



www.cathean.co.uk

**Medcomms freelancers:
Make efficiency your
business**

MedComms Networking Event
2nd August 2017

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

Challenges

Marketeer

Writer

Scientist

Accountant

Business
owner

Book
keeper

Boss!

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!

SELF LEADERSHIP

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

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

➡ **FOCUS**



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




Project Status - Cover sheet - 2012.docx - Microsoft Word

File Home Insert Page Layout References Mailings Review View Add-Ins Nuance PDF Acrobat

Clipboard Font Paragraph Styles Editing

Calibri (Body) 11 Aa B I U abc x x² AaBbCcDd AaBbCcDd AaBbCcDd AaBbCcDd Normal Subtitle No Spacing Heading 1 Change Styles Find Replace Select

 **Cathean** Medical Writing Consultancy
LIMITED
Working in partnership to deliver written excellence!

Project Summary

Project Number:	
Project Description:	
Client:	

Project Status

Date	Details

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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

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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