



Barbara Rinehart ☞

WORKSHOPS MARKETING

My responsibilities were:

☞ Developed workshop

☞ Prepared handouts

☞ Presented and moderated audience participation

American Medical Writers Association Delaware Valley Chapter
Third Annual Freelance Workshop January 15, 2005

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
 - 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 to
 - Additional needs: brochures, web site, letterhead, company logo.
5. Reach out and disseminate materials to your niche market.
 - cold calling, networking, direct mail, etc.

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AMERICAN
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ASSOCIATION

The Delaware Valley Chapter

MARKETING YOURSELF AS A FREELANCE

Barbara Rinehart, MS

- Developing marketing materials that highlight your strengths
- Preparing and presenting writing samples
- Selling yourself to new clients

Barbara Rinehart is a freelance medical writer with over fourteen years experience in pharmaceutical and marketing writing. She has covered numerous therapeutic areas including: oncology, neurology, endocrinology, women's health and complementary medicine. Ms. Rinehart has been an AMWA member for 14 years and has presented round tables and workshop topics on both a local and national level.

*"There are no rights or wrongs in marketing, only ideas."
Barbara Rinehart*