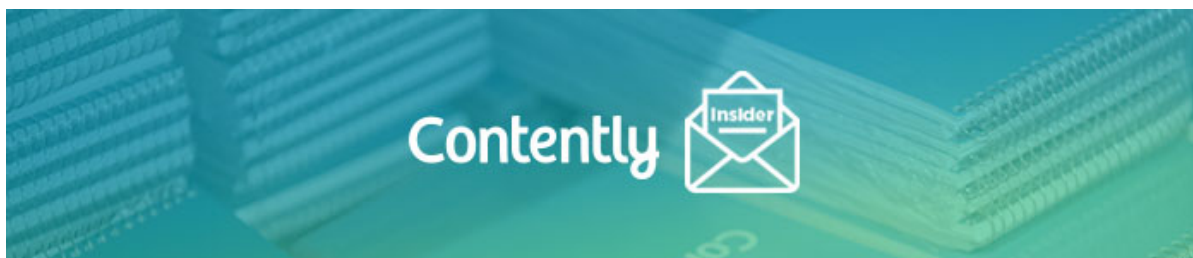


News, tips, resources, and more from Contently's Creative Marketplace Team.

contently.cmail20.com/t/d-e-vkldihk-jutdttkdku-s



Talent Spotlight: Deborah Kaplan



I'm a New-Jersey based writer who has been freelancing for more than two decades, both in journalism and content marketing. Mainly I write about healthcare, both consumer health topics, and the business of healthcare (drug pricing, healthcare operations, policy etc.). I've also been writing about supply chain since before the public knew what it was, so when COVID-19 hit, I suddenly got a lot more popular. I've got a broad writing background, though, and also cover medical research, insurance, personal finance and small business.

How did you get into freelancing?

I wrote for my college newspaper but then got a job in medical malpractice insurance investigation after college. When I was pregnant with my first child, we moved to a different state and I started freelancing, writing family travel and business articles. The insurance and medical background paved the way to write in both of those industries, as I was comfortable talking with doctors and knew the lingo. With writing, I've only freelanced (never been employed in-house) and I love what I do.

How do you build relationships with clients to the point where you become a go-to for assignments?

My goal is always to be the editor or client's go-to writer. That means keeping them updated, hitting deadlines, turning in clean work and being easy to work with. I want my editors to look good and feel they made the right decision by working with me. I have quite a few clients I've worked with for multiple years. Most of my work comes from referrals, both from other writers and from editors. I often connect with the editor or client on LinkedIn early in the process, which lets me stay on top of what's happening publicly at their company or publication and support them as well. When an editor changes jobs, I am in a better position to stay in touch.

How do you stay current in the industry you work in?

I read a lot! That includes my New York Times, Wall Street Journal, Washington Post and local newspaper subscriptions, plus articles shared on social media, LinkedIn and industry newsletters. I get some daily news headlines on certain topics as well. I am active in numerous writer groups, including the American Society of Journalists and Authors (ASJA), Freelance Success (FLX) and am a co-founder and leader of Fight for Freelancers, working to fight federal and state legislation that would make it more difficult to make a living as a freelancer.

What's your favorite blog or author?

It's hard to choose just one. Some great nonfiction books by journalists that I've read in recent years include *Bottle of Lies: The Inside Story of the Generic Drug Boom* by Katherine Eban, *Bad Blood: Secrets and Lies in a Silicon Valley Startup* by John Carreyrou and *The Immortal Life of Henrietta Lacks* by Rebecca Skloot. I devour fiction from fellow journalists like Allison Winn Scotch and Camille Pagan. Also, fellow content marketing writer and friend, Jennifer Goforth Gregory, not only writes honest and generous posts about freelancing, but moderates a terrific Facebook Group, *The Freelance Content Marketing Writer* (those applying may be on the wait list for a while!).

This interview has been edited for style and clarity.

View Deborah's [Contently portfolio](#) and [Website](#)