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ASSISTED TRANSLATIONS

# BE A TEXT UNITED TRANSLATOR

*By Blazej Szperlinski*

# TABLE OF CONTENTS



Be a Text United  
Translator: **Software**  
(pt. 1)

2

Be a Text United  
Translator: **Marketing**  
(pt. 2)

6

Be a Text United  
Translator: **Yourself**  
(pt. 3)

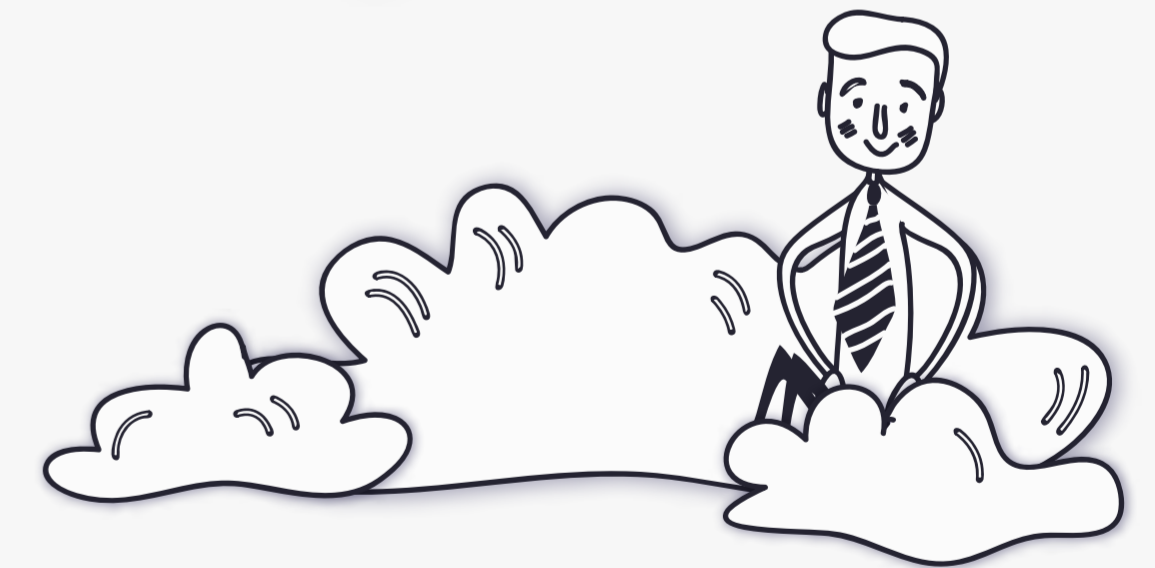
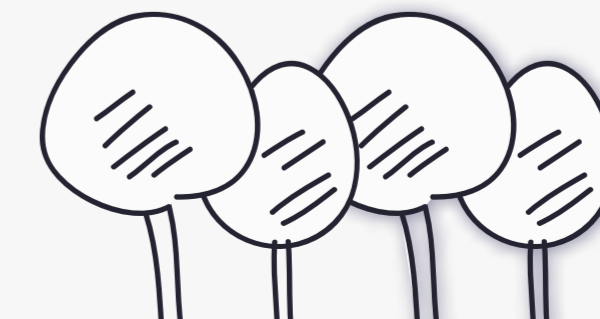
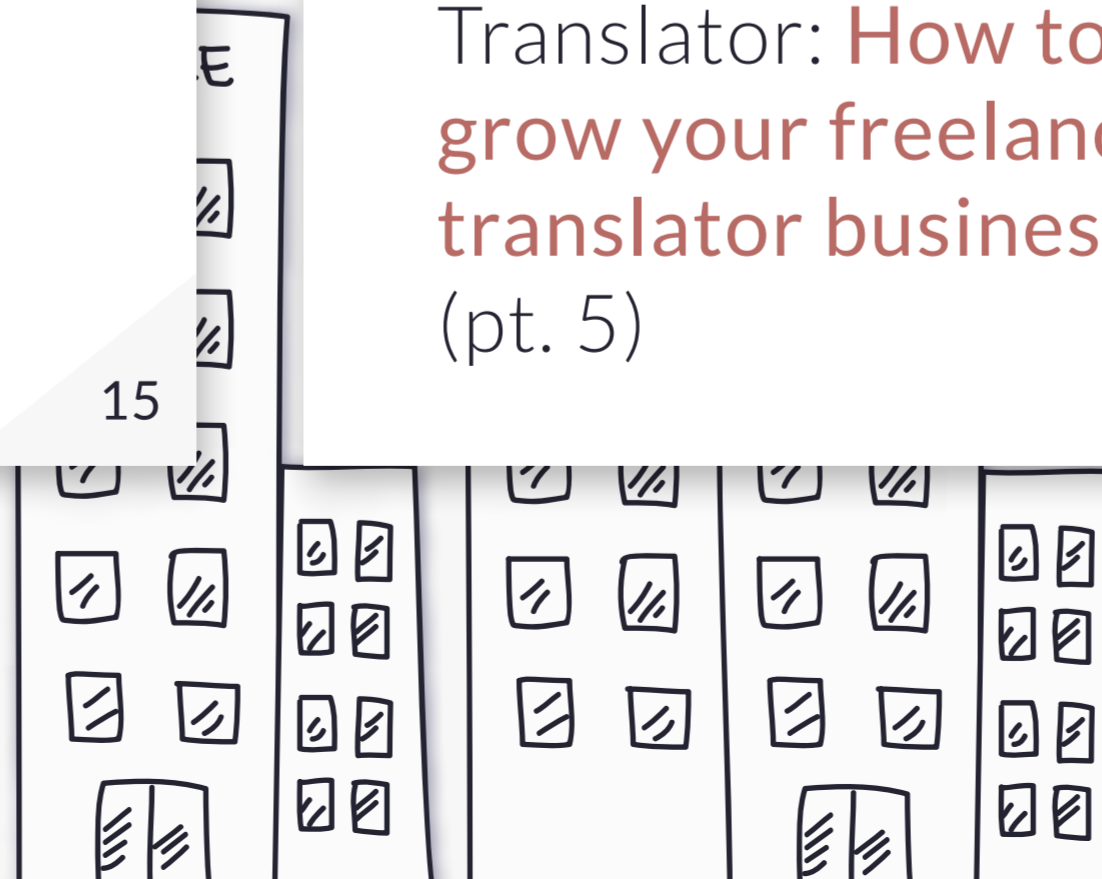
11

