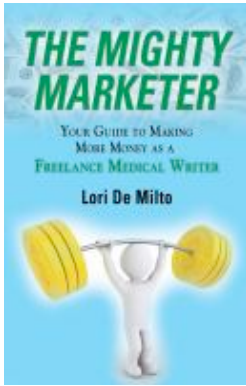


THE MIGHTY MARKETER

YOUR GUIDE TO MAKING
MORE MONEY AS A
FREELANCE MEDICAL WRITER

Lori De Milto





The Mighty Marketer offers freelance medical writers everything they need to know to use marketing to build their business and make more money. Author Lori De Milto (WriterForRent.net) offers practical insights, examples, tips, and resources on developing high-impact, low- or no-cost marketing tools, building a strong network and a trustworthy reputation, getting repeat business and referrals, and more.

The Mighty Marketer

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The Mighty Marketer

*Your Guide to Making More Money as a
Freelance Medical Writer*

Lori De Milto

**Praise for *The Mighty Marketer:*
Your Guide to Making More Money
*as a Freelance Medical Writer***

“Are you an established, new or would-be freelance medical writer? Read *The Mighty Marketer* today! Successful medical writer Lori De Milto shares proven, practical steps to building your business in this engaging book that reads like a conversation with a trusted mentor.”

— Genevieve J. Long, PhD
Freelance Medical Writer

“*The Mighty Marketer* is, in a word, fabulous! Lori has leveraged the lessons she learned from marketing her freelance business for more than two decades to write a clear, concise, easy-to-read marketing guide. I wish this book had been available when I launched my business!”

— Cynthia L. Kryder, MS, CCC-Sp
Medical Communications Specialist
Past President, American Medical Writers Association,
Delaware Valley Chapter
Author, “*The Accidental Medical Writer*”

“This book is compulsory reading if you’re serious about launching, maintaining or growing a successful medical writing business. Lori shares practical insight based on experience and provides excellent tips and tools. You will learn from a masterful, mighty marketer!”

— Amy Rovi, Principal
Medivor, LLC

“*The Mighty Marketer* is just what the doctor ordered to help you plan and execute a marketing campaign for your medical writing business. When you are busy producing work for your clients, it is all too easy to neglect the essential task of generating

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new business. Lori's book will help you break through the inertia of thinking about marketing and get you to the point where you are actually doing it—and reaping the benefits.”

— Nick Sidorovich, MSED
Rolling Hill Media, LLC

“Being a great medical writer isn't enough if you're a freelancer. To be successful, you also need to be a great marketer. Ironically, while most of the freelancers I know want to be successful, very few are truly good at marketing. Many don't know what to do, and some simply don't want to do it.

Lori's 'can do' attitude, experience, and passion for helping other freelancers come through loud and clear in *The Mighty Marketer*. Lori IS *The Mighty Marketer*, and the stories, tips, and recommendations she provides in this book are perfect for those who are just starting out on the road to freelancing as well as for those who haven't achieved the level of success they desire because of a lack of marketing momentum.

The Mighty Marketer is a mighty great tool for kicking your freelance business into high gear!

— Brian Bass
Author, “*The Accidental Medical Writer*”
President, Bass Global, Inc.

“If the thought of 'selling' your writing abilities seems daunting, thoroughly read Lori De Milto's new book, *The Mighty Marketer*. Lori peppers her advice with personal experiences from her 20+ years as a successful medical writer to show you how easy it is to become a mighty marketer yourself. An enjoyable—and educational—read.”

— Michelle Dalton, ELS
Founder, Dalton & Associates
Medical writing and editing specialists

Your Guide to Making More Money as a Freelance Medical Writer

"Lori has captured the essential tools needed for marketing a freelance medical writing business. This book is a must read for both new and seasoned medical writers who want to develop and market their business brand but don't know where to start."

— Ruwaida Vakil, MS
Owner ProMed Write LLC
Professional Medical Writing and Content Development
Services

The Mighty Marketer

*Your Guide to Making More Money as a
Freelance Medical Writer*

Lori De Milto

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First Edition

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The Mighty Marketer

This book provides content related to marketing topics. As such, use of this book implies your acceptance of this disclaimer.

