

# Freelancing in medcomms

How to become a successful freelancer

**MedComms Networking Event**

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[www.MedCommsNetworking.com](http://www.MedCommsNetworking.com)

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# Why freelance?

- ▶ Flexibility
- ▶ Be your own boss, variety of projects and autonomy over which projects to do
- ▶ Less office politics
- ▶ Tax benefits as a freelancer
- ▶ More companies are open to flexible working, which can include using freelancers

# Should you switch to freelancing?

Things you'll be giving up:

- ▶ Reliable, monthly salary
- ▶ Paid holiday and sick leave
- ▶ Company pension and other benefits
- ▶ Company of people!
- ▶ Regular career progression, co-ordinated training
- ▶ Other people to do all sorts of business admin - now you'll have to

If you're looking to reduce your hours, could you go part-time instead? Have you spoken to your boss about flexible working?

# Preparing to go freelance

Ensure that the following are in place before you hand in your notice

- ▶ Know your market and build your network continuously, it's just like setting up your own business
- ▶ Put some money aside as a cushion - your income won't be reliable to start with
- ▶ Get a pension and find out about tax implications
- ▶ Market yourself well - LinkedIn, Facebook, Twitter and a business website
- ▶ Consider joining a union, such as the ipse (The Association of Independent Professionals and the Self-Employed)
- ▶ Create/update a portfolio of your best work
- ▶ Make a plan - what will you be doing when you're "not working"?

# Freelancing successfully

- ▶ Network all the time - you are now a sales/marketing exec as well as a writer or medcomms expert
- ▶ Research market rates - what is your time worth?
- ▶ Plan your time carefully - don't leave things until the last minute because you don't have a boss breathing down your neck!
- ▶ Plan your time carefully - know when the end of your working day is and stop
- ▶ Consider a short walk before and after work - no-one likes a long commute, but separating your leisure time from your work time can help you

## Freelancing successfully

- ▶ Each time you complete a job, ask for a recommendation
- ▶ Don't be afraid to ask people to pass your details to colleagues/friends if they think you've done a good job
- ▶ Remember, you are only as good as your last project - the communications industry is close-knit and people talk to each other which is a blessing if your work is good

# Summary

- ▶ Preparation is key!
- ▶ Have a business mindset, you are setting up your own business
- ▶ Ask yourself, are you good enough, flexible enough and financially secure enough to make a go of it?
- ▶ **GO FOR IT!**



# Thank you for listening!

- ▶ If you would like any further advice or guidance please don't hesitate to contact Julia Walton at [Julia.walton@media-contacts.co.uk](mailto:Julia.walton@media-contacts.co.uk) or call us on 020 7359 8244

Our website: [www.media-contacts.co.uk](http://www.media-contacts.co.uk)

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