

## Getting Down to Business: The Nuts and Bolts of Starting (and Maintaining) Your Freelance Writing Business

AMWA Conference, Orlando, FL

Thursday, November 2, 2017

Presenter: Eleanor Mayfield, ELS

### Selected Online Resources for Freelance Medical Writers

**Disclaimer:** The number of such resources is almost infinite. This list doesn't even pretend to be comprehensive. It is a partial, idiosyncratic list of resources that I and others have come across and/or found useful.

Toolkit for New Medical Writers

<http://www.amwa-dvc.org/toolkit/>

Working as a Medical Writer

[http://sciencecareers.sciencemag.org/career\\_magazine/previous\\_issues/articles/2007\\_06\\_22/caredit.a0700088](http://sciencecareers.sciencemag.org/career_magazine/previous_issues/articles/2007_06_22/caredit.a0700088)

The Accidental Medical Writer

<http://www.theaccidentalmedicalwriter.com/>

Web site/blog/book/resources on getting started in freelance medical writing by two AMWA members

Writers and Editors

<http://www.writersandeditors.com/>

Gateway to websites and organizations useful for writers and editors, both general and specialized, with an emphasis on North America

*How to Make it Work as a Freelance Writer*

[https://www.linkedin.com/pulse/how-make-work-freelance-writer-elizabeth-spiers?trkInfo=VSRPsearchId%3A800334401473179288773%2CVSRPtargetId%3A6177514813996965888%2CVSRPcmpt%3APrimary&trk=vsrp\\_influencer\\_content\\_res\\_name](https://www.linkedin.com/pulse/how-make-work-freelance-writer-elizabeth-spiers?trkInfo=VSRPsearchId%3A800334401473179288773%2CVSRPtargetId%3A6177514813996965888%2CVSRPcmpt%3APrimary&trk=vsrp_influencer_content_res_name)

### LinkedIn Groups

<http://www.linkedin.com>

Medical-writing– and freelance-related LinkedIn discussion groups include

- Freelancers in MedComm

- Freelance Medical Editing and Writing

- Medical Writers' Corner

- Medical Writers' Forum

- Medical Writing and Medical Communication Network

- Pharmaceutical Jobs Biotech Life Sciences & Medical Devices

- Professional Medical/Scientific Writers

### Freelance Job Sites

AMWA Jobs Online/Freelance Directory

[http://www.amwa.org/job\\_services\\_jobs\\_online](http://www.amwa.org/job_services_jobs_online)

[http://www.amwa.org/jobs\\_freelance\\_directory](http://www.amwa.org/jobs_freelance_directory)

Editorial Freelancers Association Job List [paid subscription]

<http://www.the-efa.org/job/joblist.php>

Mediabistro.com Freelance Marketplace [paid subscription]

[http://www.mediabistro.com/portfolios/marketplace\\_intro.asp](http://www.mediabistro.com/portfolios/marketplace_intro.asp)

The Hitt List [free]

[www.hittmedicalwriting.com/thehittlist.html](http://www.hittmedicalwriting.com/thehittlist.html)

Writing Assistance, Inc.

<http://www.writingassist.com/>

UpWork (formerly eLance)

<https://www.upwork.com/>

*Upwork Reviews: Is It Worth It?*

<https://biz30.timedoctor.com/upwork-review/>

Leaf Group (formerly Demand Media, Inc.)

<https://leafgroup.com>

*Demand Media Rebrands To Leaf Group*

<https://www.mediapost.com/publications/article/288687/demand-media-rebrands-to-leaf-group.html>

*Content Mill Update: What Demand Studios' Implosion Means for Writers*

<http://www.makealivingwriting.com/content-mill-update-demand-studios-circles-drain/>

## Fee Setting

The Mighty Marketer

<http://www.themightymarketer.com/>

Resources for finding well-paying freelance clients

The Freelancer's Year

<https://www.thefreelancersyear.com/>

Tips and strategies for maximizing your freelance income

Make a Living Writing

<http://www.makealivingwriting.com/>

*Freelance Rate Debate: Project Fees or Hourly Rates?*

*AMWA Journal* 2013; Vol. 28, No. 3; pp. 117-119

Download issue at [http://www.amwa.org/Files/Journal/2013v28n3\\_online.pdf](http://www.amwa.org/Files/Journal/2013v28n3_online.pdf)

