

MARKETING TIPS *for* TRANSLATORS

for a successful freelance career and lifestyle

QUICK START GUIDE

**BASIC MARKETING MATERIALS FOR
FREELANCE TRANSLATORS**



TESS WHITTY

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Introduction

Over the past 8 years, I have mentored and coached other freelance translators with their marketing. One of the most frequent tasks involved is to help them with their basic marketing material, CV, cover letter, directory profile, and samples or portfolios.

This inspired me to create a Quick Start Guide for these four documents. The tips that follow are based on industry standards and nearly a decade's worth of experience reviewing CVs, cover letters, and online profiles. By writing this book, I hope to make it easier for you to create and improve these important pieces of marketing materials.

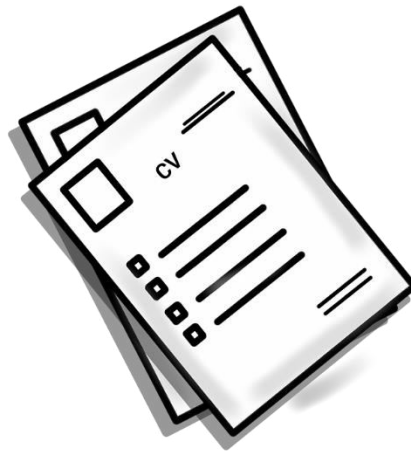
When done properly, these items can improve your reputation, boost your personal brand, and land you projects with both clients and agencies. They are also a great and economical way to grow your freelancing business.

In this eBook, I will give you the information you need to create a great CV, a killer resume, a well-written online profile, and a show stopping portfolio. If you follow the steps outlined in this book, your future employers will be just a click away from knowing exactly what you bring to the table.

The Four Main Freelance Marketing Documents

There are four marketing items you need to have before you even click on any job postings. While I will explore them more in-depth later, I wanted to take a moment to define them as they relate to the translation industry.

1. Resumes or CV

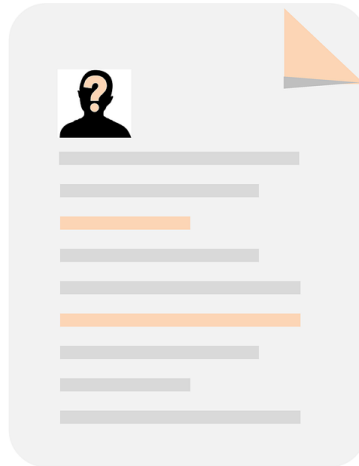


A document used to present a person's background and skills to a potential client or agency. They are most commonly used to secure a job with a long-term employer. While the terms are often used interchangeably, a CV and a resume are not one and the same. Rather, the former is a much more detailed document common in academia job hunting. For most freelance translators, a resume or CV is a one to two-page summary of their relevant skills, experience, and education.

2. Cover Letter

A letter of introduction sent in conjunction with a resume or service proposal. It's intended to provide additional information about an applicant's suitability for a given position. Cover letters are a great way for freelance translators to add a bit of personality to their applications. They're typically written with one goal in mind: getting someone to look at your resume.

3. Portfolios



A portfolio is a webpage or physical document that exhibits a translator's previous work samples. It's often used to show off a translator's skills in his or her given language pair.

4. Translation Portals and Directories

These are sites where clients and freelance translators gather to do business. In addition to providing a directory of freelance translators and translation companies along with plus job postings, these sites often feature translation-related articles, news, and discussion forums. While often overcrowded, these sites are one of the easiest places to get started in the translation industry.

General Marketing Tips for Freelance Translators

Before we get into the minutiae of marketing yourself, I want to leave you with more general advice. Please keep in mind that the following rules apply regardless of what document you're currently working on:

1. Tailor Your Message



While you might be tempted to send out a generic cover letter and resume to every prospective client, it's not a good idea. Today, hiring managers start the hiring process by weeding out irrelevant candidates. This is typically done through a keyword scan where a computer will scan your resume for the keywords and phrases listed in the job posting. If you do not have these, your application often gets thrown in the wastebasket. So, take the time to actually read your clients' job posting(s), and make sure that you understand it/them. Only hit "apply" after you've customized your documents to meet all the employer's requirements.

2. Be Honest

You might think that you won't get caught if you claim experience you don't actually have, but that's something you should never do. Not only will it erode your clients' trust when you get caught, but it can permanently tarnish your professional image. If you're worried about a lack of experience in a certain area, you can address that issue in your cover letter. However, if you lack a required piece of knowledge, it's better not to apply than to lie about your qualifications.

