

QUICK START GUIDE USP

**FINDING AND USING YOUR UNIQUE SELLING POINT WHEN
MARKETING TO TRANSLATION BUYERS – SEVEN-STEP PROCESS**



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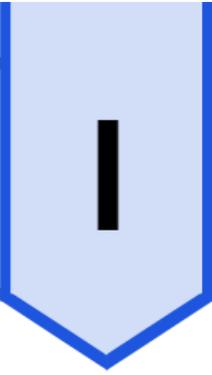
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Introduction

If you are anything like me, you probably want to spend more time on what you love: translating. While you probably dislike time wasted playing salesman, it is vital to building a successful translation business. Marketing helps you create steady income and establish relationships with clients who truly appreciate your services. Doing it well, however, requires two things: a strong marketing plan and a strong differentiator. While I covered the first in [*Quick Start Guide: 8 Steps to a Marketing Plan for Your Freelance Translation Business*](#), I gave scant information about the latter. I am writing this book to remedy that.

The tactics I am about to outline work whether you are a translation veteran or new to the industry. Better yet, it's easy. You just need three things to get started: an ability to be honest with yourself, a quiet place to brainstorm, and a way to write your ideas down. If you follow the steps outlined below, you'll walk away with a clearer sense of how you are truly unique, how you can thus provide unique value to your customers, and how to find a niche to call your own.

The crux of this idea is differentiation. To succeed in a world with 160,000 other freelance translators, you'll need to stand out from the crowd. If all the profits in the translation industry were split evenly, the average translator would walk away with a yearly salary of \$54.69. That's barely enough to cover the cost of a fridge box and a ratty old blanket!

To get a bigger piece of that pie you'll need to bring something new to the table. In other words, you need to create a unique selling proposition (USP). A USP is one of the easiest ways to bring in new clients and quickly expand your translation business. It tells customers why they should choose your business and helps to set you apart from everyone else.

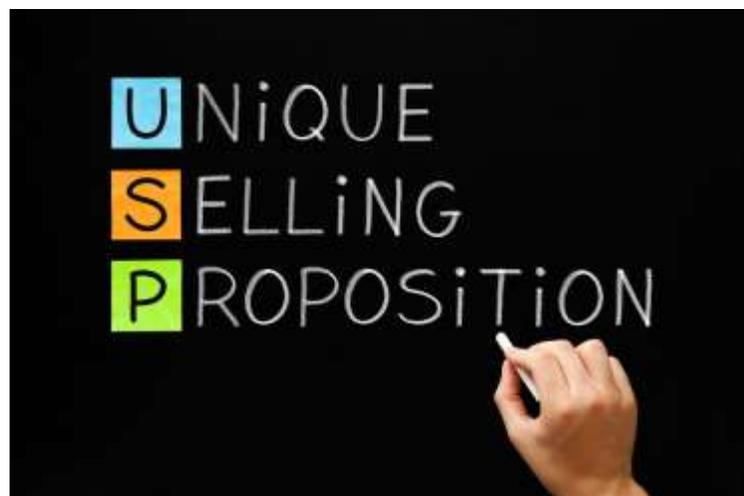
If you follow the steps outlined in this eBook, you'll walk away with a greater sense of confidence, a solid foundation for your marketing, and an effective USP for your translation business. I'll teach you the definitions, tactics, arguments, and criteria vital to creating a suitable differentiator. Near the end of the book, I'll provide a step-by-step process that's guaranteed to coax out your perfect USP.

If you're ready to increase your business revenue, it's time to put your reading glasses on! Let's uncover the things that truly set your business apart!

2

What Exactly is a USP?

A unique selling proposition is what sets you apart from the competition. It's the main reason a customer chooses you over your competition. The Globalization and Localization Association offered an alternative definition earlier in 2016, saying: "Your USP is the special something that makes your product or service unlike any other. The inimitable quality that sets it apart from the rest in the eyes of a potential customer."



Here are some examples of USPs from the translation industry:

- **OUTSTANDING OUTCOMES:**

Over and over, you deliver the results clients crave and you have the proof to show for it. You support your claims with statistics and case studies. Here's an example from Marta Stelmaszak's website: "83% of visitors are more likely to buy your product if I provide content. I asked over 1,000 buyers and 83 percent of them were more likely to buy a product or service accompanied by my content. Over a third were prepared to pay more for it, other things being equal." Marta has found a great way to distinguish herself from the competition and she backs up her claim with statistics.