DEDICATION

To my husband Julian De Milto, who has always believed in me.

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Chapter 1. Building Your Business with Marketing Might

“If you can dream it, you can do it.”

—Walt Disney

Within 18 months of starting my freelance medical writing business—with very little experience in medical writing—I had plenty of work and was earning twice as much as when I was a full-time writer for a major university. Since then, I’ve had as much work as I wanted, and usually more. The secret to my success is simple: mighty marketing.

No matter how talented a writer you are or how much you know about medicine, you won’t succeed as a freelance medical writer unless you can market your services. Marketing is a key part of running a business. And freelance medical writing—or any type of freelance writing—is a business.

Control Your Destiny

Good marketing gives you the power to control your destiny—to decide how much you work, how much money you make, what type of work you do, and who you work for.

There are many definitions of marketing. Here are some that I like:

“Marketing is understanding your buyers really, really well. Then creating valuable products, services, and information especially for them to help solve their problems.”

—David Meerman Scott

Bestselling author of “Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products that Grow Your Business Now”

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“Marketing is products that don’t come back and consumers that do.”

—Steve Dawson
President, Walkers Shortbread, Inc.

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

—Philip Kotler, PhD
S.C. Johnson & Son Distinguished Professor
of International Marketing, Northwestern University
Kellogg Graduate School of Management

“Marketing is the art and science of creating, delighting and keeping customers, while making a profit and building enterprise value.”

—Max Kalehoff
Vice President of Marketing, Clickable

“Marketing is discovering what the prospect wants and demands and delivering it more efficiently and effectively than the competition.”

—Paul Kulavis
Managing Partner, Sterling Park Group

Become a Mighty Marketer

While minor revisions are necessary to make some of these definitions more relevant for freelance medical writers (we market services rather than products and have clients, not customers), marketing comes down to:

- Knowing what prospective clients (your target market) want and need
- Getting clients to hire you
- Keeping clients by giving them superior service.

Marketing your freelance medical writing business, in my view, covers virtually everything you do, from responding quickly and professionally to emails to having a great website to going beyond the expectations of your clients—and much more.

Yes, You Can

Marketing isn't difficult. If you're smart enough to be a freelance medical writer, you're smart enough to be a mighty marketer. Good marketing takes:

- Belief in the might of marketing
- Some basic marketing knowledge, which you can get through this book and the resources provided
- A can-do attitude
- A willingness to invest your time in work that is sometimes tedious
- A willingness to invest some money in marketing.

Freelance medical writers sometimes think “marketing” is a dirty word or something to be ashamed of doing. It's not. It's a sound, and necessary, business practice.

Exploring potential opportunities and clients should be fun. I could easily spend much more time marketing my business than I do. Once you put on your marketer's hat, the ideas will start to flow. The keys are to set your priorities and stick to them, and to spend enough time on marketing to grow your business but not so much that you don't have time to do the work.

Enjoying the Marketing Journey

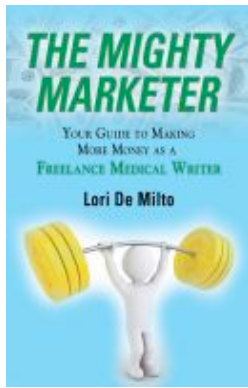
A strong belief in the might of marketing, some basic knowledge, a “can-do” attitude, and lots of hard work let me successfully market my business. This book tells you how I did it—and how you can too.

My personal experiences, the many things I've learned over the years from colleagues, and insights from many credible books and Web-based resources (associations, organizations and

The Mighty Marketer

individuals) are included. While some of the content is specific to medical writing, you can apply most of it to any type of freelance writing business.

The worksheets, templates and tools in Bonus #2 will make it easy for you to focus your marketing and make the best use of your time and money.



The Mighty Marketer offers freelance medical writers everything they need to know to use marketing to build their business and make more money. Author Lori De Milto (WriterForRent.net) offers practical insights, examples, tips, and resources on developing high-impact, low- or no-cost marketing tools, building a strong network and a trustworthy reputation, getting repeat business and referrals, and more.

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