3. Be Picky

Don't apply to every job you can get your hands on, it's a waste of time. Take time to find jobs that not only bolster your professional image, but that also hold your attention. It's much easier to get through page after page of translations when you have some interest in the topic at hand. You should also take some time to get to know your client and their brand before accepting a long-term position.

4. Be Meticulous

Please proofread all materials before sending them to any potential clients. Failing to do so can result in embarrassing typos and can reflect poorly on your professionalism. I would suggest taking a step back once all your material is written and only editing it after a long break. Don't let a missing comma rob you of a fuller wallet!

5. Be Organized



Develop a system for finding new clients... and use it. Make sure that this system answers all the important questions: when you'll search, where you'll search, and what you've searched. I also suggest creating a folder on your computer to hold your self-marketing documents. Additionally, while it's not easy to maintain, a list of positions and companies you've applied to is always great to have on hand.

The Freelance Translator's Guide to Creating a Great Resume

Introduction

I am not entirely sure that freelance translators will need resumes in the future. Traditionally, resumes have been the most important marketing tool, and while they still are important, thanks to the development of online databases such as LinkedIn, they are quickly falling out of fashion. Today, more and more people start hunting for a translator with a quick Google search. Direct clients (end clients) in particular are prone to looking up your information online and, if given the choice, many of them would rather look at your website or catalog.



That said, many translation agencies still make use of resumes in the recruitment process. However, many resumes fail to portray their owners as someone worth hiring. To succeed, your resume needs to be impeccable, concise, and informative enough to help it stand out amongst the clutter. It should also clearly state your industry along with any specializations. Ask yourself: are you a medical translator, an interpreter, or are you focusing on tourism or trash/recycling?

When writing a resume, bear in mind that different countries use different terms to describe this document. In international circles, the terms “resume” and “CV” (which stands for curriculum vitae) are often used interchangeably. But, depending on the country your prospective client lives in, the requirements of what information to include, and in what format to include information, may be different. For example, in the US, it is not customary to include a photograph of yourself in your resume, nor should you include information about your birthday, marital status, or other personal details. On the other hand, personal photographs and data are expected and often required on CVs in Europe and Asia.

How to WRITE THE PERFECT FREELANCE TRANSLATOR CV for targeting agencies

THE PROBLEM



Agencies get mountains of translator CVs



They're busy, so will spend only minimal time on each one



They'll reject most CVs within a few seconds. Why? Because they can't immediately see the information they want, presented how they want it

THE SOLUTION

Use this checklist to tick all their boxes and create a freelance translator CV the agencies will love.

CV OF RODNEY STUART OUTSTANDING JAPANESE TO ENGLISH TRANSLATOR WORDS CRAFTED TO PERFECTION

CONTACT

1 CRAFT A TITLE THAT PERSUADES

For maximum impact, work a marketing slant into your title. Wrap the key benefit you can bring the agency around your name and services. Maybe use a subtitle.

2 MAKE IT EASY TO CONTACT YOU

Ensure your key contact details are easily found. Include links to your website and social media profiles as appropriate.

SERVICE OFFER

Value Knowledge Experience Excellence

3 PRESENT A COMPELLING OFFER

This is the biggie - your sales pitch. Hone in on what you're all about, highlight your strong points, and spell out your potential value. All in 2 or 3 lines.

4 SPOTLIGHT YOUR QUALIFICATIONS

This is the bedrock of your expertise, so make a feature of it. Include all tertiary qualifications and professional certifications. Indicate where, what and when obtained.

PROFESSIONAL QUALIFICATIONS

2005 _____
2009 _____

TRANSLATION EXPERIENCE

2004 - 2006 _____
2006 - 2009 _____
2009 - 2010 _____
2010 - 2018 _____

5 CELEBRATE YOUR ACCOMPLISHMENTS

Here's the proof your offer has substance. Summarise your translation experience, relevant employment, publications, etc. Condense into subject areas, time periods, volumes, as appropriate.

WORK EXPERIENCE

2009 - 2012 _____
2013 - 2014 _____
2014 - 2015 _____

CLIENT TESTIMONIALS

“ _____ ”
“ _____ ”

PUBLICATIONS

SOFTWARE

SDL TRADOS _____
WORDFAST _____

RATES

TRANSLATION _____
EDITING _____

6 SHOW YOU'RE IT SAVVY

Indicate the CAT tools you use and your level of expertise. Mention specialised programs you use that the agency may find useful, like design software.