- **EXTREME SPECIALIZATION:**

You only work with clients from a tiny part of the market, or with a specific type of problem. You have gone so narrow that it makes you a shoo-in for these types of jobs. For example, one of the interviewees I had on my podcast, Joanne Archambault, has a PhD in connective tissue biology and she focuses on orthopedics. This has made her the go-to expert for translations in this field and, as a result, she has developed close relationships with many of her target clients.

- **AN IMPRESSIVE CLIENT LIST:**

You rely on your choice in clientele to bring in new customers. Perhaps you work for Apple, Google, or another well-known company. If the client's okay with it, you should flaunt your association. Just remember to provide proof of your association. This isn't just important from an honesty perspective, but it also gives clients a peek at your portfolio.

- **AWARDS AND CERTIFICATIONS:**

Maybe you've won multiple, prestigious translation awards, or you're certified in a specific language combination. These accolades aren't just pieces of décor; they're valuable proof of your superior skillset. If displayed properly, these awards help set you apart from less credentialed translators.

- **COMPLEMENTARY EXPERTISE:**

Perhaps you're the only freelance translator in your language pair with graphic design or copywriting skills. This can be a valuable added service to your clients and can make them choose you, since you can provide "a package deal".

In a market as heavily saturated as the translation industry, a well-defined USP is key. After all, there are hundreds, if not thousands, of translators with a similar skill set and an identical language pair. Googling 'Swedish Translator', for example, returns nearly 600,000 results! If you fail to differentiate yourself, your clients won't hire you, and they certainly won't remember you.

The ideal USP should be a unique combination of characteristics. Think of it as your company's secret sauce. While another company might mimic one or two ingredients, they'd find it hard to imitate your exact flavor. Once you figure out the right USP for your business, your marketing plan and web content should easily fall into place. This allows you to shorten your sales cycle and ease customer acquisition.

Being completely unique, however, is next to impossible. But, don't let that discourage you. As GALA said in their article on USPs: "What's clear from our example, and from that of many of our clients and suppliers, is that you don't have to have a USP to be successful in the language services industry. You don't have to be unique at all. You just need to be **different.**" You just need to set yourself apart from your direct competition, not revolutionize the translation industry. Don't overthink it!

NOTE: Don't try to compete on factors you cannot influence like location or, to some extent, price. You cannot change where other translators are based and what they choose to charge.

3

Common USP Misconceptions



Now that you know what a USP is, it's time to learn what it's not. Due to its close relationship with many other components of the marketing mix, there's a lot of confusion out there about USPs. People often use the term incorrectly and typically expect it to just sort itself while they develop their marketing plan. To help clear up any misconceptions, I'd like to tell you that a USP is not:

Your Branding: The *Business Dictionary* defines a brand as: "A unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it [that product] from its competitors." While that definition sounds like that of a USP, there are two main differences between these two marketing tools. First off, you can easily communicate branding in a visual; a good USP is difficult to convey with so little information. Secondly, as they are typically product specific, brands offer more limited information about product expectations. In other words, your USP is much broader than any brand-specific claims and much more complex than a logo and color scheme.

Your Positioning: According to Business Dictionary, positioning is a “marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.” In other words, positioning is how you want to be perceived in the mind of your target audience. It says nothing about your company’s uniqueness and only indirectly talks about your strengths. Your USP, on the other hand, should face those two items head on. While it’s good to know where you want your company to sit in a market, it’s up to your USP to get you there.

Your Value Proposition: A value proposition identifies the advantages a client will get from your services. It is very similar to an elevator pitch and far more comprehensive than a USP. It includes who you work with, what problems you can solve for those people, and why people should choose you, and only that last point relates to your USP. Here are some example value propositions:

- **Stripe:** This web and mobile payment platform was custom-built for web developers and other members of the technical elite. ImpactBnd summarized its value proposition when they said: “Its APIs and tools are comprehensive, state-of-the-art, and trustworthy for businesses that demand nothing less.” A USP would be complete if it stopped after mentioning its tool set.
- **Dollar Shave Club:** Cheeky and quirky, Dollar Shave Club’s value proposition is displayed right on its website: “A great shave for a few bucks a month. No commitment. No fees. No BS.” A USP, however, would stop after mentioning the low-cost razors.

