

Marketing Bingo can be used to identify a new set of tactics. Ideally, the freelance's marketing strategy would include enough tactics to achieve Marketing Bingo (ie, five across, down, or diagonal). At the very least, Frick recommends that freelances engage in a minimum of five marketing tactics at any given time.

In her discussion of tactics, Frick included at least one from each column that is less common among freelances. From column one (most passive), Frick noted the importance of promotional giveaways such as pens, Post-it pads, letter openers, or her own bendable rulers and "doctor kits," which contain handy first-aid supplies. All of these giveaways should be branded with the freelance's company logo and tagline. (For the record, Frick's brand and tagline are "The Text Doctor, More than a bandage for your ailing text."²) From column two, Frick includes signage, and accordingly, her license plate reads "TEXT DR." Other options include press releases and advertisements in local newspapers, business reviews, and medical journals. The third column includes cold calls. Frick provided examples of hefty profits from cold calls she has made, some made years before signing a contract. Perhaps most entertaining was an anecdote about her grandson. She recalls his terror of a tarantula named Rosie, who was part of a "petting zoo" of sorts at a local museum. Frick's grandson was clearly intrigued by Rosie but too terrified to touch her until multiple attempts brought him closer and closer. When Frick gave him a huge plastic tarantula, he crowed, "Gamma—I hold Rosie!" The same desensitization strategy might very well work for the introverted freelance. Column four includes the tactic of

underwriting or sponsoring industry events. This tactic clearly involves an expense, but it is also a relatively benign way of "getting one's name out"—as long as you make sure you are acknowledged in meeting notes, advertisements, banners, or publications. Finally, the last entry in column five (most active) provides the tactic of getting awards and other recognition for one's work. Frick recommends that freelances submit their work for awards and then publicize the award everywhere, including on the business's website, press releases, newsletters, and other business or professional society websites. This last tactic definitely takes active marketing, but it could prove to be highly successful; it also is a great way to bolster confidence.

Overall, Frick views marketing as an experiment in which you keep trying new tactics (or hypotheses), keep the ones that work (at least for the time), ditch the ones that don't work, and add new ones for future evaluation. To quote Samuel Beckett: "Try again. Fail again. Fail better."³

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3. Samuel Beckett. www.en.wikiquote.org/wiki/Samuel_Beckett. Accessed February 19, 2014.

CREATE VISIBILITY AND INFLUENCE TO FAST TRACK YOUR CAREER

Speaker

John West Hadley

Principal, John Hadley Associates, LLC, Somerville, NJ

By Kelly Schrank, MA, ELS

The first session of the 2013 AMWA Annual Conference was an intensive seminar with career search coach John West Hadley. A former actuary, Hadley uses a systematic approach to improve how professionals present themselves to others. He presented recommendations that challenged the attendees, and a structured process to help show attendees how to apply them.

Attendees first assessed their current visibility (Box 1). Hadley noted that an honest self-assessment reveals how we project ourselves to others, whether professionals in our net-

works understand our career goals, and if they know how to help us achieve these aims.

Hadley believes that professionals should market themselves via "a unique value proposition" that effectively represents their passions and skills and answers the following questions (depending on the audience):

- **Current employer:** Why are we paying your salary?
- **Potential employer:** Why should I pay your salary?
- **Potential client:** Why should I buy your services?

To develop your unique value proposition, Hadley said, you must consider the following items *in the following order*:

- Your passions
- Your skills (those you have and those you can acquire)
- Your life goals

Hadley explained that many people start in the opposite order: They first think about what type of life-style they want, then find a job that provides it and requires skills they already have.