Be a Text United  
Translator: **Managing  
client relationships**  
(pt. 4)

15

Be a Text United  
Translator: **How to  
grow your freelance  
translator business?**  
(pt. 5)

21





# BE A TEXT UNITED TRANSLATOR: SOFTWARE (PT. 1)

Having the freedom to work anywhere and at any time is everyone's dream. No more 9 to 5, ever! Translators working with cloud-based CAT tools are a lucky bunch. Saving the time to commute can free up space for new ideas on income growth. We interviewed a few of our own translators and here's how they feel about the importance of quality translation software.

"Working with CAT tools in the cloud is a real help. I can work from anywhere, which in a freelance work is very useful. In particular, Text United App has a strong TM, which helps a lot and speeds the work. The translator has more time to pay attention into details and hence assure quality." - Cecilia Armand Ugon, Text United Translator



A CAT Tool, translation marketplace, and a marketing channel in one place!

Paying for ads to promote your translation skills is never pleasant. It's much better to affiliate yourself with a community working towards the same goal. You can advertise through adequate Twitter hashtags #xl8, join discussion boards on ProZ, or build a close relationship with Text United.



“ I'm sure clients appreciate knowing who the actual translator or proofreader is, and it helps establishing new and long-term relationships.

Rudy Haeusermann, Text United Translator

What we do differently for translators is that we hunt clients for them, and take no bite out of their compensation. By having a **Text United profile**, the translator gets a guarantee of new client influx. This is the dawn of a huge market change, where translators and companies join forces in the cloud.



“ *Working with Text United is big fun. I really like the team. They make every effort to achieve excellent quality in translations. And the advantage of working in the cloud is that nothing can get lost. It's easy to work together with others at the same time on the same project and be always up to date.*

Judith Grutzbauch, Text United Translator



## A community for translation professionals and international companies

Your clients always remain true to you. But now, if they need translators for different language pairs that you can service, you can find them for your client right in Text United. This will allow you to become invaluable in your clients' eyes, and you're not spending any money on making them happier! The idea is simple: Text United gets paid by clients to get access to you, not the other way around. As a professional translator, it just makes sense to help the community grow and attract more business!

“ *It is always very useful to share comments and thoughts with everyone!*

Cecilia Armand Ugon, Text United Translator



## A cloud-based translation tool anyone can use

With outdated software, there comes a time that it just cannot get the job done anymore. It's slow, complicated, freezes up. What if you could move your translation memories to the cloud and work with each and every one of your clients in an integrated app? You can. Plus you can get help from experienced **Project Managers, DTP services and more.**



“ Sometimes we translators spend a lot of time formatting, preparing, editing, which is not really our job. We have to be also Microsoft Word professionals! I agree that a great command of Office tools is required from us, but sometimes we spend more time formatting than translating. That happens usually with scanned documents and their conversion, the target document is really bad and we have to.

Cecilia Armand Ugon, Text United Translator





## Build your translation business with us now

If you need additional help on building a translation business with Text United let us know. This article is part 1 of a series of 5 outlining the ins and outs of cloud-based translation and will get you up and running in no time. And did I mention this is free? :)

If you want to work with any of our translators, go to

<https://www.textunited.com/translators>

and say hi to them from us!





# BE A TEXT UNITED TRANSLATOR: MARKETING (PT. 2)

Before going with guns blazing into social media and advertising through pay per click ads, you need to understand the core pains of your potential clients. See what works, and what doesn't.



