Career Development
When You’re On Your Own

Tom Lang, MA
Tom Lang Communications and Training International
“I don’t like making plans because then the word ‘premeditated’ gets thrown around in the courtroom”

Anonymous
“Organize your luck”
(let yourself evolve)

Instead of looking for specific career advice, consider developing qualities that will prepare you to take advantages of opportunities as they arise.
Your title makes a difference

Freelance writer/editor
Self-employed writer/editor
Contract writer/editor
Independent writer/editor
Consultant in biomedical publications
Know what business you’re in

You’re not in the writing and editing business

You’re in the “make-the-client-look-and-feel-good” business
Clients only buy two things

• Solutions to problems
• Good feelings
You have to do something . . .

- Better than the client can
- Faster than the client can
- Less expensively than the client can
- That the client doesn’t want to do
- That the client didn’t know could be done
- That pleases the client
Choose a business model

You want a service that’s good, fast, and cheap? Pick two and call me back.
Remember always to sell yourself

Be visible
Be credible
Be reliable
Be professional
Be good to work with
Be good at what you do

“Companies will accept an adequate employee, but they want their consultants to be experts”

Greg McCormick
Stay current

Read

Go to conferences

Get training

Pay attention

Look for new perspectives
The importance of perspective: Mt Rushmore from the Canadian side
Go the extra mile.

Go the extra mile that the client hasn’t seen yet.
Network, network, network
Be a boundary-spanner

You already know what your network knows

For new information, contacts, and opportunities, go outside your network
Commit

The moment you commit and quit holding back, all sorts of unforeseen incidences, meetings, and material assistance will arise to help you.

Napoleon Hill
“Chance favors only the prepared mind.”
Louis Pasteur
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