Editorial Freelancers Association – Editorial Rates

<https://www.the-efa.org/rates/>

*How to Raise Your Freelance Rates*

<https://www.freelancersunion.org/blog/2014/05/07/how-raise-your-freelance-rates/>

*Make Freelancing REALLY Pay - Communication and Negotiation Strategies That Take You to the Top*  
by Daisy McCarty (2013; e-book)

*The Science, Art and Voodoo of Freelance Pricing and Getting Paid*

by Jake Poinier (2013; paperback, e-book)

<http://morecowbellbooks.com/>

Tips for Putting a Price on Your Work

[http://www.nytimes.com/2012/01/28/your-money/putting-a-price-on-your-work-shortcuts.html?\\_r=0](http://www.nytimes.com/2012/01/28/your-money/putting-a-price-on-your-work-shortcuts.html?_r=0)

*What to Charge: Pricing Strategies for Freelancers and Consultants*

by Laurie Lewis (2nd edition, 2011; paperback, e-book)

<http://outskirtspress.com/bookstore/details/9781432767648>

Writing Assistance, Inc. (staffing agency)

*Guide To Estimating Medical Writing Projects*

[http://www.writingassist.com/pdfs/estimatingmedicalwritingguide\\_v2\\_1\\_2013.pdf](http://www.writingassist.com/pdfs/estimatingmedicalwritingguide_v2_1_2013.pdf)

*Freelance Rate Chart*

<http://www.writingassist.com/pdfs/freelanceratechartv2.3.pdf>

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## Health, Dental, Life, Disability Insurance

Affordable Care Act health insurance marketplaces by state

<http://www.commonwealthfund.org/Maps-and-Data/State-Exchange-Map.aspx>

Kaiser Family Foundation State Health Insurance Marketplace Profiles

<http://kff.org/state-health-marketplace-profiles/>

American Society for Indexing

<http://www.asindexing.org>

- At Join/Renew ASI in left-hand navigation bar, click on Benefits
- Scroll down and click on Health Insurance Benefits Program

Editorial Freelancers Association

<http://the-efa.org/mem/insurance.php>

Freelancers Union

<https://www.freelancersunion.org/benefits/>

National Writers Union

<https://nwu.org/membership-benefits>

Health, dental, vision insurance, prescription discount card available to NWU members. Availability of health coverage varies by state.

*Health Insurance Options Aren't Limited to Government Exchanges*

Links to commercial sources of health insurance policies that comply with the Affordable Care Act

[http://www.nytimes.com/2013/10/26/your-money/health-insurance-options-arent-limited-to-obamacare-exchanges.html?\\_r=0](http://www.nytimes.com/2013/10/26/your-money/health-insurance-options-arent-limited-to-obamacare-exchanges.html?_r=0)

## Professional Liability Insurance

Professional Liability Insurance for Freelance Medical Writers

<http://www.amwacarolinas.org/files/CarolinaConnections/Summer03.pdf>

(scroll to p.4 of newsletter)

CM&F Group

<http://www.cmfgroup.com>

Click on Find Insurance ⇒ Full Index ⇒ Clinical Research Associate  
(No-obligation quotes available)

## Record Keeping/Time Tracking

Many of these apps/software package offer a free trial period:

Atracker (iPhone app)

<http://www.wonderapps.se/atracker/#brief1>

Android apps similar to Atracker

<http://appcrawlr.com/app/related/415120>

Cashboard (cloud-based, monthly subscription)

<http://cashboardapp.com/>

FunctionFox

<http://www.functionfox.com/>

Fresh Books (cloud-based, monthly subscription)

<http://www.freshbooks.com/>

OfficeTime (PC, Mac, mobile app)

<http://www.officetime.net/>

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Paymo (cloud-based, monthly subscription)

<http://www.paymo.biz/>

Quicken, QuickBooks

<http://www.intuit.com/>

Toggl (web-based, desktop, mobile app)

