

**Translator Power**

**The Insider Guide to  
The Strategic Marketing of  
Translation Services**



**By A.M.Sall**

*Published by Amsall Communications*

# *The Insider Guide to The Strategic Marketing of Translation Services*

**The Truth about Selling Your Translation Services**

**The 7 Parts of an Effective Strategic  
Translation Service Marketing System**

**by A.M.Sall**

<http://www.translatorpower.com>

**Amsall**  
Communications

# “The Insider Guide to Marketing Your Translation Services”

## **WARNING!**

*“Knowledge is power ONLY if you use it. Marketing must be an ongoing, permanent, not sporadic, once-in-a-while exercise. EVERY DAY, you must perform at least one act of marketing.” (A.M.Sall)*

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# **FIRST THINGS FIRST - ALWAYS REMEMBER:**

**1. “If you’re smart enough to be a translator and/or an interpreter, then you’re smart enough to do your own marketing” (A.M.Sall)**

**And:**

**2. “Ideally, marketing should result in a customer who is ready to buy.” (Peter Drucker)**

**And:**

**3. “Differentiate your customers. Find the group that’s most profitable. Find the group that’s most likely to influence other customers. Figure out how to develop for, advertise to, or reward either group. Ignore the rest.” (Seth Godin)**

# **Here are the 7 Parts of an Effective Strategic Translation Service Marketing System**

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**Foreword/Warning/First Things First**

**Introduction**

**Part I. Build and Strengthen Your Moral and Intellectual Armors. The Marketing Mindset**

**Part II. Marketing Plan and Market Research**

**Part III. Amsall's Strategic Translation Services Marketing System 3A+**

**Part IV. Submit to Portals, Directories, Translation Agencies**

**Part V. Publicity, Networking, Referrals, Alliances and Partnerships**

**Part VI. Advertising and Other Techniques**

**Part VII. How to Build and Market Your Website**

**Forward and Upward: Make the Strategic Move from Freelancer to Entrepreneur!**

**BONUS: THE TRANSLATOR POWER ROLODEX!**

**The World's TOP 100 Resources that are Absolutely Indispensable for any Translator/Interpreter who is Really Serious about Starting, Growing, and Profitably Marketing His/Her Business**

## **Who should read this book?**

The book gives you dozens of strategies, tactics and techniques - but more importantly it gives you the mindset and supreme self-confidence without which any knowledge or competency you may have is bound to prove sooner or later futile.

It adapts the general and well-known marketing principles and techniques to the specific situation of the translation profession

It is primarily aimed at freelance translators and/or interpreters, but of course it can be used by other freelance service providers - or even in some instances by Translation Companies and other professional service providers.

## **What's in this book?**

### **Part I. Build and Strengthen Your Moral and Intellectual Armors. The Marketing Mindset**

This chapter will help you stay focused and positive. You may be thinking: "I just want the tools and skills; I don't care about this mindset business". Now, remember this: With the best tools and skills in the world and the wrong mindset, you won't get anywhere, whereas with the right mindset and no tools and skills at all, you can certainly find a way to figure out the tools and skills

So, it can even be said that mindset is more important than tools and skills

### **Part II. Marketing Plan and Market Research**

How to target your market and research it. Pick up your niche, research it in depth, know it inside out, and dominate it! This can work for any language pair, any specialties you can imagine; but you have to think proactively, systematically and strategically.

Once you are sure you really dominate your niche, you can move on and explore other niches, if you still have the time and energy...

There are also sections on adding value, building and nurturing relationships in a complex sale situation, etc.

### **Part III. Amsall's Strategic Translation Services Marketing System 3A+**

**THE SYSTEM - FROM VISIBILITY TO CONVERSION:** The prospect is drawn into a subtle, increasingly irresistible process, a powerful system, and converted to client without even realizing what's happening to him/her.

The system is proactive, though not aggressive. It is soft sell rather than hard sell and relies first on PR, networking and relationship-building then on advertising and Direct Marketing.

This where you learn that: "Gaining a 'share of mind' should come before you gain a 'share of market'".

And lots of other things...

#### **Part IV. Submit to Portals, Directories, Translation Agencies**

How to submit to Submit to Portals, Directories, Translation Agencies and also never forget to put the Translation Agencies you submit to through the "Payment Practice Test"

#### **Part V. Publicity, Networking, Referrals, Alliances and Partnerships**

Here you learn: The difference between Advertising and Publicity, How to write a Press release (News release), Article marketing. And then, Networking, both offline (how and where to meet people, elevator speech etc.) and online (social media, Web 2.0), How and when to ask for referrals, Strategic alliances and partnerships with complementary services to generate new prospects, etc...

#### **Part VI. Advertising and Other Techniques**

The 2 purposes of advertising, the 4 questions you have to answer, How to write your ad.

2 interesting ways you can apply Direct Mail: Geographic Target Marketing and Customer Target Marketing

#### **Part VII. How to Build and Market Your Website**

Why a website is absolutely necessary if you are serious about marketing your services and if you want to be taken seriously.

Build, host and promote your website, traffic conversion (because getting your prospects to your website is not the end of the story: you still have to CONVERT them first to clients, then to LOYAL clients, then, to EVANGELISTS for your services), acquisition funnel

#### **Forward and Upward: Make the Strategic Move from Freelancer to Entrepreneur!**

Now, the sky's the limit!