## Ditch corporate language

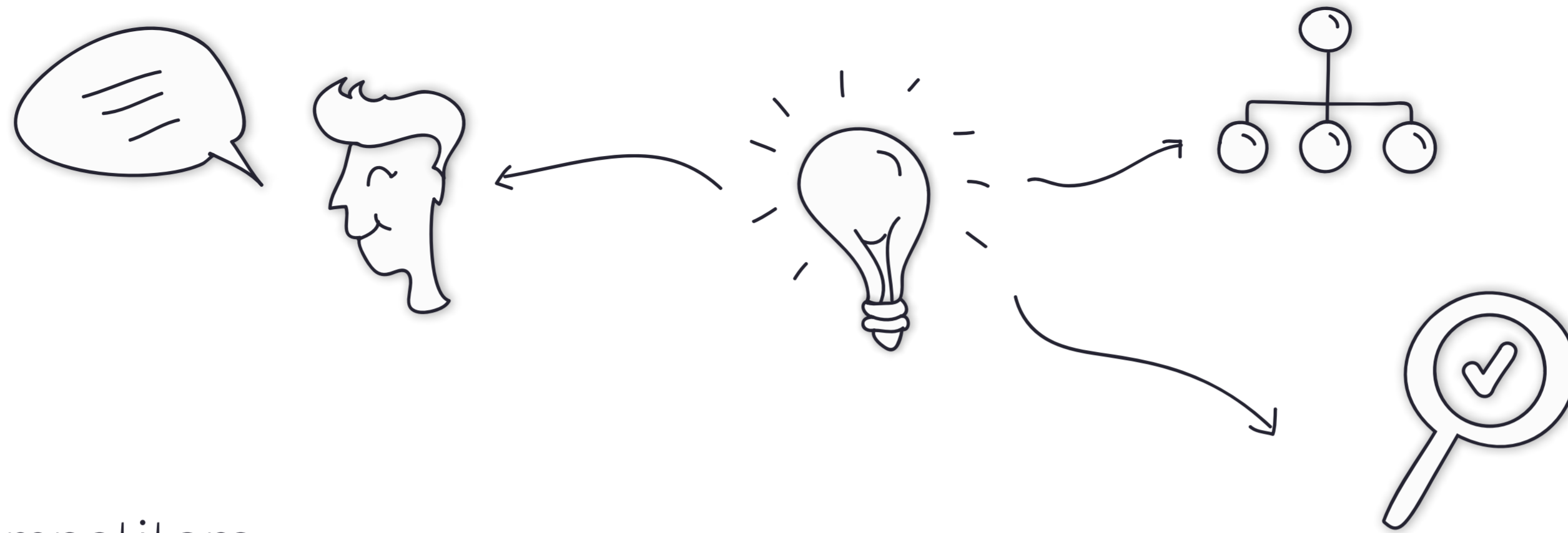
Linguists will be tempted by fancy vocabulary and complex sentences. It'll prove your competence, right? Wrong. The main focus of your marketing message should be to fix the problem, not show how smart you are.

### Don't say this, or you'll end up like this Weird AI's pastiche

- ◆ Provide high quality translation in a fast paced environment.
- ◆ Leverage cloud technology to maximize efficiency of projects.
- ◆ Holistic approach to excellence in deliverables.
- ◆ Maintain brand trajectory by proven methodology.

### Do say things relevant and simple:

- ◆ Provide translations within the agreed deadline.
- ◆ Working with latest software to improve quality of translations.
- ◆ Discuss the finer details with clients before translating.
- ◆ Understand your client's branding values and nuances of carrying them over to foreign languages.



## Know your competitors

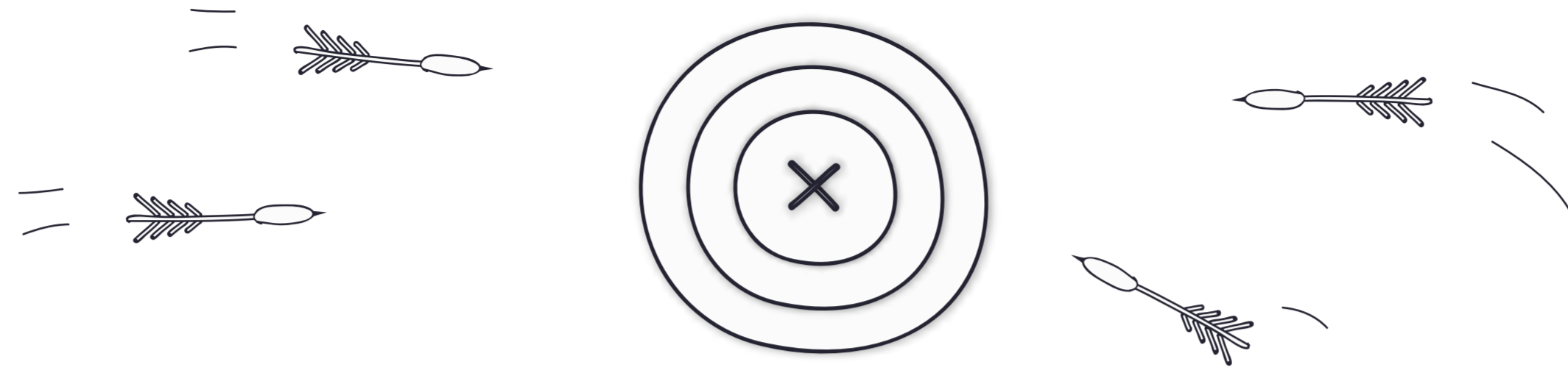
There are tens of thousands professional freelance translators **out there**. Then there are well funded translation agencies with hired communications professionals. There's really no point in showcasing that you can translate, because dozens of people can do it cheaper and faster than you.

The hope lies in what businesses call "product/market fit". You see, since clients can easily find translation services, they will tend to browse looking for an optimal offer. Those will most likely be all the same: quality, cost effective, fast and client oriented. On a rare day they'll find one where a translator is specializing in complex areas: healthcare, nuclear technology or astrophysics. But commitment to quality and a niche specialization are not a guarantee of marketing success.

WHY?

Your competitors are really good at positioning. **Search engine optimization** paired with the aforementioned communication specialists results in agencies **creating content** about relevant specialization. Even if they don't provide the competence, nothing stops them from writing about medical, automotive, dietary, scientific, engineering and any other translation. I'm not saying our team doesn't have that competence (we do, just **check our other translators here**), but it's as easy as that.