As you can tell, value propositions and USPs are intrinsically linked. While untangling the two can be difficult, you should create your USP before you start thinking about your company’s value proposition. This ensures you create the right marketing campaigns, for the right markets.

Your Slogan: A slogan is a short attention-getting phrase used to identify a business. It’s often a play on words or a broad definition of what a business has to offer. Slogans often rely on platitudes and unverifiable claims. Here are some examples of slogans from the fast food industry:

- **McDonalds:** “I’m Lovin’ It.”
- **Fat Burger:** “The Last Great Hamburger Stand.”
- **Taco Bell:** “Think Outside the Bun.”
- **Subway:** “Eat Fresh.”

As you can see, these slogans don't communicate anything meaningful, quantifiable, or overly impactful. They're just phrases meant to stick in your head, like the lyrics to a catchy song. A USP in contrast communicates your strengths to your potential audience. So, while a USP can be used to help brainstorm your slogan, the two should rarely be one and the same.

Your Niche: A niche is the particular group or area your business chooses to serve. In biological terms, it's the specific place something occupies in the ecosystem. My own company, for example, is situated at the intersection of marketing and English-to-Swedish translation. Karen McMillan, however, sits at the corner of French translation and scientific data. Now, consider these three additional business-niche pairings:

- **Lehman's:** A manufacturing company that creates nothing but electricity-free tools and appliances for the Amish and those without regular access to electricity. In a world so focused on technology, their chosen niche is a stroke of genius.
- **Anybots:** This company creates customer avatars that you can send overseas as your proxy. This niche company markets themselves directly to frustrated business travelers. They're one of the few companies out there who not only find business travel wasteful, but believe it needs to be eliminated altogether.
- **Nerd Fitness:** This company is a fitness brand that markets fitness and workouts to those who speak Klingon and breathe both Harry Potter and Lord of the Rings. They found a unique voice that allows them to market health to this unique subset of the population.

While your USP can relate to your niche, it shouldn't be the only factor.

Something Outside of Your Control:

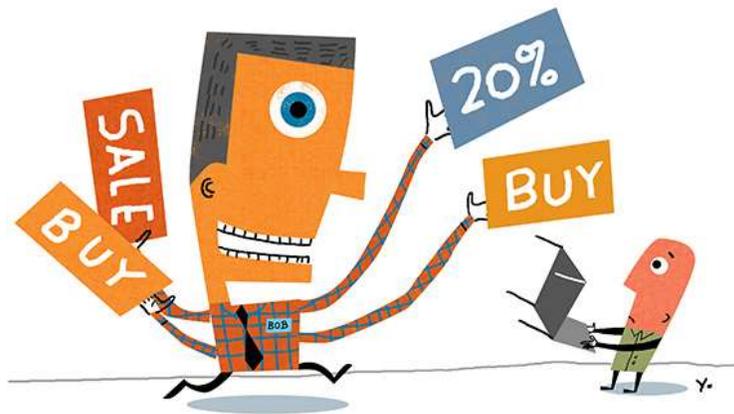
Your USP should never be something you cannot influence, like price or location. These are items that other firms can easily imitate. If they manage to do that you lose your USP. This can lead to lost customers and stagnant, or falling, revenues. Instead, you need to focus on what aspects of your translation business truly sets it apart. Your USP needs to not only be unique in the present, but likely to remain that way in the future.

2. **To Monopolize Your Niche:** Every entrepreneur, deep down, wishes they could have a legal monopoly. They'd love to be in a place where competition wasn't a factor. A carefully-honed USP can help you do just that! A truly effective USP can actually annihilate your competition altogether. By leaving your customer with no other options, you are able to negotiate from a place of power. If your business is truly unique, after all, you are the only one who can deliver what the customer wants. This ensures, even in times of cheap competitors and market flux, that your ideal buyers stay loyal.
3. **To Clarify Your Marketing Goals:** A well-crafted USP can also serve as a catalyst for your translation company's marketing efforts. A great USP helps you brainstorm slogans, determine positioning, and to design effective advertising campaigns. Umi Digital summed this dimension of the USP up beautifully when it wrote, "By having a clear USP, your branding and marketing are stronger because you have a clear vision of the message you want to deliver." By forcing you to meditate on your business and its strengths, creating a USP naturally lends itself to higher sales and more cohesive advertisements.

