Medcomms freelancers: Make efficiency your business

MedComms Networking Event
2nd August 2017

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www.MedCommsNetworking.com
Marketeer
Accountant
Book keeper
Boss!
Writer
Scientist
Business owner
Entrepreneur
Challenges

- Meeting client demands
  - Ever shifting timelines
- Managing work flow
- Marketing our business
- Personal development

- Relaxation!
Remember: your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark

Jay Danzie, author
Balance avoids burn out

Client and project work

Business management
Set boundaries:

- Teach people how to respect your time and business by respecting it yourself!
Say no without saying no!

- Timelines: state what IS achievable.
- Payment: understand your VALUE.
- Set an INTENTION:
  - Who do you want to be?
  - How do you want to feel?
  - What is your desired outcome?
Time wasters:

○ Email/phone
○ Facebook/Twitter
○ Housework/cups of tea
○ Anything else but work!
Solutions:

- Limit your daily priorities
- Set your intention
- Emails at set times
- Voice mail/schedule phone calls
- De-clutter
- Time tasks
Working in and on your business:

**IN:**
- Project work
- Client requests
- Writing

**ON:**
- Marketing
- Accounting
- Administration
- Personal development
- Business development
Friday focus:

Set a time every Friday to create your schedule for the following week.
Scheduling: Friday Focus

7-8: wake-up, yoga, feed cat, breakfast, emails
8-9.30: Start first draft of report A
9.30-12: Continue second draft report B; emails
12-1: lunch, go for walk
1-1.30: mow the lawn
1.30-3: prepare presentation for client X
3-4.30: accounting
4.30-5.30: pick up children from school; emails
5.30-on: RELAX!
Don’t reinvent the wheel:

- Templates
- Cover sheet
Delegate

- Business related:
  - Accountant
  - Website design, updates
  - Administration

- Non-business related:
  - Cleaner, gardener
  - Online shopping
Subcontract

- Give your fellow freelancers opportunities
  - Without giving up your client
  - Or, saying no to work
- Service agreement
- Task order
Time for relaxation

Creativity

Eureka!

Avoid burn out
Recap

Remember:

- You are a business owner
- Respect your business and your time
- Set clear boundaries
- Put systems and processes in place
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