Review: *Marketing Cookbook for Translators*

This week I had the pleasure of taking a sneak preview at Tess Whitty's upcoming *Marketing Cookbook for Translators*. With a background in product marketing and a master's degree in International Marketing and Business Communications & PR, it was only natural that Tess chose to dedicate a book to the subject of marketing and share proven tips and strategies that have worked for her.

Although Tess sets out to provide marketing tips and strategies for freelance translators, the *Marketing Cookbook for Translators* is more than just a marketing book. Intriguingly, Tess compares translators to chefs running a busy kitchen, with our skills and expertise being the ingredients in our pantry.

Consequently, the entire book is structured like a menu, taking the reader from their pantry ingredients (specialisations, training, tools, starting situation) to appetisers (marketing and financial plans, CVs, website, social media), entrées (finding clients, agencies vs. direct clients), side dishes (price calculations, raising rates) and finally desserts (customer care, feast and famine, work-life balance). Each section contains 'marketing recipes' with a list of ingredients, action steps and resources.

Tess has meticulously researched existing literature on all aspects of marketing for freelance translators and presents her top tips from a selection of publications. The curated content is relevant and presented in a clear, concise and easy-to-follow format. The cookbook theme and the analogies to busy chefs throughout bring a fresh approach to the topic and make the 135-page book a pleasure to read.

I particularly like that Tess includes often-neglected aspects such as developing a financial plan, and that she doesn't shy away from offering some perhaps unexpected advice, such as *not* to start a blog, which is refreshing to hear.

I would perhaps bear in mind that there are as many different paths to a successful translation career as there are translators, so following a 'standard recipe' may not necessarily work for everyone, but the *Marketing Cookbook for Translators* is certainly a treasure trove of information related to marketing and running a small freelance translation business.

I highly recommend the *Marketing Cookbook for Translators* to newly established freelance translators or to established translators who wish to re-evaluate their marketing strategies and reorganise their business. Even long-standing colleagues are sure to find some new ideas and may want to dip into it as a reference work. After reading the *Marketing Cookbook for Translators* you will be motivated and perfectly equipped to stir up a storm in your translation kitchen.