



Freelancers Forum: How to Promote Yourself

Joshua Horstman is an independent statistical programming consultant and trainer based in Indianapolis with 25 years of experience using SAS, primarily in the life sciences industry. Josh is a SAS Certified Advanced Programmer who loves coding and presenting at PharmaSUG and other industry conferences. Josh also enjoys travelling and hiking with his family and has been to 47 states and 27 national parks.



Looking Like a Real Business

- ▶ Logo
- ▶ Checks, letterhead, invoices, etc.
- ▶ Business Cards
- ▶ Internet domain, website, email
- ▶ Separate business phone line (free cloud-based service)
- ▶ Business mailing address (private mailbox)



Finding Work

- ▶ #1 source for work: Your professional network
- ▶ Recruiters and staffing agencies
- ▶ Freelancing platforms (Upwork, Toptal, Freelancer.com, etc.)
- ▶ Online job postings
- ▶ Watch industry news
- ▶ Advertise
- ▶ Cold call



The Power of Networking

- ▶ It really is "who you know".
- ▶ Build/maintain robust network – requires time & effort
 - Conferences and professional associations – volunteer!
 - LinkedIn and other social media
 - Maintain relationships with former coworkers, classmates, professors
 - Use virtual tools (Teams, Google Meet, WebEx, Zoom, etc.)
- ▶ Include peers, influencers, decision makers, recruiters, etc.
- ▶ Follow up whenever a lead or opportunity arises
- ▶ Relationships must be genuine and mutually beneficial.
- ▶ Ideally, start well before you go into business



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