7 STATE YOUR RATES

Itemise your rates, or a pricing range, for all the services you're offering.

8 IMPRESS WITH YOUR LAYOUT

9 REVISE UNTIL FLAWLESS

10 KEEP IT BRIEF!

Demonstrate your professional standards with faultless formatting and layout that is clean, crisp and attractive.

Anything less than impeccable wording risks instant rejection. Revise and re-revise until perfect. Then revise again.

A single page is ideal. Maybe 2 if you have wide experience in several fields. Short, succinct and direct is best.

Characteristic of a Great Resume

In 2017, the average job posting received 250 resumes. If you want your resume to stand out from the crowd, you need to make sure it presents you in the best light. To ensure your resume shines, you need to make sure that it:

- Does not waste space on irrelevant or superfluous information
- Indicates your level of experience with specific CAT tools
- Details any knowledge or experience you have in DTP
- Includes any relevant association memberships, credentials, and certifications
- Has been proofread and edited numerous times by at least one other person
- Quantifies and contextualizes accomplishments whenever possible
- Is completely up-to-date
- Has a professional and easy-to-skim layout
- Leaves out buzzwords like strategic, result-focused, etc.

A resume that does all these things will quickly rise to the top of the interview pile.

Things to Avoid in Your Resume

You can have the best resume in the world, but a single typo or poorly-worded sentence can easily cost you your dream job. The typical resume also features a couple things that drive hiring managers crazy. While building your resume, it's best to avoid:

- Using color photos, word art, or graphic images
- Including your birth date, marital status, or other personal information (particularly on US resumes)
- Providing a list of all your translation dictionaries
- Describing your hardware and a list of standard software applications
- Leaving generic fields empty (if you are using a resume template)
- Including your prices and rates

- Using unusual fonts or formatting
- Using acronyms or abbreviations
- Lying, embellishing, or inventing credentials; always be honest
- Submitting only hard copies; digital resumes are searchable and are highly preferred by many agencies

Protecting Your Resume

Once you have crafted a CV that you are happy with, you should also make sure that you protect it from those who would try to steal your information. Sadly, CV fraud has become quite common among freelance translators today. Because you have spent considerable time and effort polishing your resume, I encourage you take a few minutes to keep it out of the hands of disingenuous translators.



First, you should remove your CV from the Internet. Go to all the profiles that you have on job board sites and delete it. When that's done, do a Google search for your resume to see where it is still online. Of course, there will still be cached versions for a while, but at least it's a start.

When someone you trust requests to see a copy of your CV, create a password-protected PDF and send it to the potential client. Unfortunately, even a password-protected PDF can be opened with other non-Adobe versions of PDF readers. The safest alternative is to create an image file of your CV.

You can also utilize your LinkedIn profile as an alternative (or compliment) to your resume. Complete your profile with all the same descriptions, experience, and qualifications. Then, when a prospective employer requests to see your resume, simply ask them to connect with you on LinkedIn.

You should also get your own domain name and stop using Hotmail or Gmail. Then, you can assure potential clients that you'll never send them emails from addresses outside of your domain.

Versioning Your Resume

At this point, you've probably realized that a single resume can't meet the needs of all your clients. Those of us fortunate enough to work in more than one segment or industry will need more than one CV. Furthermore, each of these base documents will need to be tweaked to fulfill the requirements of each individual job posting. You should also be sure to have version of each resume for every language you work in.

Resume Examples

- <https://www.livecareer.co.uk/cv-search/r/freelance-translator-76650471>
- <https://www.livecareer.co.uk/cv-search/r/freelance-translator-98877087>

A Freelance Translator's Resume - Section by Section

1. HEADLINE

Your freelance translator's resume should start with you clearly stating your language combinations.

Example: English into French Freelance Translator

2. DESCRIPTION

Under the headline, give a short description of your services and specializations.

Example: translation, editing, proofreading and localization – IT, software, marketing, medical, etc.

3. EXPERIENCE

Use this section to list any jobs you have held over the past 10 years. If you have any translation experience, list this first and be as specific as possible.

Example: Translator for Optimize Medical – clinical trials 100,000 words (or number of years), EMA Templates for EU, etc.

If you have additional work experience that relates well to your linguistic career, it is good to briefly list this here too. Previous experience as a language teacher, a marketing manager, a researcher, or a tourist guide could easily prove useful to a freelance translator.

4. EDUCATION

This is where you list all your relevant education. If you are a recent graduate with a degree in translation or interpretation, you might list this first.