In summary, a USP is a vital marketing tool that clarifies your business goals, attracts potential clients, and narrows the field of competition. There's a reason this idea has persisted since it was created in the 1940s: it works! But, finding your USP is not all sunshine and rainbows. It can be an arduous and sometimes uncomfortable process.

5

Dealing With Your USP Reservations



While recent research has proven USPs ineffective in heavily-regulated industries, it's a must-have for any freelancer. Aside from its lack of utility in some specific arenas, you are likely to hesitate on choosing a USP for one of the following five reasons:

You Don't Want to Be Pushy. Like I said earlier, I'd much rather spend my time translating than drafting up marketing proposals. I used to be pretty reluctant about pushing my services. After all, no one wants to come across as one of those annoyingly persistent salesmen. But, you don't need to worry; that's not what I am asking you to do. Pushiness and outlandish claims do nothing but chase customers off. You don't have to scream your USP from the rooftops or make unsubstantiated claims to ensure it's successful. Instead, you can use a USP to subtly draw in interested customers and build an effective marketing plan. It can become a credence you live by, instead of a bejeweled company bumper sticker.

If used appropriately, a USP allows you to stop cold-calling, put an end to intensive marketing efforts, and focus more on your business.

You Want Marketing to Happen Naturally. If you are stuck on this point, you probably think your business should just sell itself. You don't get why marketing needs to happen at all. But, unless you are in the food industry, all-natural is not exactly a selling point. It's just something that makes you sound lazy. Without a USP, your company and client base will grow more akin to a weed than a garden bed. You'll end up spending money on initiatives you don't need, attracting customers you don't want, and wasting time on stuff you are no good at.

As a result, you'll come across as wishy-washy and watch your business suffer. A purposely-created USP serves as a framework for your future growth and marketing efforts.

You Don't Want to Limit Yourself. You're worried that picking a USP will chase off potential customers, I get it. But, claiming to do everything under the sun certainly doesn't attract them. As Kissmetrics once said, "When you attempt to be known for everything, you don't become known for anything." Just as no restaurant can serve the cheapest and most luxurious foods, no freelancer can offer the quickest, cheapest, and most comprehensive services. By focusing on what you do well, you give your business a chance to shine.

You Cannot Narrow It Down to Just One Thing: So you're finally on the bandwagon, huh? But, you find yourself with half a dozen contenders for your USP. You also hate the idea of leaving any of these great ideas behind, but you also cannot find a suitable way to combine them. In other words, you are in a bit of a pickle.

While it should be a combination of a few features, a USP should never feature more than three characteristics. We'll show you how to find the best of the best in our next two sections.

With those reservations dealt with, it's time to start brainstorming!

6

The Seven Step Process to Uncovering Your USP



Creating your USP is a multi-step process that requires a lot of thought and plenty of introspection. To ensure it's done properly, follow the eight steps below:

1. **List What You Need to Know About Your [Target Audience](#):** Once you write that list, spend some time getting to know your potential customers. Don't move on to step two until you have a clear understanding of your customer's demographics, needs, and preferences.
2. **Determine What Needs Your Translation Services Could Meet:** Take a look at all the wants and needs you outlined in section one. Are there any that your business is particularly well-suited to take care of? Is there something on that list you want to avoid like the plague? Anything that fits into that first category could be a potential USP!
3. **Stalk Your Competition:** Dedicate a few days to getting to know your competitors and what they bring to the table. If any of your potential USPs are being well-met elsewhere, cross it off the list. Also make note of any [market or service gaps](#) you find. Those gaps are typically a great place to find your USP.

4. **Evaluate Your USP Against Your Strengths:** If you only offer translations for Swahili, you can discard any gaps you found relating to Chinese translations. Think long and hard about the amount of work you are willing to put into holding a particular USP. Don't market yourself as the most available Italian translator in the business if you aren't willing to put in 70-hour work weeks! Eliminate any USPs that you are ambivalent or uncertain about; you'll need to be passionate to keep your USP in place over the long-term, after all.
5. **Brainstorm the Remaining USPs:** Take a blank sheet of paper and fill it with words and visuals relating to your USP. Eliminate any USPs that bore you (or leave the sheet of paper more than half empty). By bringing the idea to life, you'll be better equipped to present it in your next step.
6. **Split Test Your Remaining USPs with Your Target Audience:** Find ten people or businesses situated in your target market. Create a standardized survey and scorecard for each of your USPs and ask people to fill them out. Make notes on any poignant or scathing feedback you receive and consider adjusting your ideas to match. After that, kick out any USPs that your audience felt particularly neutral or negative towards. This should leave you with two or three final contenders.
7. **Run Your Top Three USPs Through Their Paces:** Remember all those criteria we listed earlier? It's finally time to put them to use! Do your USPs convey one strong benefit? Are they memorable? Do they fit in with your company's brand? Can you actually live up to their promises? If it's something no other competitor can easily mimic, and leaves you nodding along to all those questions, then you may have just found your USP.