## Focus on the real problem

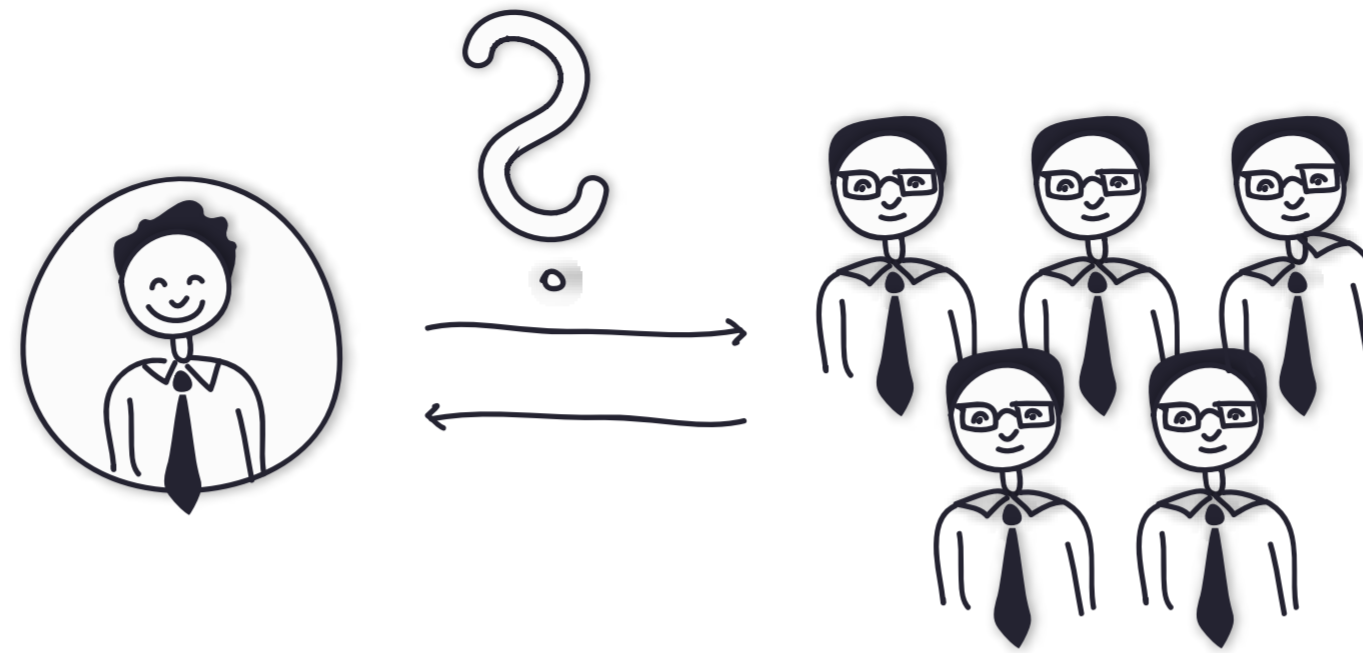
What your clients may not be realizing yet, is the fact that they are in a **big trouble when it comes to translation**. Think about it: nearly every company has a website nowadays. They have mobile apps, micro services given free of charge to get more clients, blog content and of course their core product, well documented, too. Top that off with packaging, instructions, promotional materials for fairs and regular marketing, and **that amounts to a LOT of content that can be internationalized**.

Consistency and consolidation of all that text within the company's branding framework can be maintained by a manager of course, but what about translation? I can't imagine delegating someone to copy and paste bits and pieces of that content ad-hoc to submit for translation. What if they're in an industry that's highly sensitive to legal requirements? If they need ISO compliance or are afflicted by variable legal issues in countries they do business in, that will

impact their translation needs heavily.

How do YOU fit into all of this? In the end your goal is to translate. But to attract a client, you should first display understanding of the position they're in. So what if you have a \$1000 app that makes YOUR work easier. They want THEIR work easier. The fact that you can provide world-class quality is inherent to their expectation. Emphasizing that just makes you seem like a show-off. And the portfolio: do you really want to list **SpaceX** and **NASA**, even though all you did is translated a one-page doc about a screw they both use in their launch pad?

Your client **WANTS** to know how you soothe their pain with delivering content for you to translate. This is true for one-off projects and repetitive (which in most cases is the result of a successful one-off) operations. Simply put: the work you do on its own won't cut it when it comes to **new business acquisition**.



## Should you partner with an agency then?

An agency to a translator is like a manager to a rock star. They are profit oriented, and you are the means of generating that profit. They can acquire new business all day long, but without your skills, they can't do a thing with that opportunity. On the other hand they help you with actually getting some work.

Here's the issue: they're all the same! Clients don't see any value in working with an agency but they do it simply because they don't have an alternative. So you join them. What's in it for you? A bottom-rock word rate which you cannot even

negotiate. Maybe a voucher for some CAT tool that's unbearable to use (but you learned it already so the loss aversion bias will whisper to you that it is in fact useful and you're so much better with it). Maybe the agency's brand to support your credibility.

Then there's the contract: non-compete agreement which actually prohibits you from working with the agency's client directly, obligatory use of the horrendous tool they get paid for to sell to you on a discount. Do you even call yourself a freelancer at this point?



## Become a Text United Translator

So, instead of all that, just get Text United and make the world a better place. **Seriously, there's no other system out there today which gives you so much.**

- ◆ There's no contract to bind you from getting work on your own.
- ◆ There's a free, easy CAT tool with browser-based access as an option.
- ◆ There's a steady stream of clients available for you to pick and choose.
- ◆ Clients pay you better than an agency because there is no middle man who'd tax your income

**As a software company** we make sure that every client has all of his content ready for translation. This means that a Text United client is, due to convenience and speed, way more likely to perform repetitive translation purchases. This repetition combined with Translation Memories means they stay with us longer and increase the word count project by



project. We allow them to plug in their websites, software, even Dropbox into the system, automatically make translation projects without the hassle of ever having to copy/paste things for you. They just pick and choose, then you get to translate.

