

Consistency Helps Addie Build her Freelance Business One Step at a Time

Success Snapshot

Where Addie Started

Adrienne (Addie) Nagy launched her freelance medical writing business with a single referral client. When that work slowed, she realized she didn't know how to find steady, high-paying clients on her own. As she narrowed her focus to continuing medical education (CME), she also needed to overcome her discomfort with marketing and learn how to attract the right clients in a way that felt authentic.

What Changed

After joining **Freelance Flow**, a 12-month marketing coaching program for freelance medical writers and editors, Addie:

- Developed clear, client-focused marketing messages and tools that felt authentic and helped the right clients understand how she could help them
- Raised her visibility through networking and LinkedIn, and built genuine professional relationships with colleagues
- Began seeing marketing activities as opportunities to grow her business, not uncomfortable necessities
- Established a sustainable marketing routine she can continue using as her business grows.

How Consistent Marketing Led to Success

Working with an experienced coach and focusing on what works best helped Addie accelerate the growth of her freelance business. She:

- Got 7 new clients, most providing steady work and paying rates that reflected her expertise
- Moved from entry-level CME writing into higher-paying CME projects
- Discovered that investing in expert help enabled her to quickly build her freelance business.

What Addie's Story Shows

Now Addie has a clear plan for attracting the right clients, authentic marketing messages and tools that communicate her value, and a sustainable marketing system she can continue using to grow her freelance business.



Adrienne (Addie) Nagy
Wordsmith Medical Writing Solutions
Freelance medical writer since 2020

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Freelance Flow was worth multiple times what I paid for it and has resulted in more confidence in my brand and in my services, as well as increased income.

Success Story

Adrienne (Addie) Nagy launched her freelance medical writing business, [Wordsmith Medical Writing Solutions](#), with a single client referred by a former colleague. But when that work slowed, she realized she didn't know how to find steady, high-paying clients on her own. Around the same time, Addie decided to narrow her focus from general medical writing to continuing medical education (CME), which meant she also needed to attract clients who needed those specialized services.

Marketing made Addie uncomfortable, even though she knew it was important. Addie thought marketing had to be pushy and sales-focused and wasn't sure how to talk about her services in a way that felt authentic or helped the right clients understand how she could help them.

Addie found the guidance she needed in **Freelance Flow**, a 12-month marketing coaching program for freelance medical writers and editors who want to build a stable, sustainable business. Led by Lori De Milto, who has been a freelance medical writer since 1997 and a marketing teacher and coach since 2014, the program combines personalized coaching with a proven marketing system to help participants attract the right clients, communicate their value clearly, focus on the marketing that works best, and market consistently.

Building a Marketing System that Works

Through practical training and monthly virtual coaching sessions, Addie learned the key aspects of marketing a freelance business and received step-by-step guidance to market her business with confidence. Addie:

- Developed clear, client-focused marketing messages and tools that felt authentic and helped the right clients understand how she could help them
- Raised her visibility through networking and LinkedIn, and built genuine professional relationships with colleagues

Clarity, Confidence, and Consistency

During **Freelance Flow**, Addie:

- Got 7 new clients, most providing steady work and paying rates that reflected her expertise
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- Discovered that investing in expert help enabled her to quickly build her freelance business.

Most of Addie's new clients came through networking, especially referrals from other freelancers. One client found her on LinkedIn.



Lori's honesty and insights have helped me refine my message and showcase my work in a way that feels authentic and true to who I am.

Approaching marketing as an opportunity

Addie's confidence in her ability to market her freelance business nearly doubled, leaving her highly confident by the end of the program. "Marketing is an awful lot less daunting and more doable than it seemed at the beginning," she says.

One of Addie's biggest breakthroughs was becoming more comfortable with marketing. Rather than avoiding the activities that made her uncomfortable, she began to see them as opportunities to grow her business.

"Marketing is part of what I have to do as a freelancer and a business owner. It's a necessity," says Addie.

Another important mindset shift was learning to focus on the process instead of the immediate results. "We're wired to focus on outcomes, but marketing doesn't work that way," she says. "The metrics here are very different."

Developing a consistent marketing routine

Working with an experienced coach helped Addie keep moving forward with her marketing even when she was busy with client work.

While participating in **Freelance Flow**, Addie also invested in a six-month CME writing training program, WriteCMEPro Accelerator. Together, CME training and marketing coaching gave Addie the expertise to create the CME content clients needed and the skills to communicate her value to those clients.

"Doing these two programs and having access to marketing and CME experts enabled me to build my business faster," says Addie. "Without this help, I would not have known where to start."

Both programs gave Addie direction and helped her focus on what mattered most. And both programs broke the work down into clear, logical, doable steps. "All I needed to do was show up and do what you both told me to do consistently," she says.

What Addie's Story Shows

Now Addie has a clear plan for attracting the right clients, authentic marketing messages and tools that communicate her value, and a sustainable marketing system she can continue using to grow her freelance business.

About Wordsmith Medical Writing Solutions

Wordsmith Medical Writing Solutions creates the practical, evidence-based, and up-to-date CME content that healthcare professionals need to improve patient outcomes. Addie works with medical education companies, healthcare communications agencies, and hospital systems. Her services include CME content and needs assessments.

[LinkedIn profile](#)

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Explore how **Freelance Flow** can help you build the confidence, clarity, and marketing to build a successful, sustainable freelance business.

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