Once that's done, pick your favorite! If you still find yourself stumped, give the techniques in our next chapter a try!

7

Helpful Tips If You're Stuck

While it's easy to explain what a translator does, it's much more difficult to find something unique in how you do it. If you ended up stuck at some stage in the USP process, try:

1. **Narrowing Down Target Audience:** You cannot make everybody happy. Trying to do so will just drive you mad. If you cannot think of a USP that satisfies all your customers, you might be casting your net too wide. Try to slim down the audience you outlined in the prior chapter.
2. **Creating a List of Customer Benefits:** Put yourself in your customer's shoes and think about what you'd like about working with your company. Is it your personality? Is it how quickly your translation firm provides updates? Make a list of any unique features or benefits you come up with, and see if you missed any in your previous analysis.
3. **Examining Your Experiences:** You'd be surprised what previous skills might come in handy for a translation company. Sit down and make a list of your hobbies, jobs, and experiences. For example, someone who codes in their free time could be well-suited to translating software documentation. If you find a place where passions align with portfolio, use that as a jumping off point for your potential USP.
4. **Checking Out Customer Feedback:** Who knows what you do best better than your customers? Reach out to past clients and see if you cannot get some honest feedback. Take a good, hard look at what they say (and fix any problems they point out). Then, ask your former customers why they chose you and see if any of those reasons can be incorporated into your USP.

5. **Heading Back Over to Your Competition:** It might be time to take a second look at your competition. Look at their advertisements, content, and about us pages. Do they have a USP? If so, is it a clear one? After examining a few rival translators, see if you can find any service gaps. Do they all emphasize quality over speed? Focus on your quick turnaround times. If they provide translations for everyone but the food and beverage industry, emphasize your restaurant expertise. By squeezing yourself into that gap, you can capitalize on your opponent's weaknesses.

6. **Adding a Bit of Personality:** As Scott Stratten once tweeted, "If you are your authentic self in your business, you have no competition." If you are a translator with a particularly interesting life, or a quirky personality, you can make use of it in your USP. Plenty of best-selling authors, including Tony Robbins and Martha Stewart, create persona-centric books to cement their place in the industry. But, relying on yourself to drive sales has two main drawbacks:
 - A. **It's limiting:** Since you cannot clone yourself, it won't be easy to expand your USP to meet growing customer demands. Partnerships and delegation can be used to mitigate the risks of a persona-based business.
 - B. **It requires a lot of dedication:** You need to be at the forefront of everything your business does, especially in the beginning. For a freelance translator, this means spending a lot of hours on the phone. Don't go this route if you cannot keep the persona up through all the humdrum of everyday business.

You don't have to be super outgoing to use this method either! Just be yourself and see where it takes you!

7. **Exploring Where Your Firm and Other Industries Intersect:** Some pairings in life just make sense, like peanut butter and jelly, fruit and whipped cream, or Batman and Robin. Try mixing and matching different things to find out what pairs best with your translation expertise. Could you add SEO to your catalog? Can you add a fantasy language or two to the mix and translate for all those video game players?

Putting some honest effort into the steps above should help you get through the process outlined in the previous chapter. Now that you have some ideas, let's learn about some things only freelance translators can offer.

8

Picking the Right USP



In some cases, picking the wrong USP is worse than picking none at all. Positioning yourself poorly can lead to fewer customers and lost revenue. So, you need to be sure you end up picking the right one. Before selecting your winning USP, you need to ask yourself the following six questions:

IS MY USP EASY TO UNDERSTAND?

