

Below is a list of **70 reasons** why you haven't built or launched a freelance medical writing business yet. Print out this document and check off the items that apply to you as of today:

- ☐ You will have a period of time where you don't make money—you need to be prepared for that and aren't
- ☐ You aren't sure if you're a good enough writer and that people will pay you well for doing this professionally
- ☐ You aren't confident that you can run a medical writing business successfully in the short- or long-term
- ☐ You are apprehensive about leaving behind a "stable" or comfortable job with people who you know well
- ☐ You're worried about being 100% responsible for yourself and not having a manager/colleagues to check stuff
- ☐ You believe it will take you 1–2 years before you can make any significant money in your freelance business
- ☐ You believe you have to "work your way" up in someone else's company before having your own
- ☐ You don't know the ins and outs of how the medical communications industry works or how you will be of value / be better than competitors
- ☐ You are already so burned out and don't have the time or energy to dedicate to building a business
- ☐ You don't know other people who have succeeded at this who you can learn from / get inspired by / ask for help and support from when needed
- ☐ The people around you don't believe you will succeed so you are doubting yourself a lot as a result
- ☐ You have been stuck on the fence for a long time waiting to be "ready" and are yet to admit to yourself that there's no perfect time to start a business
- ☐ You don't know how much to charge for your writing services in order to support yourself and still be fair / act in accordance with the industry
- ☐ You are afraid of self-promotion and don't like talking about yourself or what makes you so great
- ☐ You believe you have to go back to school in order to requalify or prove you have the skills to get hired
- ☐ You know you can't do it all alone (or want to) but don't have anyone you trust to guide you through the steps
- ☐ You are worried about not having health insurance, a regular income, or paid vacation time in the beginning
- ☐ You know it's going to be a very iterative process but don't have anyone in your network who can provide constructive, relevant feedback on everything you create
- ☐ You haven't published anything (recently) and believe you have to start out on a volunteer basis first
- ☐ You believe your route into freelance medical writing is unconventional and, thus, probably won't work
- ☐ You burned out in your current or previous job and are worried or convinced that this will happen again, in your writing business

- ☐ You are battling with both psychological/emotional hurdles as well as not knowing which practical steps to take to launch a business
- ☐ You worry that even if you build and launch your business successfully, you'll be alone in it forever more
- ☐ You worry you won't get great feedback from clients and will continually doubt your ability to serve
- ☐ You're not convinced that the work you'll do as a freelance medical writer will be more enjoyable and/or fulfilling than the work you're currently doing
- ☐ You're worried you'll have to put on a persona (that's inauthentic) in order to succeed in business and don't like this
- ☐ You have no idea what your niche or speciality area would be, or if/why you even need one to succeed
- ☐ You worry you aren't resilient enough to face a lot of rejection and keep building your business anyway
- ☐ You don't have anyone holding you accountable for your actions (or lack thereof) so you keep stalling
- ☐ You tried freelancing or starting a business in the past and it didn't work so you're convinced you'll fail again
- ☐ You don't believe your educational background or experience is sufficient for you to be successful and have a lot of imposter syndrome as a result
- ☐ You don't know which tools, processes, and assets would be essential for your business operations and which are a waste of time/money

- ☐ You have built your identity around your current or previous role or career and are struggling to let go of that and transition into a new, true identity
- ☐ You don't think freelancing will actually bring you the freedom and autonomy you are craving because you hear people complaining all the time about being burned out, overworked, and underpaid
- ☐ You worry you will undercharge for your services and forever be stuck in a cycle of burnout, resentment, and dissatisfaction in your writing career
- ☐ You have no idea how you would find and maintain clients and don't know where to learn these things
- ☐ Someone who you're close to is advising you to play it safe and (at least on the surface) you trust that person's opinion more than your own
- ☐ You don't have the guts to quit and walk away from your current employment situation due to low self-worth, people-pleasing tendencies, or overwhelming guilt
- ☐ You believe that in order to earn a lot of money you have to sacrifice career fulfillment—you can only have it one way or the other, and not both
- ☐ You are a perfectionist so every time you try to start a new project or venture, you get caught up in the minutia and don't make any real progress in the right direction
- ☐ You struggle to motivate and discipline yourself and need someone else to provide a structure and proven framework that you can follow

