

Act are promising to patients, but the challenges are high for those seeking success with biosimilars. With so many companies already vying for position, others are pulling out of the biosimilars space because there will not be enough room for everyone.

For additional information, see the FDA's final guidance, [Quality Considerations in Demonstrating Biosimilarity of a Therapeutic Protein Product to a Reference Product](#) and [Scientific Considerations in Demonstrating Biosimilarity to a Reference Product](#), April 2015.

*Leslie Kowitz, MA, ELS, is a freelance medical editor and writer near Oakland, CA.*

**Author contact:** [leslie.kowitz@editwritebio.com](mailto:leslie.kowitz@editwritebio.com)

---

## YOUR FREELANCE BRAND: HOW TO STAND OUT IN A SEA OF FREELANCES

### Speakers

**Lori De Milto, MJ**, *Freelance Medical Writer, Lori De Milto Writer for Rent, LLC, Sicklerville, NJ*

**Kathleen Labonge, MBA**, *Freelance Medical Copyeditor, Write Point Editing Solutions, Greensboro, NC*

**Eva Stabenow, MA**, *German/English Translator, Wordplay Translations, LLC, Nashville, TN*

### By Kelly Schrank, MA, ELS

Freelances who want to “stand out” (ie, do less marketing and make more money) need to have a brand. “To clients, most freelance medical writers or freelance medical editors seem the same or similar,” says Lori De Milto. Having a brand—a personality for your business that evokes trust and makes clients think of you first—is a differentiator in a crowded market.

Although personal and business brands overlap for freelances, they are not the same. Business branding is how clients, potential clients, and colleagues perceive you as a business based on your visual images and key messages, whereas personal branding is more about your behavior and tone of voice online and in person, especially when networking. The session's focus was on business branding.

### Elements of a Brand

The elements of a brand include a logo, a tagline, a company name, a tone of voice, and colors. A logo is an image, symbol, other design, or just your company name in a nice design used to visually represent your business. A tagline is a memorable phrase or sentence that helps your audience understand what you do. It is used with the logo on your website and in other marketing materials. A company name could be a business name or just your name and title/what you do.

Your brand's tone of voice expresses the company's values, personality, and way of thinking. A palette of colors associated with your business (normally a dominant and a secondary color, and sometimes an accent color) further cements the personality and professionalism of your business.

### Brand Statement

The first part in developing a brand is creating a brand statement, which clearly and concisely explains

- Your services,
- Your target audience(s) or client types, and
- How you're different from or better than other freelances.

You don't actually have to be different from or better than other freelances; you just need to position yourself as different or better. For example, De Milto discussed how her brand focuses on delivering targeted medical content and doing this on time every time. Many freelances write content that's targeted to the audience and meet their deadlines, so this isn't unique. But De Milto thinks that using this in her branding makes her stand out in the minds of clients.

Base your positioning on the needs of your clients (eg, making the client's life easier, doing the project right, and meeting deadlines) and your core values and personality traits (eg, dependable, efficient, and responsive). You need to develop your brand statement before you contact a designer for the rest of your branding.

### Template for a Brand Statement

[My target audience] can count on me for [key services] delivered with [things that make me different, including core values and personality traits].

### Working With a Designer

To prepare for the process, gather logos you like (those of other freelances or even other types of businesses), colors you like, your brand tone of voice, and images you like (such as icons or other images). De Milto suggests hiring a professional and avoiding sites like Fiverr.com.

Your designer will help you to choose colors that look good on the Web and in print and to develop a logo that looks great on your website, email signature, and business cards. The advice from the group for the design process was to be honest about what you like and don't like and don't develop “analysis paralysis.”

The session materials have more details and examples, such as the brands of Lori, Eva, Kathleen, and other freelances: [https://www.dropbox.com/sh/25mlnXlwjy49gg/AACBdD3CKgzYf-y4wGFKt\\_Dya?dl=0](https://www.dropbox.com/sh/25mlnXlwjy49gg/AACBdD3CKgzYf-y4wGFKt_Dya?dl=0).



### Tips for Working with a Designer

- From Lori:
  - Be prepared
  - Be firm
  - Trust the designer
  - Get feedback
- From Eva:
  - Be specific about what you want (not just what you don't like)
  - Trust your gut
  - If you love a color, your designer can recreate it
- From Kathleen:
  - Do your homework
  - Use a recommended designer
  - Don't settle

Kelly Schrank, MA, ELS, is a freelance medical editor and owner of Bookworm Editing Services, LLC, in Canastota, NY.

Author contact: headbookworm@gmail.com

### DISSECTING THE CRITICAL “SPECIFIC AIMS” PAGE OF AN NIH GRANT

#### Speaker

Madison Hedrick, MA, Medical Writer III, Wilson Carroll Research Services, LLC, Little Rock, AR

#### By Chandler Wilson Carroll

The Specific Aims page of the National Institutes of Health (NIH) grant application is the most important part of any NIH grant application. It is the primary marketing document for the entire proposal and exists to define the “big picture” and provide a roadmap for the research strategy.

In a single page, you must quickly gain the reviewers' trust and confidence while also convincing them that your work is important to fund. You must convince them that you (or your client) are the best person to complete the work you proposed. For this reason, the Specific Aims section can be the most difficult to write.

#### Organization of the Specific Aims Page

- Overarching problem and goal
- Context and setting for the project
- Central hypothesis
- Specific aims and experimental overview
- Expected outcomes and impact of the project

#### General Guidelines: Tips

The Specific Aims page is all about selling ideas! It is crucial for setting the frame of mind for the reviewers. A Specific Aims page that leaves reviewers feeling distinctly not excited will likely color how they will feel concerning the sections that follow. Deliver a clear message:

- Offer something special
- Make it similar to a good news article:
  - Concise
  - Good headlines
  - Visually appealing
  - Easy to read
  - Comprehensible to a wide audience
- Remember your audience: ALL reviewers!

#### General Guidelines: The Reviewer

Many reviewers will only read the Specific Aims page. Visualizing the reviewers as a group and the individual reviewer as an audience member when writing your Specific Aims page is beneficial.

Reviewers are often overworked and tired and may only spend a few hours on your grant. They are knowledgeable about research design and methods as well as NIH grant mechanisms, but they may have little in-depth knowledge in the specific area the grant focuses on.



Figure. Used with the permission of M. Hedrick.

#### NIH Guidelines for the Specific Aims Page

“State concisely the goals of the proposed research and summarize the expected outcome(s), including the impact that the results of the proposed research will exert on the research field(s) involved.”

“List succinctly the specific objectives of the research proposed, e.g., to test a state hypothesis, create a novel design, solve a specific problem, challenge an existing paradigm or clinical practice, address a critical barrier to progress in the field, or develop new technology.”

#### Specific Aims Page in Four Sections

##### Part 1: Introduction

- Introductory Paragraph: Convinces the reviewers of a significant problem. This will scaffold your argument for your solution that is relevant to the mission of the funding agency.
- Opening Sentence: Identifies what the proposal is about and immediately relates it to the mission of the funding agency.
- Knowns: Brings the reviewer up to speed on the “current literature” and state of the field in < 5 sentences; ALL key points need to be introduced here (this is the framework for your concept).