

Episode 234: Marketing Mastery Course Alumni Interviews

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Welcome to Marketing Tips for Translators, a podcast with marketing and business tips and strategies specifically for interpreters. I'm your host, Tess Whitty, a longtime freelance translator with an education and professional background in marketing. I give tips from my own experiences or from the experiences of other translators and industry experts.

[0:00:33-0:01:33]

Welcome to Marketing Tips for Translators. I hope you are having a great day wherever you are, and thank you for tuning in today. Let me ask you a question. Can you really learn how to attract your ideal clients, raise your rates, grow your income, and market consistently without becoming confused, overwhelmed, or stressed? That's what I say in my marketing for my course, Marketing Mastery for Experienced Translators. Instead of talking any more about this course myself, I wanted to ask some alumni from the previous sessions of the course what they think. In this episode, I interviewed translators who took the course last year and who have been graciously willing to be put on the spot and interviewed about the course in this podcast.

[0:01:33-0:01:56]

First up, we have Beth Gardner, an Italian, French, and Spanish into English translator living in the U.K. You can find out more about her and her translation team at <https://www.orsumservices.com>, and I will link put a link in the show notes. Let's hear what she said.

[0:01:58-0:02:06]

TESS WHITTY: Hello, Beth, and thank you so much for taking my call. Can you first just briefly explain who you are and describe your translation business?

[0:02:07-0:03:12]

BETH GARDNER: So, my name is Beth Gardner. I'm a freelance translator and copywriter. I used to work in East LA where I was working in marketing. I spent four years in marketing before I set up my own business and decided to put my marketing insight and knowledge to good use for copywriting and translation. I've just recently moved back to the UK, so I'm developing that side of the business back home now.

TESS: This story sounds very familiar with the marketing background. You took my course, Marketing Mastery for Experienced Translators, that was launched in May 2019, right? So can

you explain where you and your freelance translation business were before you started this, especially when it comes to marketing and working with your ideal clients?

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BETH: I was working a lot, too much, but I was working with one agency in particular and I really didn't enjoy what they were sending me. They would come to me with a list of agencies and things that would end up ruining my days and nights because everything was on hold for them. And so that was what I wasn't really enjoying and that I wanted to change. I really wanted to just work with direct clients and to develop a relationship with them. So I decided to take this course to achieve those goals.

TESS: So what did the course actually help you with?

BETH: It gave me focus and made me set aside time to think about things to kind of develop some focus in the direction that I wanted to go in.

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That was really useful because I've been started to gradually figure it out, but nevertheless things have changed. I'm not working with agencies anymore. I only take direct clients as a freelancer and I'm just generally in a much happier place with my business now that I'm not working 20-hour days.

TESS: That's great. So do you think that the actual lessons or workshops helped you clarify what you needed to do?

BETH: Yes, definitely, and I still find them useful now. The other day, I was trying to get a contract signed and dealing with the negotiation on price. I went back and looked at the pricing module just to check that I was going in the right direction, and it was really useful. In the end, I looked at the part of the module that talked about having a lowest price and not going any lower than that.

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I didn't go any lower and I didn't hear back from them for another two weeks. I thought that the deal was over, but then, just the other day, they got back in touch and said that they wanted to work with me on the project. So that was really useful, having some lessons on mindset. That was definitely useful because I think it was one of the things that I was struggling with, as well. Also, the kind of service I was offering wasn't normal. The more I speak to clients and other people in the industry, the more I realize that what I'm offering actually isn't standard and shouldn't be considered standard. It's a very high level of service.

[0:06:19-0:06:42]

As you say, translators should be remunerated. I needed to have the right mindset to go about it. Knowing what I want, what I'm willing to accept and, most importantly, what I'm not willing to accept from customers anymore has really helped.

[0:06:43-0:07:38]

TESS: Would you say that it's feels easier for you now to communicate the value you can provide?

BETH: One of my websites is called Orsum Services. I put it together to kind of explain my work with other freelancers to direct clients. Often, I find that direct clients don't necessarily want to work with a single freelancer because they think that you're not big enough and that you can't handle the amount of work that they might want to give you. Now that I've developed that website and I've shown exactly how I work with other freelancers in my network to put together the best service possible for the customer a lot more clearly, I've found it's had some really good results.

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I've gotten some prospects and clients after the course, mainly because I find that I've had a lot more time to go to events and meet new people. When I was working with the agency, in particular, I was in front of my computer all day. I definitely have a lot more prospects. I think I have three new clients.

[0:08:30-0:08:40]

TESS: I hope there will be more soon. So, can you tell me any concrete actions you took based on the course?

[0:08:41-0:09:39]

BETH: Yes, so these are the first things that I've put into practice. I'm really developing my online presence. I updated my LinkedIn profile, which really needed to be done for a couple of years. I updated my website, the one I was just telling you about. I also have a schedule to develop a new website based on my specialization. That should hopefully be good. Also, there's the lowest price that I'm willing to accept for translation jobs. It's really helped me not to go below that. I've gradually been upping my lowest price. That's been good.