You need to keep it simple. According to a study released by the U.S. Department of Education, the average US adult reads at a level equivalent to a 7th or 8th grader. That means your typical customer has little time to struggle with your translation jargon, your fanciful alliteration, and your overly-complicated claims. To prove that simple sounds better, read the two statements below:

- “Macato Translations represents all that’s expeditious in the human-to-human, Italian digital software conversion cubbyhole.”
- “Macato Translations is the quickest English-to-Italian translator specializing exclusively in software translation.”

The second sounds **MUCH** better, right? As Leonardo da Vinci once said, “Simplicity is the ultimate sophistication.” So, do everything you can to make an old master smile. If you find your USP is overly-complicated, it’s time to head back to the drawing board.

IS MY USP SOLVING A CUSTOMER’S PROBLEM?

Customers come to translators for one thing: solutions. They might need a way to increase traffic in a foreign market. Perhaps, they want someone to translate a piece of technical writing in less than 48 hours. Or, they might need you to help with a PR crisis caused by previously shoddy translation work. Take time to get to know your target audience and their specific needs before you start brainstorming that USP. Then, use that newfound knowledge to mold your USP into the perfect answers to all their problems. Just remember, your USP needs to solve their **ACTUAL** issues, not just offer up some pretty words.

If they want speed to meet tight deadlines, be sure to mention that tidbit in your USP. For a customer who needs documentation translated into something a new market can easily understand, make sure to emphasize your final product’s readability. For a perfect illustration of what I mean, read the below examples:

- “Icelandic Translations offers unrivaled expertise in the trends and terminology of Iceland’s fashion industry.”
- “Icelandic Translations uses our experience with Icelandic fashion industry to ensure your translations fit the needs of the modern-day fashionista.”

The second is obviously stronger. It not only lets your audience know what you bring to the table, but draws a connection between your services and your customers’ problems. If your USP doesn’t read like a potential solution, you’ll need to start over.

IS MY USP UNIQUE, BUT USEFUL?

While your ability to juggle four rotten kumquats is unique, it’s irrelevant to your target audience. A knack for balancing overripe fruit does nothing to help your clients better communicate with foreign audiences. To be effective, your USP’s originality must be tempered by relevancy. The President of Idio Inc, Damon Ragusa, so strongly believes in the power of relevancy that he once said, “Content is critical but is not king. Relevance is king.” I think he’s right. An audience that doesn’t care about what you are offering won’t be buying your translation services.

To ensure your USP is relevant, write a few sentences about its relationship with your industry and your services. Once that's done, draw a flowchart that shows exactly how your USP leads to your customers' desired results. If you find yourself drawing a blank, it's time to try something else.

IS MY USP SPECIFIC?

Many translators are afraid to limit themselves. By being vague they hope to capture a wider swath of the market for a given language pair. But, those efforts often lead to the opposite result: fewer customers. A lack of specificity makes your USP sound desperate and unfocused. Read the below drafts of USPs:

- "Radiant Translations is the best translator in Newfoundland."
- "Radiant Translations is a Newfoundland-based company that specializes in high-quality localization for the pharmaceutical industry."

The first example leaves your audience with a lot of questions: Why are you the best? What's your language pair? What exactly do you offer? What industries do you serve? The second USP, while not perfect, offers more specific benefits to the readers. Being specific is also an easy way to avoid wasted time for both you and your clients. If you read your USP and cannot figure out what exactly you are offering, it's time to prune.

IS MY USP EASY TO REMEMBER?

A good USP should get stuck in someone's head like a catchy song. If it doesn't, customers will quickly forget your company and move on to a translator that better catches their interest. But, you may ask, what about a song makes it get stuck in your head? Scientists discovered that the world's most memorable songs:

- **Keep It Simple, But Not Too Simple:** Songs that top the chart are usually easy to remember. A study at the University of London concluded: ""The overall structure (of these songs) has to be simple enough that it can be recalled spontaneously in the mind, so it cannot be so complex that you cannot remember it." So, try to keep your USP to less than a paragraph.

- **Surprise Listeners:** Great songs surprise listeners with unexpected melodies and soaring high notes. Ground your claims with surprising facts, numbers, or qualifications. People tend to remember things that shock or inspire them. In Elizabeth Kensington's 'Remembering the Details: Effects of Emotion', the author points out that the longest-lived memories erupt from moments of surprise and awe. That's why people can vividly recall their whereabouts on 9/11 or on the day that J.F.K. was assassinated.

Try to think of something interesting you can toss in your USP.