Example: Bachelor of Arts in translation – University – Year. Or, MBA – University, Year

5. CERTIFICATIONS AND CONTINUING EDUCATION

If you have any certifications, list them prominently on your CV. You can also include “certified” or “accredited” in the headline. Any relevant continuing education in either your area of specialization or in general translation shows that you care about keeping your skill set up to date.

6. CAT TOOLS

Translation agencies are interested in knowing what Computer Aided Translation Tools you use, and what version. I advise that you list them here. Conversely, there’s no need to list your experience with more generalized PC tools and programs. If you’re great at desktop publishing, however, feel free to make note of it.

7. OTHER RELEVANT INFO

If you have any hobbies or past experiences that might be relevant for your translation or interpretation career, it is good to list them at the end of your resume.

Cover Letters for Freelance Translators

Introduction

Resumes and cover letters tend to be a package deal. In the case of freelance projects and short-term contracts, however, it is much more common to simply include a proposal e-mail.

Be mindful of the fact that you are offering professional services and not inquiring about a job. Keeping this distinction in mind will ensure that you enter the writing process with the proper mindset. You're not just some Joe Schmo panhandling for a 9 -5, you're a highly-skilled professional offering clients ways to increase their global footprint.

If you are applying to an agency or company via e-mail, you should include a proper cover letter. It should be concise, but it should more closely resemble an actual letter than an elevator speech. Rather than attaching the letter in PDF format, simply copy and paste it into the body of the email.

Keep in mind that prospective clients are looking for evidence that you are the best fit for the job at hand. Therefore, you should use your proposal to demonstrate that you are aware of who they are and what they are looking for (this will require some research). Only then can you convince them that you're the person they're looking for.

Ultimately, remember that your cover letter has one purpose and one purpose only: to get a client to open your resume.




THE IDEAL FREELANCE TRANSLATOR COVER LETTER

for targeting agencies

YOUR TRANSLATOR COVER LETTER IS JUST A MEANS TO AN END. ITS ROLE IS SIMPLY TO AROUSE INTEREST AND PROMPT THE AGENCY TO READ YOUR CV.

GET THESE 5 KEY AREAS RIGHT AND YOU'LL BE ROCK SOLID.



1 MAKE THE MOST OF YOUR SUBJECT LINE

This should include the word "translator", your language pairs, and specialisation if relevant. Equally important though is your lure - the hook to make the agency want to read on.

2 GET YOUR GREETING RIGHT

Nobody likes receiving bulk e-mails. So show this isn't one. Address it personally to an individual or the company.

3 TELL THE AGENCY WHAT'S IN IT FOR THEM

Start your e-mail with a reference to the agency's services. Then succinctly present your service offer and the benefit you can bring the agency. Add some minimal supporting evidence, and finish with a soft sell close.

4 ADD A PROFESSIONAL SIGNATURE

This shows the agency you're an established pro and care about professional presentation - two key messages they'll be looking for.

5 ADOPT THE CORRECT STYLE

Make your e-mail concise and to the point, polite and reasonably formal - a professional letter from a translation professional. A touch of marketing flair won't go amiss.

IMPORTANT
Keep it brief - 100 words or less. Touch on, but don't duplicate, what's in your CV!

The Five Components of a Successful Freelance Translation Cover Letter

1. AN INTRIGUING SUBJECT LINE

Make sure your email's subject line is something that catches the hiring manager's attention. If the title is dull or confusing, the hiring manager will not even get the chance to find out how awesome you are. I would also suggest coming up with something that's easy to find later on.

2. A CLEAR PURPOSE STATEMENT

Don't be wishy-washy about what you want. Let the client know why you're writing in the first sentence or two of your letter. Failing to do this can leave the hiring manager uncertain of what you're looking for. This is especially important when you're applying for multiple roles or projects.

3. A HOOK

You've probably abandoned a book after just one chapter especially if it was boring or uninspired. Similarly, having a dry or poorly-written opening paragraph is a great way to ensure that your application ends up in the recycling bin. By adding a story, dropping a great accomplishment, or infusing the opening with a bit of personality, you ensure that your cover letter gets read in its entirety.

4. A COMPELLING BODY SECTION

Keep the body of your email concise, punchy, and to the point. Make sure to clearly connect your prior experience to whatever the potential client is looking for. If your suitability for the job isn't immediately apparent, you may need to sell it a little harder.