If they modify their documents, the system will automatically scan for differences and send micro-translations your way for some on-the-side work. If that's not a paradigm shift, I don't know what is! Recommend it to one of your clients for a test run. Do it now. I bet they'll love you for that! able to use (but you learned it already so the loss aversion bias will whisper to you that it is in fact useful and you're so much better with it). Maybe the agency's brand to support your credibility.

Then there's the contract: non-compete agreement which actually prohibits you from working with the agency's client directly, obligatory use of the horrendous tool they get paid for to sell to you on a discount. Do you even call yourself a freelancer at this point?



## How do I become independent from agencies?



**Get yourself a beautiful website.** Try Wordpress, Weebly, Wix. There are tons of free templates out there. Try premium services like <https://www.websitesfortranslators.co.uk>. They'll get you up and running in no time.



**Blog a little**, and if you're ambitious, send a blog post our way - we'll help you spread the word and happily invite you to co-write with us on our blog!

Google will start noticing you and bumping up in rankings due to relevance and quality of what you have to say. You won't spend more than 30 minutes daily on marketing yourself and I can guarantee that that's sufficient enough to get the ball rolling on building your own translation business!



**Grab a Text United profile** and share it on your social channels. It'll allow clients to work with you straight away.



**Spend that Big Mac money on a professional photograph**, but not the one you have in your driver's license. Make it cool. You're cool, you speak the language of millions of peoples and then at least one more! Your work can change lives, yet you're in the shadows, hidden behind your flawless translations. Give yourself a treat and make your online presence beautiful!



**Build a reliable personal brand** based on the values you care about. Write about your profession passionately, as you would describe it to your close friends.

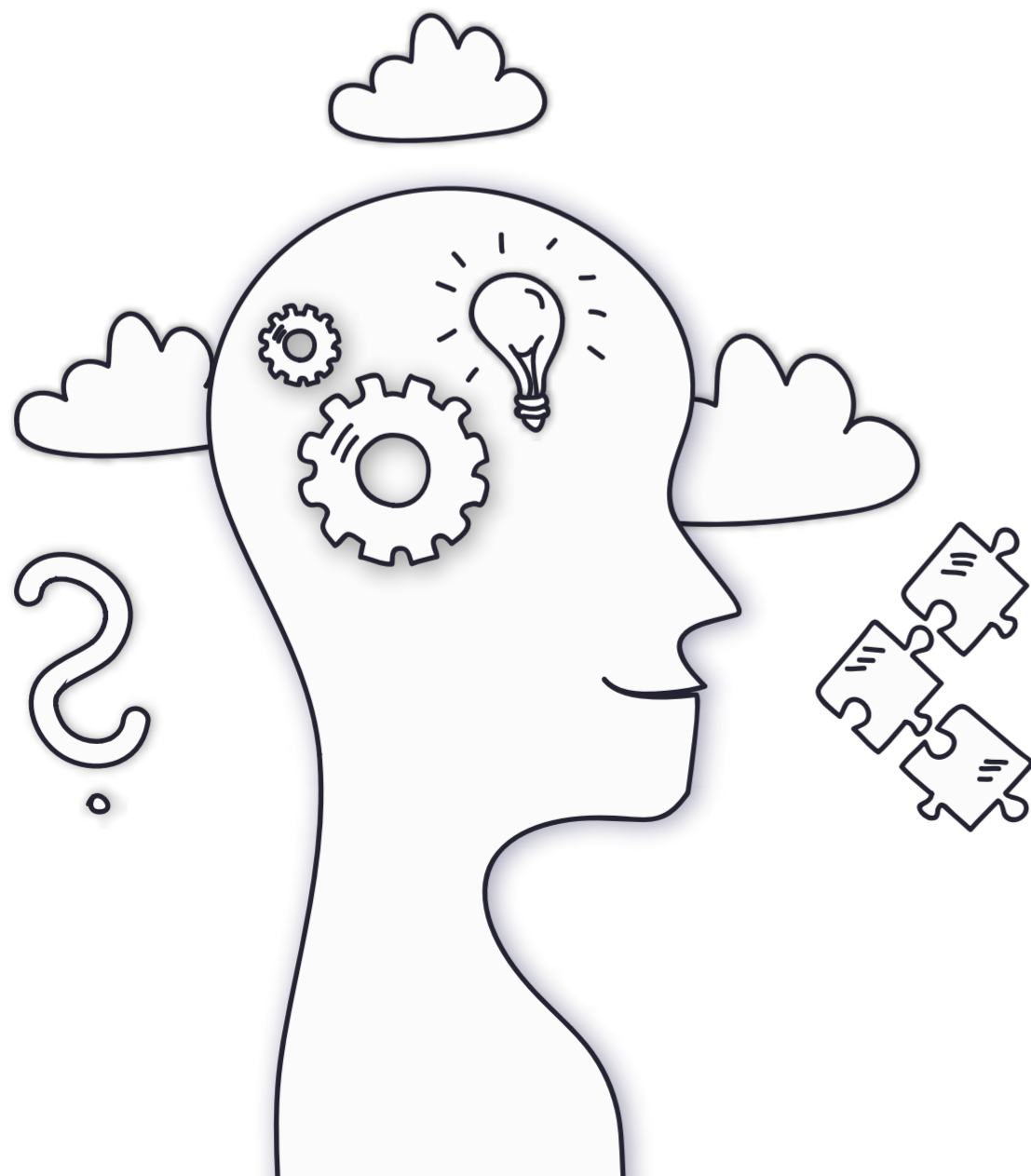


**Last but not least, network the bejeezus out of LinkedIn and translation events.** If you're shy, find someone else who isn't talking with anyone and just talk about that. It works for me! Word of mouth is extremely important, so make sure you put yourself out there. With the internet, it's possible to do without leaving your home!