- **Repeat Themselves:** Chart-toppers often repeat the melody at a much higher rate than lower-ranking songs. They also tend to weave the title directly into the best part of the song. This repetition ensures you'll remember the tune, long after you turn off the radio. Repetition is also a key tactic in marketing in advertising. It's so vital, in fact, that there's an old marketing adage known as the Rule of Seven. This guideline states that a prospective customer must hear or see your marketing at least seven times before they decide to buy from you.

So, be sure to make use of your USP whenever you can (without being obnoxious); this will help your customers remember it.

Though you are not trying to compose a number one hit, repetition, simplicity, and surprise should help you craft a memorable USP.

IS MY USP A TRUE REPRESENTATION OF MY ABILITIES?

The last, and most important, criteria, is that your USP must be an honest representation of your abilities. Do not make promises you cannot keep and don't brag about abilities your firm doesn't have. If you are not the best at something, don't make it your USP. A recent study conducted by MIT Sloan concluded that dishonesty, especially in marketing, leads to reputation degradation, higher employee turnover, poor reviews, and increased government oversight.

When it comes to USPs, honesty really IS the best policy.

Your answers to the above questions should guide you towards a USP that's right for your translation company.

9

How to Use Your USP



Now that you have your USP, you need to use it. Letting it gather dust helps no one's long-term plans, after all. But, first, you need to believe it's true. Repeat your USP in the mirror until you can say it with confidence. In order for your customers to believe it, you need to believe it wholeheartedly yourself. Work hard to bring it to the forefront of your business and make showcasing it part of your process. In order for all this hard work to pay off, however, you will need to show it off.

So, let's think back to the Rule of Seven you learned about earlier. While it's one of the oldest rules in marketing, it's still relevant to how and when to showcase USP. Since your customers need to see it at least seven times, it's key to repeat it wherever possible (without being obnoxious). So, be sure to include your USP in:

Your Marketing: To be successful, your USP needs to be a key part of your advertising and marketing efforts. For best results, try referencing it in the first line or two of your advertisements. Try to target one specific need with each marketing piece; anything more than that will dilute your message and decrease your conversion rates. For some tips on writing killer advertisements, take a look at [this](#) article on Wordstream.

In Your Email Signature: Researchers concluded the average office worker sends and receives more than 100 messages a day. As a freelance translator juggling multiple clients, you'll likely end up handling more than that. With a little effort, you can turn each of those messages into a mini marketing campaign. Toss your logo and USP into your email signature and ensure everyone you email gets to know the benefits of your firm.

On Your Business Card: The business card is a powerful marketing tool if placed in the right hands. While its main purpose is to provide contact information, it's also a quick and easy way to place yourself in the minds of potential customers. Be sure to include your USP on it.

All Over Your Branding: Though your USP is not part of your branding, the two should complement each other. If you build a USP based on your translation company's reliability and quick turnarounds, you'll need to bring these values into your branding. Incorporate these items into your slogans, company stationary, and logos.

In Your Web Copy: People often include their USP in a slogan and forget to update their web copy to support it. This can create disconnect between your branding and your voice. And, if your content and your USP contradict each other, your company will stand out, but for all the wrong reasons

Your website's landing page is a particularly important place to include your USP. Consider using the following formula:

- Outline the issues caused by choosing the wrong translation company.
- Emphasize how important your particular USP is to getting a great end result.
- Issue a strong call to action and provide additional information about your translation services.

Your Formal Documents: If you try to build a USP on being a funky and fun translator, your official documents better not read like an accountant's handbook. Make sure that your estimates, terms and agreements, and other formal documents align with your translation company's USP.

By making use of your USP in multiple ways, you ensure that your customers know exactly what your firm brings to the table.

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conclusion

Though it seemed counterintuitive at first, you can now see how putting a bit of effort into your USP allows you time to pursue what you're most passionate about: translating. The ideas outlined in this book have persisted for nearly 80 years for two reasons. They are easy to use, and they work. In heavily saturated markets, such as the ones for freelance translators, true power lies in your ability to stand out from your competition. As you now know, it doesn't take a PhD in marketing or a fancy web design team to do it either. Instead, you just need to have the ability to view your service, your audience, and your competitors through an objective lens. Analyze your strengths and ensure you settle only on those USPs that are memorable, simple, honest, and relevant. Write up a few drafts. Then, get to tweaking!