<https://www.toggl.com/>

LinkedIn with AMWA – *Best time-tracking apps for freelancers?*

<https://www.linkedin.com/groups/55526/55526-5917709735204761600>

## **Business Organization**

Self-Employed Consultants & Contractors

<http://www.nolo.com/legal-encyclopedia/consultants-contractors/>

A collection of resources on the business aspects of self-employment

Choosing the Best Ownership Structure for Your Business

<http://www.nolo.com/legal-encyclopedia/business-ownership-structure-choose-best-29618.html>

Registering Your Business Name (i.e., “Doing Business As” [DBA] name)

<https://www.sba.gov/content/register-your-fictitious-or-doing-business-dba-name>

All Up in Yo’ Business

<https://www.youtube.com/user/AidenKramerLaw>

General information about a wide variety of small-business topics

## **Financial/Retirement Resources**

Best retirement plans for the self-employed

<http://www.forbes.com/sites/kerryhannon/2011/04/01/the-best-retirement-plans-for-the-self-employed/>

Overview of the types of tax-deferred retirement accounts available to the self-employed

Self-employed can save with 9 tax tips

<http://www.usatoday.com/story/money/personalfinance/2013/03/14/tax-tips-self-employed-irs/1987267/>

Solo 401(k) 'one of the best-kept secrets' for the self-employed

<http://www.post-gazette.com/business/finance/2014/09/02/Solo-401-k-one-of-the-best-kept-secrets-for-the-self-employed/stories/201408290005>

IRS Self-Employed Individuals Tax Center

<http://www.irs.gov/businesses/small/selfemployed/index.html>

## **Other Resources**

Gale Directory Library

<http://www.gale.cengage.com/DirectoryLibrary/available.htm>

Directories on companies, publishers, associations, etc.

Medical Device Companies

<http://www.industry.net/>

(Type “medical devices” in search box)

Medical Trade Publications

American Society of Healthcare Publication Editors

<http://www.ashpe.org/>

(Find publications by looking at results of annual awards competition)

Magazines for Medical Professionals

[http://www.hiremedical.com/home/tradepub/tp\\_default.asp](http://www.hiremedical.com/home/tradepub/tp_default.asp)

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Trade Publications by Industry  
<http://www.webwire.com/industrylist.asp>  
(Select Health, then select a subcategory of publications)

Research Pharmaceutical Companies  
<http://www.phrma.org/about/member-companies>

Standard & Poor's Register – Corporate  
<http://library.dialog.com/bluesheets/html/bl0527.html>

Business facts on over 100,000 public and private corporations worldwide, including current address, financial and marketing information, and a listing of officers and directors.

## Books

Allen M. *Starting Your Career as a Freelance Writer*. 2011. New York: Allworth Press (paperback, e-book)

Blum D, Knudson M, Marantz Henig R, eds. *A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers*. 2006. New York: Oxford University Press (paperback, e-book)

D'Agnesse J, Kiernan D. *The Money Book for Freelancers, Part-Timers and the Self-Employed*. 2010. New York: Three Rivers Press. <http://www.feed-the-monkey.com> (paperback, e-book)

Gastel B. *Health Writer's Handbook*. 2nd ed. 2005. Ames, IA: Blackwell Publishing (paperback)

Hancock E. *Ideas into Words: Mastering the Craft of Science Writing*. 2003. Baltimore, MD: Johns Hopkins University Press (hardcover, paperback, e-book)

Horowitz S. *The Freelancer's Bible*. 2012. New York: Workman Publishing (paperback, e-book)

Hughes M. *Writer Inc.: Starting and Growing Your Writing Business*. 2013 (paperback, e-book)

Monson N, Peckel L. *Just What the Doctor Ordered: An Insider's Guide to Medical Writing*. 2010 (e-book)

Mueller G. *The Technical Writer's Guide to Finding Freelance Jobs*. 2013 (self-published; e-book)

Piper M. *Surprisingly Simple: Independent Contractor, Sole Proprietor, and LLC Taxes Explained in 100 Pages or Less*. 2009. Simple Subjects, LLC. Chicago, IL (paperback, e-book)

Slaunwhite S, Savage P, Gandia E. *The Wealthy Freelancer*. 2010. <http://thewealthyfreelancer.com/> (paperback, e-book)

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