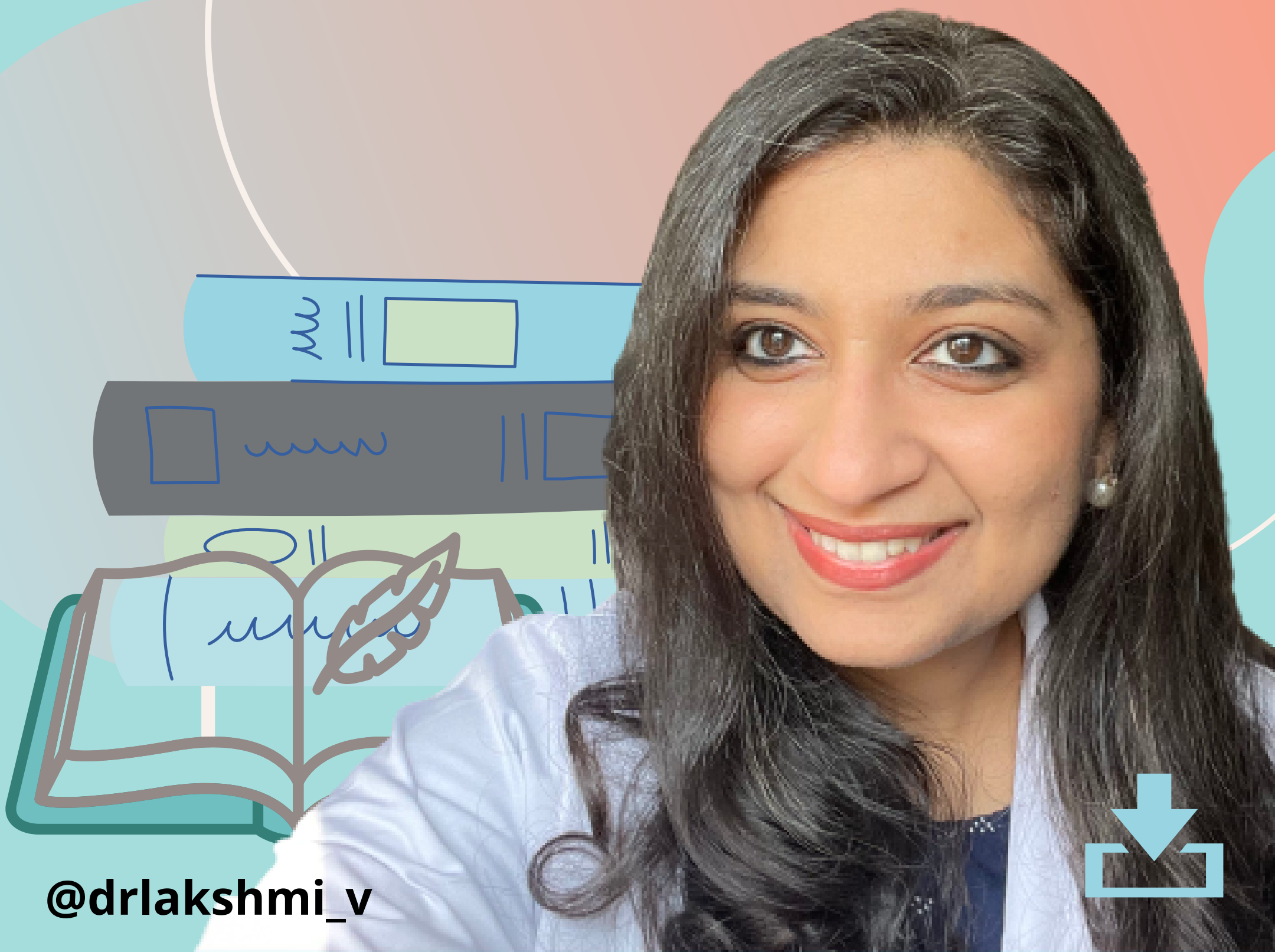
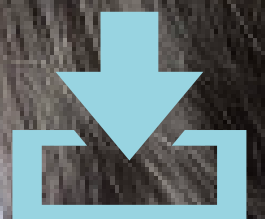


How to Build Your own Portfolio

As a New Medical Writer



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1. Make a list of known publishers:

Magazines/ blogs/ journals or websites that display the content you write.

Offer to write an article for them to show off your skills.

In Healthcare, there are generally two broad categories :

B2B - where you are speaking to medical professionals

B2C- where patients are your target audience

Depending on your interests, try writing samples for both target audiences.

(B2C is an area where I presumed I would not need the practice ... but it is by far more challenging than technical content.)

2. Choose 3-5 different formats for content you can deliver.

E.g.- write a 1000 word blog and a short case report for a journal publication on a topic you know well.

Save those as your samples so that clients can refer to your writing style in various formats.

This will make it easier for them to decide if your writing style is a good fit for their project.

Bonus! At the same time, you can figure out what your strengths and weaknesses are.

Like , Save and Share!

Comment below if
you have other tips
that can also help to
build a solid
portfolio?