# INTRODUCTION

Welcome to the first (and only, so far) guide on the Planet covering the best ways to strategically and proactively market your translation/interpreting services, identify and dominate your niche, turn your freelance translation practice into a highly profitable business i.e. become a full-blown entrepreneur, and then ultimately reach all your financial and life goals

Please consider this **Insider Guide** as is a genuine, one-to-one conversation with an accountable, visible and honest friend

I put myself upfront, honestly and completely. I teach exactly what I do, and I do exactly what I teach, too!

I have been a professional translator for well over 35 years; in fact since 1972 (Take a look at my profile on one of my websites: <http://www.translationtrophy.com/about.htm>)

I am a word lover and my 2 fields of expertise - translation and marketing - rely heavily on words and I believe as a translator you should be able to do your own marketing, **once you have acquired the right mindset**, and then **mastered the 'tools and techniques'**, plus **'market knowledge'**, both of which are brought together to form what is known as **'Strategy'**. Ultimately, your 'strategy' simply means how you use the 'tools and techniques' to reach your 'markets' and make them perform the 'desired action'.

I consider it as my personal duty to help you capitalize on all those years I've spent in the trenches :-)

That is why I decided to publish this short yet quite "meaty" Guide, which will allow you to get the basics of marketing your services. It will give you a taste of the more complete and more detailed **"Strategic Translation Services Marketing System"** to be published soon.

It is a well-known fact that professional service providers are generally not overly keen on marketing (see Bob Bly, Bruce Marcus, Michael McLaughlin, etc.), and translators/interpreters seem to be the most reluctant marketers of all professional service providers.

Translators hate to "sell themselves" - maybe they are too shy, too modest :-)

**And the truth is the few books that exist on the subject** (such as Alex Eames' *Make \$80,000*, Corinne MacKay's *How to Succeed as a Freelance Translator*, Roger Criss' *Translation as a Profession*, Doug Robinson's *Becoming a Translator*, Morry Sofer's *Translator's Handbook*, Chantal Wilford's *Tips for Translators*, etc.) **cannot really be considered as marketing books.**

Many translators/interpreters believe marketing your services simply stops at posting your profile on Translation Portals, Directories and/or sending your resume/CV to Translation Agencies.

Well, that's a terrible mistake and, as they say, that means leaving literally tens or hundreds of thousands of dollars (or however much that will be in your local currency...) on the table.

**There is an infinite number of ways to market translation/interpreting services, just like any other business: advertising, publicity, a powerful referral system, networking, email marketing, newsletters, websites, blogs, forums, and many others...**

You can - indeed you **MUST** - set up your own website, which is a full-blown medium in its own right and will considerably boost your credibility.

You have to be more aggressive, more "proactive", that's the word. Consider your translation practice as a business, and market it systematically and strategically, just like any other business, follow a **SYSTEM** (meaning: "**Save Yourself Time, Energy and Money**")

Combine online and offline marketing, direct response marketing and image marketing

Since you are reading this, you now realize that being the best translator/interpreter in the world is not enough: you still have to make sure the world knows it!

Just listen to these wise words by an expert, who really should know what he's talking about: "Those who make the most money in any profession or service business - from accountants and ad agencies to window washers and Web designers - are those who are the best at marketing and selling themselves... not at performing the actual function or service." (Bob Bly)

So, wake up friend, market yourself, and let the whole worlds know who you are

You are a **Global Communicator**. Your mission is to enable and/or facilitate first-class Global Communication

**Your playground is the Global Scene. Your marketplace is the Whole Wide World, and...**

The Sky's the limit!

**A.M.Sall**

Managing Director

Amsall Communications

<http://www.translatorpower.com>

P.S. Remember to visit the Translator Power ("Empowering Translators") web site (YOUR web site), join the Translation Service Marketing Community, and also go to the blog (<http://translatorpower.wordpress.com/>) and leave your comments, whether positive, negative, or neutral!

**\*\*\* END OF THE PREVIEW \*\*\***

Now, make sure you carefully read the following:



Order this *instantly downloadable ebook* at this link:

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**For only US\$18.75, you can get the Full Book (The Insider Guide to The Strategic Marketing of Translation Services), just click this link:**

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I guarantee this will be the best \$18.75 you will have spent for years.

And you'll agree with me that this is really an incredible and exceptional value, especially when you consider that **\$18.95 is less than you'd make translating about one page or even a half-page!**

You know, there is no doubt that translators who make a 6-figure income are not better translators, or better people, or even luckier people than you... they just know one or two critical things you haven't discovered yet.

What you need most is instruction and encouragement in how to "sell yourself".

And here is how you will learn how to bypass all the guesswork and gruntwork, in no time

***If you've been struggling to market your translation services or simply make ends meet (And "Barely Getting By?"), I say to you: "Stop Worrying and Start Living!"***

<http://www.lulu.com/content/984986>

Maybe you've scoured the Net in desperation (Google, Yahoo, MSN), looking for marketing materials specifically tailored for Translators/interpreters. **The truth is there is almost NOTHING! Incredible, yet shockingly true!**

Well, the good news is now you can stop wondering & worrying about answers to that CV you sent out and also your countless applications to Portals, Directories, Translation Agencies

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No more waiting, and longing for the desperately silent phone to ring,

No more rushing to answer the phone, only to find it was not **THAT** call you were expecting!

No more wading through useless, spammy emails!

No more wondering how to go about it

...

*here at last is what you've been waiting for, maybe without even realizing it: single-handedly start and market your own full-blown freelance translator business*

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Enjoy!

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