

Create focus and simplify your marketing efforts with a marketing plan for your translation business

Do you love translating but hate marketing, especially creating a strategic marketing plan to reach your target customers and target income? Then this workshop is for you.

I will present some easy steps to follow to create a yearlong marketing plan for your freelance translation business. The marketing plan is adapted to your career situation, whether you are just starting out, or are an experienced translator looking for new or better clients.

You will get a template to create a short marketing plan and we will go through the plan step-by-step, giving you examples for your translation business and a chance to fill in your own marketing plan.

When finished you will have an overview of your marketing situation and a to-do-list for getting more or better clients and to stand out among your competitors.

Feedback from previous attendees:

"Very clear, exhaustive, excellent explanations with lots of examples and good ideas"

"Very informative and helpful. In one hour you can prepare your plan for the year ahead with clearly defined goals. "

"The contents and materials of the course very extremely helpful and organized. The instructor created a marketing plan template and walked the audience through each field outlined in the template. I am extremely satisfied!"

Length: 3-6 hours, depending on your organization's preferences. This can be a short introduction to a marketing plan or a full day course where the attendees work on creating their marketing plan step-by-step.

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