

Review of Marketing Cookbook for Translators, by A.M. Sall from Translatorpower

"In this book, Tess Whitty shows you what works, and also how to make it work.

Comparisons with the noble art of cooking (tools, ingredients, kitchen, chefs, recipes, pantry, shopping list, out of stock...) are quite charming and irresistably engaging, which makes the book very pleasant to read, and also pushes you to jump into action. You love to practice what she preaches because you feel she has already practised it - indeed, is practicing it every day of her life

As the author points out 'business building draws upon many of the same skills required of a translator.' And this sounds a bit like my own: 'If you're smart enough to be a translator, then you're smart enough to do your own marketing'!

And Tess Whitty has a way of exploding myths, like in 'Contrary to popular opinion, not everyone who speaks more than one language can become (or should become) a translator.'

She insists on the advantages of niche marketing as well as the importance of specialization and how to choose one.

As a 'Cross-cultural communication strategist', I certainly could not remain insensitive to her insistence on the need for 'cultivating a depth of cultural knowledge (in both the target and source language locales)...'

Price and pricing "recipes" are very useful and rarely found in other Translation Marketing books.

The book includes lots of gems, but my favorite part is where she stresses the importance of customer retention: 'Your long-term success as a freelance translator depends on how well you can keep your existing customers, and continually earn their repeat business. When you successfully transform a onetime customer into repeat business, that is when you gain customer loyalty.'

But there is so much to say about this book. Maybe the most appropriate thing to say is: 'Go get it, you certainly won't regret it!'

All in all a work that is both comprehensive and actionable. Mission accomplished! She makes promises and she overdelivers. So, let's get the book, and make sure we 'benefit from her knowledge and apply these simple marketing recipes to our own life and business.' I wish her all the best." - A.M. Sall, author of The Insider Guide to the Strategic Marketing of Translation Services. "In this book, Tess Whitty shows you what works, and also how to make it work.

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