

How to remain successful as a translator in an MT-driven world

Are you concerned that new technology and machine translation will make us jobless in the future? If so, you're not alone .The demand for translation services is increasing, but the fees translators can demand are decreasing. How can you take advantage of your specialized skills and future-proof your business?

How can you earn a satisfying income as a translator? The standard solution is to specialize in a field or language pair and focus on (delete fields and change to – area) that require(s) human translation.

This presentation covers 4 paths that can help individual translators maintain or increase their rates and get more work. These paths are:

- differentiation
- specialization
- diversification
- cultivating your image and marketing

Length: 1 hour

Please send an email to tess@marketingtipsfortranslators.com for honorarium, scheduling and more information.