5. A CALL TO ACTION

Be clear about what step you want the person to take next. Do you want them to give you a call or shoot you an e-mail? Do you need them to fill out a form? By making the next steps clear, you'll make it easier for them to take that next step.

Cover Letter Do's

Here are some general tips for writing engaging and successful cover letters:

- **KNOW WHO YOU ARE WRITING TO:**
Even minimal research is better than no research at all. Know who your client is, what his or her company does, and express your knowledge of the industry.
- **KNOW WHAT YOU WANT TO ACHIEVE:**
Are you trying to secure a long-term contract? Do you seek a partnership with a highly-successful agency? Make sure that whatever you write centers around accomplishing this goal.
- **DISPEL THEIR FEARS:**
The cover letter is an excellent place to deal with any gaps in your candidacy. If you lack any of the experience requested in the position, be upfront about it. You could write, "I have completed over 100 projects dealing with medical devices and have references from three of my regular clients." Or, you could write, "I have been using InDesign for over two years and completed a training course at my University." By countering their fears early on, you'll increase your chances of moving to the next stage in the interview process.
- **LEVERAGE THE POWER OF REFERENCES:**
Customers are much more comfortable hiring someone with happy customers. You can offer to make references and referrals available to the client upon request, or, better yet, you can point them to a website where you have referrals and testimonials posted.
- **FOLLOW UP:**
Politely follow up by email or telephone within a week of your initial application. Ask if you can provide any additional materials that would assist in making their decision or if they have any questions for you. Keep it friendly and try your best not to nag.

If you do the five things outlined above, your cover letter will be much more successful.

Cover Letter Don'ts

Even the best-written cover letter can fall victim to simple mistakes because like all communications, these pre-hiring messages are subject to their own set of rules and etiquette. Before hitting “send”, make sure that you:

- **DON'T START THE LETTER WITH “DEAR SIR/MADAM,” OR “TO WHOM IT MAY CONCERN”:**

Unsolicited applications may work, but usually, they have a much lower success rate. Simply do a little research into the company and use the name of the contact person listed on the job listing or website.

Clients and recruiters don't want to waste their time reading applications from translators who are poorly informed or who are entirely wrong for the position. For example, I receive numerous applications addressed to “Dear Sir/ Madam”, from translators who work in a variety of language combinations. What's wrong with that? For one thing, had the applicant taken the time to visit my website or read any of my online profiles, he or she would have been able to address the letter with my name. More importantly, they would know that I only work with two languages.

- **DON'T FORGET TO EDIT AND PROOFREAD:**

If you are applying for freelance translation jobs, it is imperative that all communication is written with impeccable grammar. Everything you present to a potential client will be used to evaluate your skills, qualifications, and professionalism. You can't possibly expect someone to believe that you are a meticulous proofreader and careful translator if you submit a cover letter riddled with spelling errors and erroneous punctuation. Proofread multiple times, spell check everything, and have a second person edit your work whenever possible.

- **DON'T IGNORE APPLICATION INSTRUCTIONS:**

After you have written your cover letter, go back to the job posting and double-check that you have included all requested information. Professionals are expected to carefully follow instructions. If you fail to do this in your cover letter, chances are that the potential client is going to have a hard time trusting you in the future. Keep in mind that everything you say to the client can affect the likelihood of you getting hired and that nothing you do is ever truly “off the record”.

- **DON'T WRITE A NOVEL:**

It can be difficult to keep your cover letter to a reasonable length, especially when you're passionate about your job. However, you have to keep in mind that your reader has limited time and a short attention span. Therefore, be efficient and summarize your skills, focus on the added value that you offer, and highlight the benefits of working with you over your competition.

Remember that your cover letter is intended to briefly present who you are and what you can do. It is not an elaborate play-by-play of your career. Instead, it should be a compelling introduction that compels them to open your resume. Remember, you only have a few seconds to win their attention, so use them wisely.

Cover Letter Template

Dear [name of project manager or recruiter],

I am a [insert relevant language pair] translator based in [City, Country] and I would like to offer my services to your [agency/company].

My specializations include [insert specialization, i.e. business] translations due to [experience or training justifying specialization. Now, list a few examples].

[Writing down the fields you want to translate in and your experience in those fields can help you better define what you can and can't do. Make these specifications sound good but be honest. Remember, listing a hobby as a specialization can be a risky choice. Being an enthusiast does not necessarily qualify you as a specialist or as an expert on a particular subject matter, so be sure not to oversell your expertise.]

Please refer to my resume for further information. [Prompt them to act!]