[0:09:41-0:10:33]

TESS: Oh, that's good. So two and a half years, correct? Would you say that the course was at an appropriate level for you as an experienced translator?

BETH: Definitely.

TESS: Well, that's so nice to hear. Thank you so much, Beth, and good luck with your translation business.

BETH: Thank you very much.

The next interviewee is Abby Huber, a German and Spanish into English translator based in Rhode Island, U. S. You can find out more about her on her LinkedIn profile that I will also link to in the show notes.

[0:10:34-0:11:25]

This is her interview.

TESS: Welcome, Abby. You are one of the alumni of the Marketing Mastery for Experienced Translators. It's nice to chat with you today. Can you tell us a little bit first about yourself and your career in translation?

ABBY HUBER: Sure! My foundation was living in Germany. I've also been doing Spanish translation and interpreting, as well, lately. My specializations have been in the areas of medical translation of clinical trials as well as other fields such as religious education and psychology in special education.

[0:11:25-0:12:01]

TESS: So you took the Marketing Mastery for Experienced Translators course earlier this spring. Before you decided to take this course, where were you in your translation business, especially when it comes to marketing and working with your ideal clients?

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ABBY: So I would say that the past is the past. I've been working as a translator for about six years and the whole time, doing active marketing has been the most challenging thing for me because, as I think you mentioned in your course, many translators don't have the skills to know how to do it.

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I really love to work in translation, but I've never felt confident about how to reach out to new clients. So I've always had it on my to-do list, but it was the thing that I pushed back every week and never got to. It was really a need that I had.

TESS: And the course helped you with that?

ABBY: I have a lot of tools now and I know the things I have to do in order to get where I need to be. I needed some more clarity.

TESS: Is there anything else from the course that you felt helped you?

ABBY: It helped me with a lot of things. I could see other translators who were working on the same things.

[0:13:21-0:14:02]

There was a weekly meeting of the course participants so that we had some deadlines there. When we needed to, we could come to you with questions. I've had meetings after the course was over with the study group that we started during the course. We've met at least twice a month since the course. We're meeting next week, as well.

[0:14:04-0:15:01]

We feel that it helps us be accountable to do the things that we said we would we get to. I know that, for me, the biggest challenge of being a freelancer is really working on stuff alone without being able to discuss with other translators. The hardest thing is to work all alone.

TESS: I'm happy to see that you guys have continued to meet, that you found each other, and that you have a little accountability group. So, you would say that that it's mostly an accountability group or do you discuss marketing together and what you're going to do?

[0:15:02-0:15:36]

ABBY: Yeah, we have. I guess it wasn't only supposed to be for accountability. But then also we looked back at your materials a couple of times to say, you know, "How could I do this?" And so I know that I personally process things thanks to the chance to do it after the course.

[0:15:38-0:16:32]

I set up some systems and boards to have a marketing plan that I think could help me be organized. I wanted to have a regular plan for reaching out to clients with marketing. And I've also figured out the different areas that I need to focus on because, in the course, there were different areas that needed actions such as working on the website or working with other translators for revision purposes. It's helpful to think about the different areas and kind of make sure I'm remembering to do things in each one.

[0:16:37-0:17:37]

TESS: Okay, great. Was there any particular lesson or module that you found especially useful for your situation and your clients or that helped you understand how to package your services? Also, you have six years of experience. Was the course at an appropriate level for you?

ABBY: Yeah, it was at a good level for me because that's really the piece that is hardest, the marketing piece. I took two other workshops and a master class on business and marketing but what was missing from those were concrete steps on how to break things down and how to get over certain hurdles. I found them really helpful, the broken down steps and visuals. Thank you.

[0:17:37-0:17:58]

TESS: Thank you so much, Abby, and you're welcome.

[0:18:00-0:18:26]

All right, I hope you found it valuable to hear what some of my students say about the course called Marketing Mastery for Experienced Translators. Registration for this year's session is now open and the course starts March 2nd. Over 200 students have taken my courses in the past, and this is a new, advanced course created from my experiences and their progress and feedback.

[0:18:27-0:19:25]

Marketing Mastery for Experienced Translators will help you define and find your ideal clients, demand higher rates, find your unique selling point and help you communicate it to your clients, create clear goals and a way to reach them, and create a marketing plan and schedule so you know how, when, and to whom to market. This course is specifically for more experienced translators. If you want to find out more information about it go to marketingtipsfortranslators.com/marketing-mastery-course for more information or if you want to register, I will put a link in the show notes, which can be found at marketingtipsfortranslators.com/234.

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If you have any questions, you can email me at tess@marketingtipsfortranslators.com or leave comments in the show notes. Thank you for listening. Have a great week, and I hope to see some of you in the course that starts soon. Bye. Thank you for listening to Marketing Tips for Translators. I hope you have found some good tips to apply to your freelance career. If you did, a great way to show it is by leaving a review on your favorite podcast listening app or to share the episode with other colleagues. Do you have a topic, question, or guest you would like to hear about here? Send me an email to the podcast at marketingtipsfortranslators.com.