# BE A TEXT UNITED TRANSLATOR: **YOURSELF** (PT. 3)

Do you have what it takes to be a pioneer in a global translation market shift? Are you fit to break out of the status quo and take part in something huge? You already took the first step by letting us find you. Oh boy, it's going to be one hell of a ride!



## Why personality matters?

Whatever the working context, a well balanced mix of personal traits and understanding one-self can help in building a successful freelance career. It's not for everybody though. Stress tolerance and the will to get better everyday are essential when working with people, especially in a translation agency setting.

Getting more people to like you, both clients and your agencies reps, is **proven to land you a bigger paycheck**. Becoming a better professional isn't as obvious when you don't the requests for purchase flow though.

Imagine that you can grow professionally, get politics and mingling out of the way, and focus on your work instead. Text United is all about efficiency and will provide you with an opportunity to **work that way**.

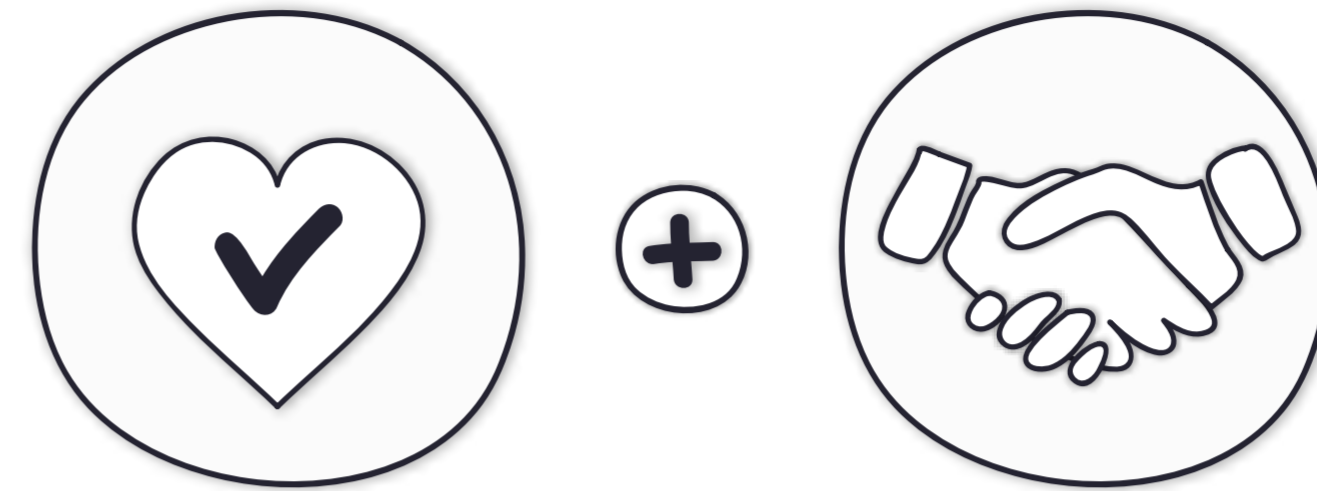


## What qualities suggest you have a shot at success?

I'll skip the boring self-starter cliches and get straight to the point. The key quality is genuine honesty and caring for your clients. Everything else is just **white noise**.

**Genuine honesty** is not the same as gullibility. It's an instinct that drives you to perform the best within your own limitations. It's the **strategic, yet achievable way of planning deadlines**. It's being able to say out loud that you don't feel fully competent to manage a certain project, or will need help for it to meet the target date.

Clients understand how hard it is to consistently deliver 100% efficiency at work. They know that things change so fast, that it's hard to set goals and meet expectations. Error margins are usually wider than anticipated, so it's always better to **under promise and over deliver**. **There scarcely is any blame** for taking more time to complete a task, but only when this is communicated while deciding to pick up the project.



One may wonder whether an opportunistic approach could be a financially superior strategy as opposed to humble honesty. In the long run it never is. Being unaware of one's limitations and in turn struggling to deliver quality translations will always result in missing deadlines, which will tip off any client, that something's going very wrong.

**Caring for clients** is not about babysitting their operations and pointing out logic flaws in the content they provide for translation. It's really about making sure that their problems are solved. These span from just showing up for a conference call on time, to letting them know that they can contact you for minor fixes to their text whenever they need it. **They crave for constant contact and feel insecure when they can't reach you during business hours**, even though you just tweeted something.



## What if you're just a cold professional?

„Hey, how are you?“ is the typical American business greeting, that nobody expects to be answered. Try that on a sales call and you'll find yourself in awkward-land. As a non-native English speaker who made that mistake I can tell you it's no pretty place. The issue here is that you can't just get straight to the point of doing business.

If you're like most of people, you probably don't care that much about strangers. That's perfectly natural. **The business world however is far from a natural setting.** We wanted to make this a little bit easier for translators, so we structured Text United in a way that basically eliminates interactions and focuses on the work.

As a translator you simply sign-in to the system and check your projects. They get assigned to you through matching based on the information you provide while signing up. This allows our project managers to know who's best with what area of expertise, and which client would be best suited for them.

It's a win-win, since the clients can do this on their own, making Text United a place where translation ordering can happen directly between clients and translators, who may have never spoken before.

What about the human touch and finer details? Well, there are no restrictions to contacting each other. The process however is structured in such a way, that this isn't a requirement in 90% of the cases.

“

*The app is reasonably user friendly and fast. The integration with invoicing is a nice feature.*

Jan Willem, Text United Translator



## What if your people skills are what makes you stand out?

We're a community of translation professionals who believe there is a better way of working with clients. By the use of cloud connectivity and social networking we're building an online platform where translation is not about agencies, **CAT tools** and payouts. We're looking to implement Text United at every international company in the world, allowing them to maintain their localization process' with a click of a button, giving **translators** a fertile ground to work with.

