

Module 2. Marketing for Introverts

Step Out from Behind the Curtain

KEY CONCEPTS

In this module, we explore how to market yourself effectively as a freelance medical writer. Many writers and other professionals who work for themselves consider sales and marketing a necessary evil, if they consider it necessary at all. We just want the clients to show up. Part of your job as a freelancer is to make it easier not only for clients to show up, but also for the best clients to engage your services, pay your fees promptly, and rehire you again and again.

In this module, you will:

- Build on your self-discovery and passions from Module 1 to communicate your value.
- Gain a fuller understanding of the power and importance of marketing.
- Craft useful prompts to create AI-generated marketing copy and market research to better understand your niche.
- Create marketing messaging across platforms that addresses the needs of your potential clients.

ACTION STEPS

☐ **Recognize your marketing successes.** If you already have clients, how did you get them? How are you keeping them? What marketing skills are you already good at that you don't consider marketing skills? Check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Attending seminars & conferences | <input type="checkbox"/> Professionalism |
| <input type="checkbox"/> Attention to detail | <input type="checkbox"/> Prompt responses (email, calls) |
| <input type="checkbox"/> Being an all-around good egg | <input type="checkbox"/> Quality of past work |
| <input type="checkbox"/> Clear communication | <input type="checkbox"/> Referrals from others |
| <input type="checkbox"/> Delivering what I promised | <input type="checkbox"/> Regular contact (eg, availability updates) |
| <input type="checkbox"/> Email newsletters | <input type="checkbox"/> Relationship building/Friends |
| <input type="checkbox"/> Experience (be specific) | <input type="checkbox"/> Researching |
| <input type="checkbox"/> Knowledge of document type | <input type="checkbox"/> Sending proposals |
| <input type="checkbox"/> Knowledge of subject matter | <input type="checkbox"/> Team player |
| <input type="checkbox"/> LinkedIn activity | <input type="checkbox"/> Turning in work on time |
| <input type="checkbox"/> Luck | <input type="checkbox"/> Turning in work under budget |
| <input type="checkbox"/> Networking | <input type="checkbox"/> Website/Blog/Online presence |
| <input type="checkbox"/> Overdelivering | <input type="checkbox"/> Yearly contact (ie, holiday cards, end-of-year reminders) |
| <input type="checkbox"/> Past coworker or colleague | |

- ❑ For each checkmark above, turn to your journal and write about the specific client, prospect, or colleague that comes to mind when you think about these newly identified marketing skills. Exhaust your list. Write down everyone who even remotely has seen you in action in this way. Who has benefited from knowing you or working with you?

Take it a step further and now list who could benefit from knowing you or working with you. Your list can include individuals or companies or professional associations. Stretch your thinking. Write as many possibilities as you can think of. If you can't come up with anything, set a timer for 5 minutes and push your imagination further, even if it seems ludicrous, and write down who could benefit from what you are already great at.

- ❑ Start your **market research**. Use the following prompts in the text-generation tool of your choice. I have had luck with Chatgpt, but feel free to use your favorite. It might take a few tries to home in on the best way to phrase your query to get the results you want. Be as specific as possible when filling in the blanks in the prompts below.

For the first set of prompts, don't start with what you do or what you offer to clients. Get a broader sense of the market landscape first. Your results should give you ideas that you did not think of yourself.¹

- *Act as a marketing genius. My niche is _____. Give me a list of 25 or more of the biggest frustrations, problems, or pain points that _____ contend with.*
- *Sort these issues in order of importance from most important to least important.*
- *Make a list of the 25 or more of the biggest goals, objectives, outcomes, (fantasies, hopes, and dreams) of _____.*
- *Sort these goals and objectives from most important to least important.*

- ❑ Review your **Marketing Mantra**. Look back at the video for Module 2 if you haven't yet written your 3- to 5-word Marketing Mantra (eg, "Publish Your Research"). This is the succinct, results-driven statement to communicate your value.

Using the marketing research from the previous exercise, rework what you do into a simple, powerful phrase. Write down a list of phrases that **highlight the results** you provide. Then narrow it down to 3 to 5 words that encapsulate your expertise and how you help clients.

¹ *Why can't I simply brainstorm my own list, Hope? Why must I give into the robot overlords?* You certainly may come up with your own list. You are the expert at what you do. Using an AI text-generation tool will surpass your bias. We only know what we know. Like all good researchers, we want to get new ideas. My primary reason for tapping AI tools is to come up with ideas I can't come up with myself. I don't expect to agree with or adopt everything that's generated, but it saves time (like, way) and gives more options to accept or reject depending how relevant they are to my work.