- ☐ You know someone with a business who “hustles” all the time and it sounds so unappealing—you (and they) think it will be like this for you in your writing business, too
- ☐ You know you can’t tackle huge medical writing projects alone but don’t have any talented connections who you trust to collaborate with on things as and when needed
- ☐ You aren’t very confident with the technical side of things, i.e., building a website, delivering work to a high standard, creating a digital logo, using invoicing software, etc.
- ☐ You always have a million ideas of things you could do but never know which one(s) to pursue—you don’t have the bandwidth to do all of them
- ☐ There’s no-one who genuinely believes in you and encourages you to go after your goals no matter what
- ☐ You are very well-educated in science, medicine, and/or communications and don’t want to seek support from someone who’ll treat you like a complete beginner instead of meeting you where you’re at, so you remain hesitant to seek support (and, thus, stay stuck at the starting line)
- ☐ You worry that your field of research or the career path you previously pursued is either too niche or not niche enough for you to succeed
- ☐ You don’t know which types of medical writing projects even exist, let alone how you could offer to do that for a company and get paid a lot for it
- ☐ You feel intimidated by the hierarchical differences between yourself, as an independent contractor or small business owner, and a huge corporation who is looking to “crush their competition” or has all the power
- ☐ You cannot earn or save enough in your current employment position to be able to make a career change or invest in something that could help you accomplish your goals effectively
- ☐ You don’t want to leave behind a good pension or other benefits at your existing company that you’d have to provide for yourself as a business owner (and don’t believe you can)
- ☐ You’re worried you’d be taken advantage of by your clients and wouldn’t even know about it (or would know and not be able to do anything about it)
- ☐ You believe you will have to promote yourself constantly in order to secure new business or have regular work and this isn’t something you want to do or believe society should be doing
- ☐ You cannot look into a crystal ball and know that in the future you will be successful—there is a risk involved and you’re usually risk averse
- ☐ You are terrified at the prospect of having to make all of the decisions in your life and business and that they will need to be good choices
- ☐ You do not believe you will be able to prioritize the things and people you care about outside of running your business effectively

- ☐ You are afraid of stepping outside of your comfort zone and not really knowing what's "out there" for certain
- ☐ You are an "all or nothing" type of person and are waiting until you are 100% sure this is what you want to do before starting your business because this will be "it" for you if/when you do
- ☐ You don't know which avenues of medical writing you wish to explore or the types of service you want to offer yet, which is keeping you stuck
- ☐ You've been part of a professional association for medical writers and haven't found it to be particularly helpful or stimulating so you are feeling discouraged about entering into the profession in general
- ☐ You tried freelance medical writing briefly before and enjoyed it but then everything fizzled out and now you believe the same thing will happen again if you try again
- ☐ You have operated a business in the past and never felt confident or in control and you believe it's going to be like this again if you become a freelance medical writer
- ☐ You are yet to find any YouTube channels, eBooks, webinars, newsletters, or other educational resources to teach you how to build and launch your business successfully
- ☐ You've heard stories about the medical communications industry declining or worry that the demand for skilled medical writers is diminishing due to artificial intelligence and don't want to enter into a "dying field"
- ☐ You don't genuinely love research, writing, and science and don't consider it to be "your calling" or something you think would be fulfilling as a long-term career path
- ☐ You are overwhelmed by the sheer volume of information available about entrepreneurship, freelance writing, and medical communications and don't know where to start or what is truly relevant to your situation
- ☐ You have never worked fully remotely before and wonder if you'll enjoy it or if it will feel isolating or unstimulating
- ☐ You are concerned about the need for continuous learning and staying updated with medical advancements in order to remain competitive (especially if you don't have a background in scientific research)
- ☐ You don't have a clear plan or strategy for marketing yourself and your services to potential clients

_____ / 70

Read on to discover what your score means...

Score: 0-17

Congratulations! Your score indicates that you have few, if any, hesitations about starting your freelance medical writing business. You are confident in your abilities and ready to embrace the challenges and opportunities that come with this career path. With your proactive attitude, you can quickly overcome any minor doubts you may have and start building a successful freelance business. It's time to take the plunge and turn your aspirations into reality.

Score: 18-35

You are well on your way to starting your freelance medical writing business, but you have a few residual concerns that need to be addressed. While you have confidence in many areas, there are some doubts that are holding you back. Take some time to identify these specific areas of concern, using the questionnaire above to guide you, and seek out resources, coaching, and/or training that can help you overcome them. With a bit more preparation and reassurance, you'll be more confident to embark on your freelance journey in no time.

Score: 36-52

Your score suggests that you have significant hesitations about starting a freelance medical writing business. These concerns are not insurmountable, but they do require attention and careful planning. You may benefit from seeking support from specialized coaches or joining a community of freelance medical writers who can share their experiences and offer guidance. Try to address one concern at a time so you don't feel overwhelmed, and gradually build up to a place of being ready to begin. With focus, determination, and the right support system in place, you'll be able to move past these hesitations and begin your freelance career with confidence.

Score: 53-70

Your score indicates that you have many strong hesitations about starting a freelance medical writing business. These concerns are valid and highlight areas that need considerable thought and planning before you make a move. It's important to take a step back and evaluate whether freelance medical writing is the right path for you at this moment. Consider seeking professional advice, attending workshops, and speaking to others in the medical writing field to see if entrepreneurship is something you really wish to pursue. It's okay to take your time and ensure that you are fully prepared for this career change. Remember: it's a journey, and every step you take towards understanding your hesitations is a step towards making a well-informed decision.

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