not feel completely comfortable.

After you write this list, pick the top 10 attributes that either you consider for yourself or you really like that other people think about you. Write each on a separate slip of paper. Mix them up on your table or place them in a bag or a hat, and draw 3 out with your left hand. Now imagine how those 3 attributes will shape your marketing language.

- ☐ Create a **Personal Vision Statement**. Consider your long-term goals, the type of work you want to pursue, and the impact you hope to make in the field. For example: “As a medical writer, I envision a career where I contribute to advancing healthcare by producing clear and accessible scientific communication that bridges the gap between research and clinical practice.” Or something more specific.
- ☐ Write a **Value Proposition Statement**. Develop a one- to two-sentence statement that highlights your unique skills and experience. This statement should convey what sets you apart from other medical writers. For example: “With a background in biomedical engineering and extensive experience in clinical research, I offer a unique perspective that allows me to translate complex medical information into compelling narratives for diverse audiences.” Or something more specific.
- ☐ Pick one of your **top goals** from the Catalog of the Universe. Imagine you have achieved one of those goals. In fact, act as if you already have this. Notice what it feels like to have achieved this. Imagine you’re going to be interviewed for a magazine because of your success. Write out your answers in your journal and explore each for at least 5 minutes of writing. Set a timer to stay focused. Here are the questions:
 - ☐ How does it feel to have achieved _____ in just ____ months?
 - ☐ How proud of yourself are you?
 - ☐ How much more confident are you now that you’ve achieved all of that?
 - ☐ What’s the best part of having achieved this?
 - ☐ What do your friends and family think now that you’ve achieved all this?
 - ☐ How are your friends and family different with you now?
 - ☐ What were the most important things that you needed to do to succeed?
 - ☐ What was the biggest challenge that came up along the way and how did you overcome it?
 - ☐ What else was really important to you in achieving this so quickly?
 - ☐ What else, if anything, was really important to you in achieving this so quickly?