[In the next paragraph, list your education and unique language skills or your job as an engineer, doctor, etc. before you decided to become a translator. Include anything that will make you stand out or define you as an expert.]

Please let me know if I can provide you with any additional information.

Sincerely,
[name]

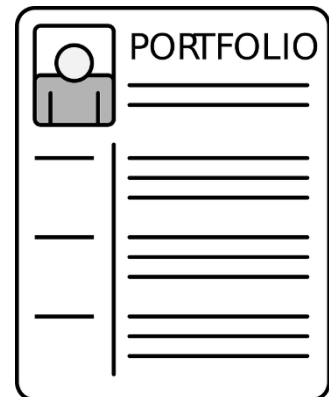
Creating a Great Portfolio

Another tool to use when marketing your translation services is a portfolio. This is a document that contains a selection of your professionally translated texts which serves to set your clients' expectation. Although most clients will also ask you to translate a bit of their text before hiring you, a portfolio is a great way to reassure them that you're the right person for the job.

Tips for Portfolio Layouts

A poorly designed portfolio can leave your customers confused and will make them less likely to commission you. If you're worried about your lack of design skills, you can find plenty of portfolio templates online. Before you let your portfolio go live, however, you need to make sure that:

- Each sample includes source and target text
- The source and target text are easy to scan and compare
- The documents look professional and reader-friendly
- The samples are roughly 250 - 300 words each, ensuring that each sample stays on one page



Portfolio Content Tips

Now, we've come to the meat and potatoes of your portfolio: the content. Poorly-selected pieces can not only make you look sloppy, but can also land you in hot water with your previous clients. Make sure that each piece of content is:

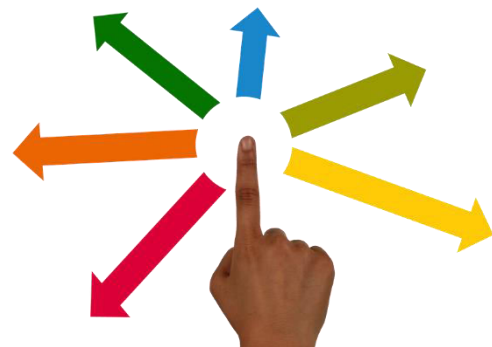
- **RELEVANT TO YOUR SPECIALIZATION:**
Your portfolio should only contain narrow and specialized texts that help showcase your expertise. These translations should emphasize your specialization in one field, so if you have more than one specialization, create a portfolio for each of them.

- **A POINT OF PRIDE:**
Each piece should be something that you are proud of. This will ensure that your passion shines through the text. I also suggest that you run each piece through a final edit before posting it; this is especially important for older pieces.
- **OKAY TO USE:**
Never put a piece in your portfolio without having your client's express permission. Otherwise, you may end up in some legal hot water. As service providers, protecting our customers' privacy and complying with confidentiality and non-disclosure agreements is a must. Don't forget to check that you have removed any confidential or sensitive information before publishing.
- **COMMENTED ON:**
Translator's comments can also be useful additions to your portfolio. These comments should come after each translation sample and should contain a few lines detailing each translation. Be sure to list any special methods you used while completing the task.

Portfolio Distribution Tips

That portfolio is not good if it's invisible. To give yourself a chance at success, you need to make sure that it's widely distributed. To help with that, include a link to your portfolio in:

- Every cover letter and resume that you send out
- Communications to every potential client that contacts you
- Your e-mail signature
- On all social media sites including LinkedIn, Twitter, Facebook, etc.
- Your profile on translation marketplaces
- Your website



A Few Notes about E-mail Signatures

EMAIL SIGNATURE

While often overlooked, your email signature is one of the most prominent and frequently used marketing tools. Make sure that you include your USP (or at least allude to it) in your signature. This is something that your clients and prospects will see every time you write to them, so make sure you that it serves you well. Before sending an email, verify that your signature has the following seven components:

1. **YOUR NAME AND TITLE**

In your email signature, include your full name. Don't force people to scroll up. Consider using a different font to help your name stand out. Immediately after that, list your job title. If you are an entrepreneur or freelancer, put a title related to your line of work. For example, if you are a freelance content writer, you can put down "digital strategist," or "content writer".



2. **YOUR EMAIL ADDRESS**

You need to make sure that your e-mail address looks professional. Something like *dogfan225@yahoo.com* looks unprofessional and, frankly, childish. Try to emulate what an office email address would look like.