If you're outgoing, have a sense of mission and believe in what we're trying to accomplish, we'll help you. You can write on our blog, get reposts of your own articles, invite other translators aboard and maybe even a client or two. Our system is set up in a way that ensures you keep your clients to yourself, and we help them deliver you material for translation faster and easier than ever before.



Our translators are a great team and they are the lifeblood of the whole initiative! They have successfully recommended us to global brands and we sincerely thank them with improving our translation tech and customer service.

It's a long way to go, but it's worth it.







# BE A TEXT UNITED TRANSLATOR: MANAGING CLIENT RELATIONSHIPS (PT. 4)

Getting a client to send you text for translation is a huge deal but that's not the end of it. In this article you'll learn how to meet the client's expectations through management skills, outstanding customer service and following-through even in a crisis.



## Managing accounts like a real salesperson

Big words right? This is the easiest part, because it won't take as much interaction with clients as you'd expect. Books and blogs all around you speak of nurturing leads, giving clients free benefits, interacting with them through social media and so on. In reality, this is a desperate way to revive the **lost art of direct salesmanship**, which in its hay day was all about golf, whisky long flights and lasting business friendships.

Look at it this way - your client is bombarded with media buzz non-stop. Apple put a physical switch on iPhones to turn off notifications, so its users can have a moment to breathe. You're already the candidate for the deal, so don't blow it by

showing you care too much - that's something not many of us can actually pull off. **Being in touch is important**, but make sure **interactions with clients are actually meaningful**. Don't write an e-mail if you have nothing to add to the conversation.

What does anything of this have to do with translations? Like it or not, **but as a freelancer you are also a salesperson**. You need to think like one, use tools like one, act like one. **Always be closing!** Here's the scope.

**Customer relationship management system.** Software that's glorified nowadays and blown out of proportion with huge, analytics-driven systems like Salesforce.com, that's used for keeping track of sales progress. You can build an Excel sheet with three columns for the client's contact data, translation value and due date, and you should be fine. Google around for „CRM” and pick up a cloud-based version if you want. Just have one in place so you know who's who!

**A phone.** Nothing beats a good ol' checkup call. Use your smartphone, add clients and mark their numbers to never be silenced by your do-not-disturb mode. Client's don't call unless they're under pressure, so if you meet your deadlines, they won't ever call.

**Fancy modern communication channels.** Think about **Skype, e-mail, Twitter, LinkedIn**. There's a lot of people, including myself, who avoid business calls on the phone because it's so much easier to just write an e-mail. If you do get messages

though, be sure to answer them fast, especially during business hours. Fast means under 30 minutes. One of our own prospects recently came back reconsidering Text United based on the speed and confidence at which we provided answers.

**Integration with your CAT tool.** If you don't know what a CAT tool is and are still working split-screen on Word files you are in for a treat. These things are the bread and butter of great freelance translators and they help in both editing, formatting, keeping consistency, and delivering translations. It's a smart thing to have source material linked directly with clients. Loose files, well, you lose them sometimes, and no client wants to resend their text. It's an avoidable crisis, but I'll cover that later. **Work in an integrated environment like Text United**, and you'll be fine.

**A schedule.** Pick up a \$5 calendar at a convenient store and mark due dates, then put it on your desk next to the computer. You could play around with apps like Sunrise or default calendars in your mobile devices, but I noticed that the act of writing down a deadline actually helps me meet mine. It can also get you out of those scary dinners with the in-laws if you just snap a photo of your jam-packed week and send it their way. Use colors - a real one for tasks and a fake one for those alibi days. Tell no one about this life-hack!

This should keep you going until the client actually calls. What do you then?

