

## Frequently Asked Questions

What are your fees?

I don't like to post fees for competitive reasons. My fees are very reasonable given that I do not have overheads, or at least they are relatively minimal. I can work on an hourly basis or on a project basis. Sometimes the latter is more agreeable if you have a set budget. Either way, I will provide an estimate up front to make sure there are no misunderstandings.

How do you manage cost and timing for a project?

These are very important issues to both of us. And, we also know that, at times, we run into unforeseen circumstances. As such, I keep a close eye on project costs and timing. If I see that either or both of these are running over, I will let you know immediately. I will provide reasons and re-estimate if need be. You have expectations to manage internally and I don't want to disappoint you. I also like to maintain long-term relationships with my clients.

What type of clients and products do you work with?

Typically I work with Product/Marketing Managers from small or big pharma, biopharmaceuticals and firms that market medical/hospital supplies/products. Products can be in pre-launch, launch, growth or maintenance mode. I often work with products that have smaller or more restrictive budgets. I can also work with advertising agencies, as they often need help with writing, copy platform development, editing or proofreading of sales materials.

How do you handle a competitive conflict of interest?

I will let you know up front if I am working on a project for a competitive product. Sometimes the conflict is obvious. Sometimes the conflict is more indirect, for example, two products from different classes within the same therapeutic category. Either way, I will let you know what type of conflict it is so that you are comfortable with the decision you make.

Given that you are on your own, how do you make sure that you can deliver projects on time?

Like any business, I have ups and downs. During the 'downs' it is relatively easy to deliver on time. During busy periods, I am careful not to overpromise. I will let you know up front my expected delivery date and hopefully that will work out with your timing. If not, I would rather turn down a project than make promises I can't deliver on.

How do you like to work or what is your working style?

I like transparency. I don't pretend to know something if I don't know. Nor do I pretend to know more than you. To me, you know more about your product than anyone. As such, I like to ask questions so that I am comfortable moving forward. Having said this, I do have a lot of experience having worked on many brands, across different therapeutic categories, and across different specialties. I also have a strong science and pharmacy background. So my questions are usually related to the product's marketing issues and not so much the science behind the brand.

I hope these FAQs helped. I would be happy to further discuss these points and anything else you may have on your mind. Just call, email, or send along a voice message via email.