3. **YOUR CONTACT INFORMATION**

Communication is key. If you want to get work and solve problems, you need to make it easy for clients to contact you. Always include your email and phone number on every new, forward, or reply email. It may seem redundant as you're already communicating via email, but it can make all the difference when you're [networking or writing introduction emails](#).

4. **LINKS TO YOUR SOCIAL MEDIA NETWORKS**

If you are active and professional on social media, feel free to put links to your Facebook, LinkedIn, or Twitter in your email tagline.

5. **A TAGLINE**

Your need for a tagline can vary based on your current job situation. If you work for a corporation, having a personal tagline may seem odd, and even a bit unprofessional. If you often communicate with customers or clients outside of the company's email system, consider using the company's tagline. If you are self-employed, craft a tagline that encompasses your professional essence. Here are some examples:

- A. "You create, we translate." Tagline for a translation service.
 - B. "I help organizations use social media for recruiting, sales, and marketing." Freelancer tagline.
 - C. "Personal finance that makes cents." Account manager at an investment firm.
6. **A MOBILE-FRIENDLY LAYOUT**

You need to optimize your email signature to show clearly on different devices and email servers. Make sure that all [logos or graphics are](#) of a reasonable size and be very careful when using HTML formatting because you don't know how it might appear on other people's devices.



7. **A REASONABLE LENGTH**

Anything more than six or seven lines is too much. Make sure that you condense your email signature before putting it to regular use.

If you're satisfied with your new signature, send a few messages to yourself and take a look at the results. Then, tweak it as necessary to achieve your desired results.

An Introduction to Translation Portals and Job Sites

When it comes to marketing your translation services, you'll quickly discover that not all marketing channels are created equal. Translation portals are probably the easiest way to market your services. All you have to do is sign up, fill out a profile, and then inform yourself about all the available jobs. I actually got started on a translation portal and I still have profiles on a few.



Unfortunately, the competition for these jobs tends to be pretty steep, which affects the price pressure. However, it's also possible that clients will find you in the database and contact you directly. In this case, there's no need to play the, "how low can you go?" price game. When filling out your profile and communicating with clients, provide as much information about your translation experience as possible.

Some Translation Sites Every Freelancer Should Know

While there are plenty of great translation portals out there, I've only chosen to list a few. If you're looking to find some freelance translation work, consider visiting:

- **PROZ.COM**

This membership-based website is targeted solely at freelance translators. In continual operation since 1999, ProZ.com has nearly 1,000,000 active members. It lets potential clients narrow down freelancer's profiles by language pairs and experience. It's also a great place to network. Visit <https://www.proz.com/> for more information.

- **TRANSLATORS CAFÉ**

This site makes it easier for translators, interpreters, and agencies to connect. After signing up, you can apply for jobs, access unique resources, or just chat about your day on the forums.

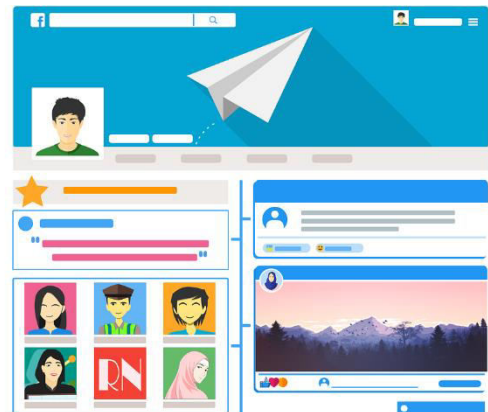
Visit <https://www.translatorscafe.com/cafe/> to learn more.

- **DIRECTORIES IN NATIONAL OR LOCAL TRANSLATORS' ASSOCIATIONS**

While not technically considered translation portals, these directories are a great way to market yourself as a freelance translator. Your local translators' association should be your most important networking base, both with new clients and with colleagues. Click [here](#) to find out what's available in your area.

Things Every Freelancer's Profile Needs

Most portals are pretty foolproof when it comes to getting started because they will take you through a form or a step-by-step procedure to complete your profile. In each step, try to be as specific and as thorough as possible, keeping in mind that most potential clients will make judgments about your credibility and expertise based on your profile. It's often your only chance to make a compelling first impression. Leaving an important component out of your profile can result in lowered interest. To ensure that work is never in short supply, double-check that your translation portal profile highlights:



- Language pair
- Specializations
- Past translation/ work experience
- Education and credentials
- Memberships in translation organizations or professional groups
- Current contact information
- Portfolio URL
- Relevant skills

Benefits of Translation Portals

There are many reasons you should consider joining a translation portal or two. Here are just a few:

- They're an easy way to position yourself in your industry
- They consolidate postings from thousands of potential clients
- They can be used as landing pages for specialized information

Drawbacks of Using Translation Portals

These sites are not perfect, however, and like everything, they have a variety of drawbacks. Here are a few things to consider before trying to create a business based solely on what you can glean from translation portals:

- Due to intensive price competition, clients on these sites usually use price bidding and go for the lowest price
- Translation portals aren't the most proactive way to market yourself

Conclusion

These four basic marketing tools will make sure you have a good foundation to market your translation and interpretation services. There are many ways to market your services and find clients, and these four basic marketing tools will make sure you have a good foundation to market your translation and interpretation services. If you're just starting out, these tips will make sure that your marketing material is working hard for you from the start. Even more experienced translators will benefit from following these tips and making sure your basic marketing material is optimized. These tips are based on many reviews of resumes, profiles and cover letters. Feel free to reach out to me if you feel that there is something missing as I believe that we can always improve. Good luck with your marketing and here's to good clients!

References

- [CV's and Cover Letters – Podcast Episode](#)
- [Avoiding CV Scams as a Freelance Translator – Podcast Episode](#)
- [Resume/CV Writing Tips for Freelance Translators – Blog Post](#)
- [Effective Cover Letters and Email Communications for Translators – Podcast Episode](#)
- [How to Impress a Translation Agency and Earn More Business – Blog Post](#)
- [How to Prepare an Effective Email to Offer Your Translation Services](#)
- [Proz.Com](#)
- [Translatorscafe.Com](#)
- [Translator and Interpreter Associations Around The World](#)
https://www.lexicool.com/translator_associations.asp
- [Subject Lines for Networking and Introduction Emails](#)

About the Author

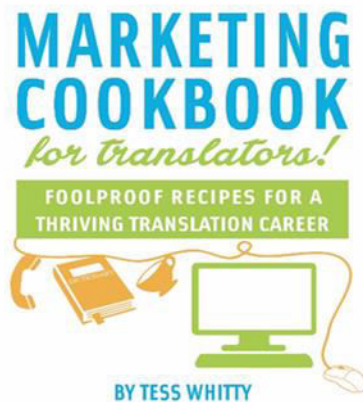
Tess Whitty is an English-Swedish freelance translator specializing in corporate communications, software and IT. Before she became a translator she studied and worked with marketing, and now shares her experience as a speaker and trainer at conferences. She is the author of the book “Marketing Cookbook 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



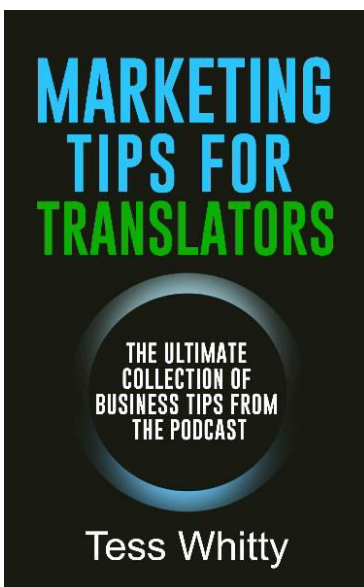
More Resources from Tess



[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](#)

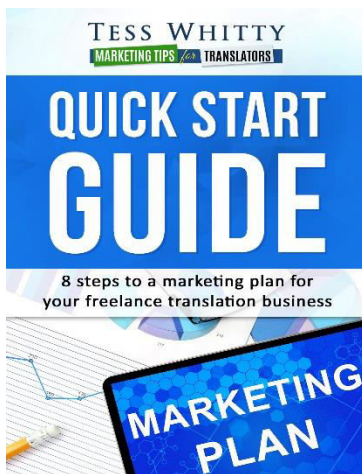
Wonder how other freelance translators market their businesses?

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.

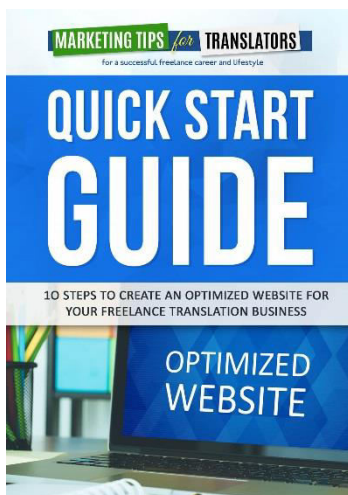


[A Step-by-Step Marketing Course for Busy Freelance Translators](#)

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.