Validation Step: Post in the Facebook group/Community page. Share your Marketing Mantra and discuss how it aligns with the needs of your target clients. Get ready to receive a 0 to 10 rating on how clear and compelling this is to others in the community. Bold step.

❑ **Evaluate your online presence.** Ensure your LinkedIn and online presence attract your ideal clients. Review your LinkedIn profile. Does it clearly convey your expertise and your niche? Use ChatGPT to improve it:

- Start with your CV: *Craft a concise and compelling summary for my LinkedIn profile that highlights my professional journey, key skills, and what makes me unique. Keep the tone conversational and ensure the length does not exceed 150 words. Find the contents of this CV to use for reference.*

My CV: [paste your CV]

- Or use your existing LinkedIn profile: *Using the following LinkedIn profile, write a more compelling version that showcases my expertise in [insert niche]:* [paste current LinkedIn profile text]
- For your LinkedIn headline: *Help me create a LinkedIn headline that effectively communicates my experience, qualifications, and unique value. Consider incorporating keywords relevant to my industry as mentioned in the CV below and showcasing my passion or mission. My headline should be a snapshot that captures attention and encourages visitors to explore my profile further.*

My CV: [paste your CV]

After refining your LinkedIn profile, review it to ensure it speaks directly to the challenges your ideal clients face.

❑ **Update your website.** In most cases, simplify it. You might be able to limit your website to 1 or 2 pages. In fact, shoot for that.

- Look at the websites of other freelance writers, your clients, your prospects, your niche, and any other website that you think is cool. Take an inventory of the colors, the structure, the contents, the design, and the functionality. As a freelancer, you probably do not need as robust a website as larger companies. Unless you have products that you sell online, you might not need more than About, Services, Contact, and maybe Portfolio pages. Model yours after folks you admire and have it reflect your style.

If you have a website, use the results from the LinkedIn and CV text generated in the above exercise and either take the information as is and plug it into your website or ask the AI text-generation tool to create text for your website, as follows:

- *Using the LinkedIn profile and CV information I input already, write a compelling and enticing website that appeals to the challenges and goals of [insert niche]. Include the following pages: About, Services, Blog, Contact [and anything else you want].*
- ❑ Identify **networking opportunities** that not only feel comfortable but allow you to stretch. We can often feel pressure to *get out there*. Explore ways to network without the traditional hustle. Consider online forums, LinkedIn groups, or webinars where your ideal clients might be. Post, repost, comment, or simply thank the originator for their post. Weigh in on anything you find thought-provoking.
 - Choose one online networking event or forum you can join this week to engage with potential clients.
 - In the Facebook group/Community page, share the networking platform or event you chose, and any results or feedback you received from your initial interactions. We all can benefit. In fact, if we are in groups with each other, we can support each other's posts and elevate each other's online profiles.
- ❑ **Turn on your camera.** With all the virtual meetings, it is very easy to stay in the background. Some meetings are audio only, so no need to show off. But for every other virtual group meeting or webinar, go all in. Camera on. Professional attire. Focused engagement (ie, no multitasking). Ready to work.

The best part? You don't even need to speak. Sometimes the meetings are too large or not designed for interaction. Paying attention and presenting yourself as an active participant speaks to your professionalism. Even in silence, you can become a trusted colleague who's engaged, responsive, and fully present. What a gift.

RECOMMENDED ADDITIONAL TRAINING/SUPPORT

- ❑ Study with Lori De Milto, MJ, of the Mighty Marketer, LLC. First stop: subscribe to her *Freelance Marketing Tips* newsletter at <https://www.linkedin.com/newsletters/freelance-marketing-tips-7105158510052532224/>.
- ❑ Look at what you're **volunteering** for. Give it a hard look. Ask yourself, will this help my business? How? What are the tradeoffs? I know you're a nice person and you're surrounded by people who like your being around (unless they don't—definitely get out of there). Remember that you are building a business. Strive to have every extracurricular activity support you and the success of your business.

- ❑ Reflect and **celebrate (sm)all wins**. Take time at the end of each week to review what marketing actions you've taken, even if they feel small. Celebrate any wins, no matter how minor, to keep your motivation high. As high achievers, we might quickly move on to the next task without blinking. Stopping for even a brief moment to acknowledge the marketing risks you are taking helps sustain your momentum and serves as a reminder that marketing is doable. You are doing it. Nice work.