The main goal of a USP is to build a strong platform upon which to rest all your marketing efforts. It is a key part of your firm's value and should always be a selling point in any promotions you send out. When you're done, be sure to make it impossible to miss. Incorporate your USP in your business cards, your web content, your e-mail signatures, and any other outgoing material. When used appropriately, your USP will become a revenue generation and client retention magnet. So, whether you choose to focus on specialization, or quick turnaround times, there's a way you can use those things to make your translation business shine.

I look forward to hearing how my book helped you differentiate and strengthen your freelance translation business!



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About the Author

Tess Whitty is an English-Swedish freelance translator specializing in corporate communications, software and IT. Before she became a translator she studied and worked with marketing, and now shares her experience as a speaker and trainer at conferences. She is the author of the book “Marketing Cookbook for Translators”, with easy to follow “recipes” for marketing your translation services, producer of the award winning podcast “Marketing Tips for Translators” and the creator of the Complete Marketing Course for Translators. For more information, and to connect, go to www.marketingtipsfortranslators.com

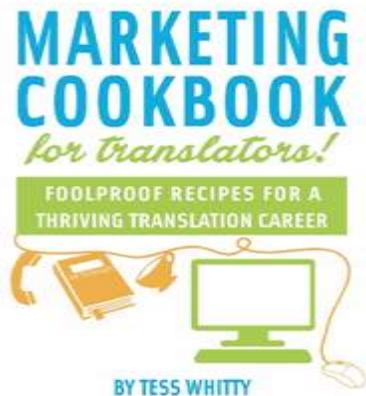


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More Resources from TESS



[Marketing Tips for Translators](#) is the award winning podcast where freelance translators (and interpreters) find tips from fellow translators and other experts on how to grow and thrive in their freelance business.



[Marketing Cookbook for Translators](#) is an easy to follow guide for freelance translators looking to build or grow their business, outlining all the marketing and client retention strategies to make that dream a reality. I wanted it to be as easy as following a recipe in a cookbook. It is not just another book about marketing. It's specific to your niche, targeted to your needs like a pinch of salt to a soup.



[Marketing Tips for Translators - The Ultimate Collection of Business Tips from the Podcast](#)

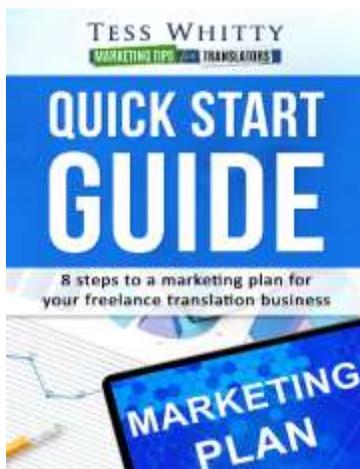
Wonder how other freelance translators market their businesses?

Effective marketing – of yourself, of your business – can help you reach the next level of success. The ideas and tools explored in this book have produced positive results for translators at every stage in the game and they will for you too.

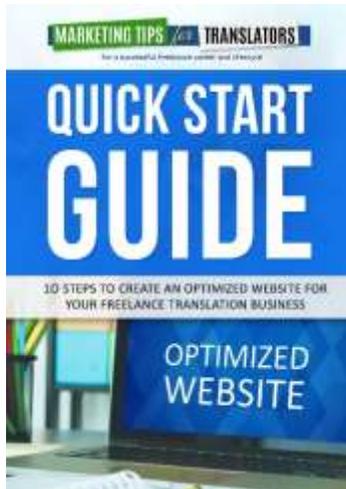


[A Step-by-Step Marketing Course for Busy Freelance Translators](#)

Two different tracks (beginner and experiences) and two different general target markets (agencies and direct clients), resulting in a marketing plan to find and contact your ideal clients and create a thriving freelance business. For any language combination and location.



[The Quick Start Guide to a Marketing Plan](#) is a simple 20-page e-book. You'll get expert tips on how to assess your current business situation, define your target market, create business goals, create a marketing budget and calendar, and learn how to track clients and follow up with them.



[Quick Start Guide - 10 Steps to an Optimized Website for your Freelance Translation Business](#)

A 10-step Guide, specifically crafted for professionals who want to have an online presence and use the tools of online marketing as a freelance translator. This book is a clear and comprehensive tool that helps translators optimize their website in order to win more leads, more clients and the advertising they need in order to become a fully-fledged business.