



## Freelance Health Writing

### Introduction

A recent article in Forbes<sup>1</sup> discussed the boom in the freelance workforce with predictions that freelancing will make up 50% of the workforce by 2020. Add this to the projected growth for writers (which in the US is forecast to be around 3%<sup>2</sup> - and for SEO writers, more than 100%<sup>3</sup>) along with increased demand for content marketing, social media writers, and self-publishing, the outlook for writers has never been better.

### Opportunities include<sup>4</sup>:

- ✓ Advertising
- ✓ Books
- ✓ Brochures
- ✓ Competitive research
- ✓ Content writer for consumers/clinicians.
- ✓ E-books
- ✓ Editing (including substantive editing, proof-reading, and fact checking)
- ✓ Executive summaries
- ✓ Magazine articles
- ✓ Marketing materials
- ✓ Conference coverage
- ✓ Newsletters
- ✓ Patient education materials
- ✓ Posters
- ✓ Public relations materials (e.g., press releases, backgrounds, and fact sheets)
- ✓ Proposal writing
- ✓ Reporting for newspapers, magazines, Web sites, etc.
- ✓ Sales materials and training including e-learning modules
- ✓ Scripts for DVD and other multimedia and web-based formats
- ✓ Training manuals
- ✓ Web content

### Before you start

Gather as much information about the project as possible, the type of content required, the audience, writing style, referenced or not. Question deadlines, word counts, box outs, layouts, and number of revisions you will provide.

### Pricing:

Are you writing for publicity, money or both? How long will the project, article or blog take you? If you work for free – how long will you do this for? How much will you charge? Will you charge by the project, the hour or by the word? How many revisions will you provide?

Articles on pricing:

“Is it right to write for nothing?”

<http://www.alcs.co.uk/ALCS-News/February-2014/Danuta-Kean>

Tips for Fair Pricing Plans – 2014:

<http://blog.ebyline.com/2013/10/freelance-writer-rates-stats-fair-pricing-plans-2014/>

### Further information:

Guild of Health Writers:

<http://www.healthwriters.com>

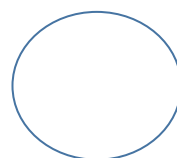
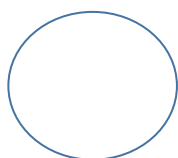
How To Write Easy To Read Health Material:

<http://www.nlm.nih.gov/medlineplus/etr.html>

National Association of Writing in Education:

<http://www.nawe.co.uk/writing-in-education/writing-and-community/writing-and-healthcare.html>

Russell (2009) Communicating Science, Cambridge University Press





## Health Writing Opportunities

### First Instinct – Men's Health

We at First Instinct are always on the look out for new writing talent!

If you would be interested in writing for any of our above categories please contact us.

You don't need heaps of experience, just a bundle of passion for writing.

We would love to hear your ideas.

#### Further information:

<http://firstinstinctmagazine.com/write-for-us/>

### Fit Pregnancy

Fit Pregnancy is a bimonthly magazine covering health, nutrition, exercise, psychology, food, fashion and beauty issues related to pregnancy. It also includes editorial for parents of babies up to 2 years of age. Features (1,000 - 1,800 words) cover broad, timely topics.

#### Further information:

<http://www.fitpregnancy.com/pregnancy/frequently-asked-questions>

### One in Four – Mental Health Magazine

One in Four is a glossy full colour quarterly 32-page quarterly magazine written by people with mental health difficulties who lived through it and found ways around it. It's the perfect guide to getting stuff in your life sorted. *One in Four* is always looking for new writers, illustrators and photographers. If you have an idea for something we could put in a future issue, contact us via email or letter.

#### Further information:

<http://www.oneinfourmag.org/index.php/contact-one-in-four/>

### Positive News

Positive News is the world's first positive newspaper. We report on positive developments from across the world and take a solution-focused perspective on the challenges facing society.

We aim to inform, inspire and empower our readers, while helping create a more balanced and constructive media.

#### Further information:

<http://positivenews.org.uk/get-involved/write-for-us/>

### Vibrant Life

Vibrant Life is a bimonthly lifestyle magazine that promotes physical health, mental clarity, and spiritual balance from a practical, Christian perspective. Vibrant Life focuses on the typical adult man or woman and family. Short articles (450 to 650 words) are always in demand.

#### Further information:

<http://www.vibrantlife.com>

### Zest

Monthly women's magazine covering health, fitness, nutrition, beauty and well-being.

#### Further information:

<http://www.zest.co.uk>

### References:

- 1) How An Exploding Freelance Economy Will Drive Change In 2014 <http://www.forbes.com>
- 2) Bureau of Labour Statistics: <http://www.bls.gov>
- 3) Conductor Resources: <http://www.conductor.com/resource-center/research/why-2013-year-seo>
- 4) American Medical Writers Association: [http://www.amwa.org/toolkit\\_new\\_med\\_writers](http://www.amwa.org/toolkit_new_med_writers)