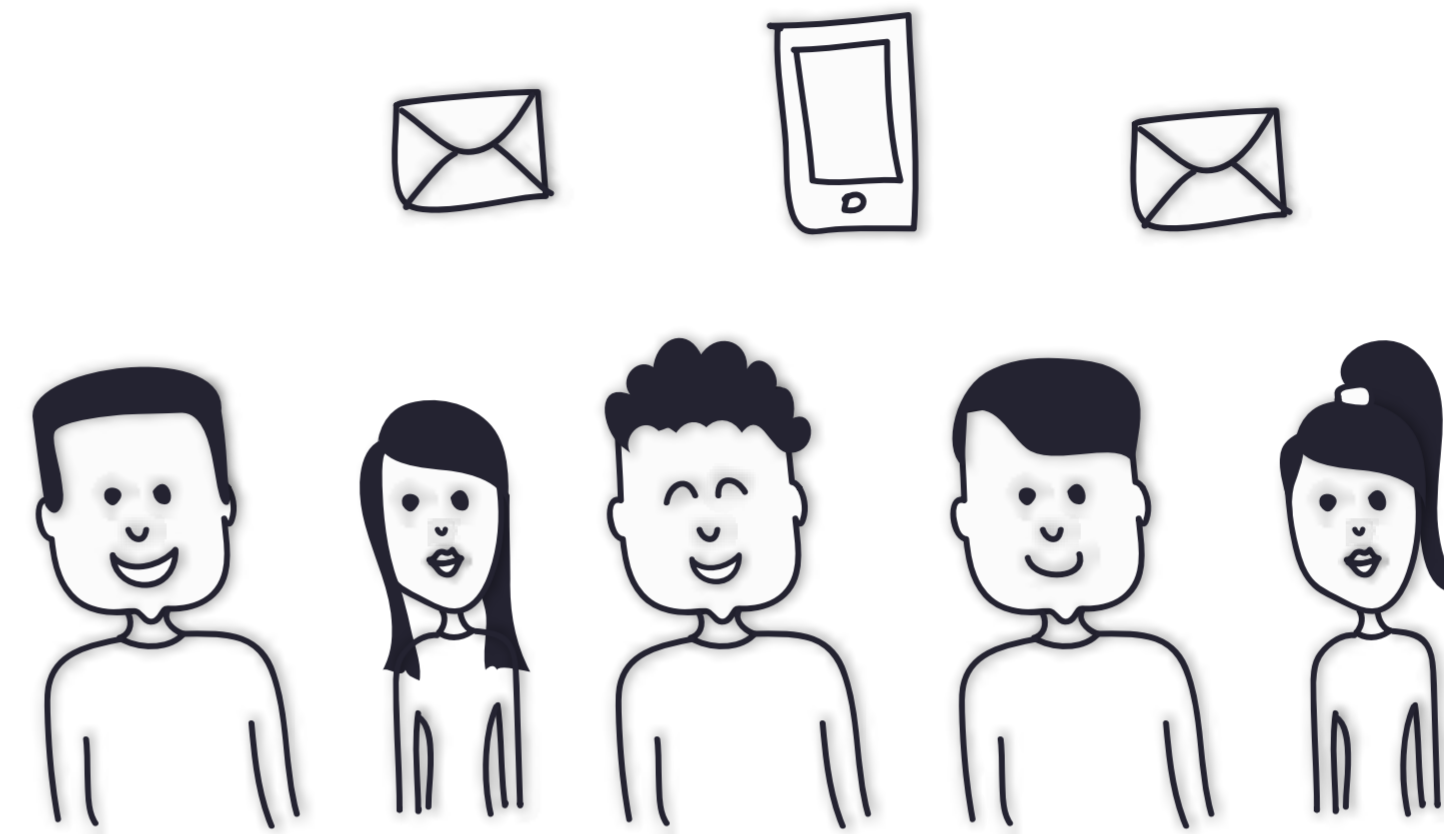


## Outstanding customer service goes a long way

Why do smaller translation agencies grow in spite of being competitors of established brands? It's obvious that not all of them are innovative, with unusually talented people aboard. What's the secret sauce that helps them steal clients from others despite higher prices? **Customer Fantastic service!**

Wait, what? Aren't I supposed to just translate the thing? Well, yes, but you will speak with the client. Fear not - they don't have time to call and chit-chat. They're busy, minding their own business and just waiting to get the translations sent over. When they do, or better yet when you do (I'll explain why to call them in a second), make sure to add magic to the conversation!

Picture a 60s salesman going on a call in his Cadillac. He'll get to know the client, the family, their hopes and dreams too. **You won't.** It's the digital age and you shouldn't be driving around because you have work to do. Your secret weapon is giving the client a chance to speak their mind. **Just listen,** then if an opportunity arises, ask questions like these.



*How will this translation help your business?*

*Are your clients satisfied over there? How do you know?*

*I feel like part of the company, knowing that my translation is what your clients are reading. How did you feel when you first delivered your goods abroad?*

This shows your client that you do **care about their best interest**. It allows them to open up to you which makes perfectly good business sense - as a translator you really need to understand what audience are you dealing with. They will like you more. And psychology **studies show** that being liked helps us get away with many things such as missed deadlines, typos, even a bad review. Want to be liked even more? On a good day, slip in a harmless but cool typo that you're sure will be noticed before final drafting. If you're working for an Indian car company, use something like „*great carma*“. It's proven that **people who make mistakes are liked more than those who are perfect all the time**. Want proof? Picture your favorite comedy protagonist. Case closed.

Why bother with all of this? Sometimes it's not worth the effort. Some clients just want a back and forth exchange of translations. Those will be price sensitive and not reliable as a long term relationship. For everyone else you work with, be assured that building an emotional, albeit superficial connection, will help you retain clients longer and **get recommendations as you go**. Client's are cool, just get to know them.

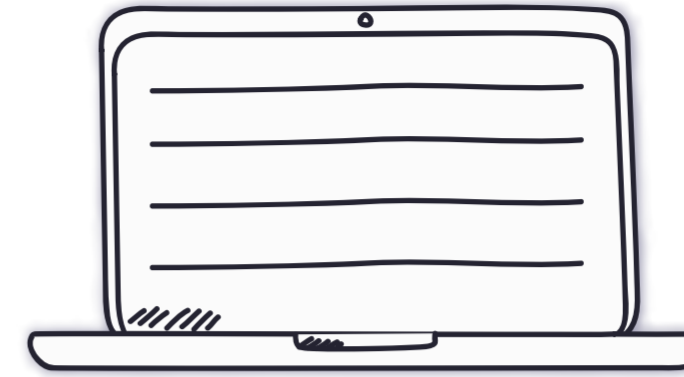


## Creating a client crisis evasion masterplan

The secret is honesty and immediate action. You can't plan avoiding a crisis. **It's a crisis, right?**

So you forgot when's the project due because the dog ate your calendar. You didn't really ask which dialect is supposed to be used for the project. Your bachelor party went out of hand and you will definitely not be back in the office by Monday. You're getting nervous, distracted, time passes by and you have no idea how your client will react to your call. The bigger the project, the higher the tension.

**Clients are people.** Often big-shots whose decisions make the world spin but in the end - just people. They made their obligations to others that they'll have the translation by Monday. Still, the others are also people. They make mistakes too. **They forget things.** Usually though, they are also smart and capable to figure out ways to resolve problems. **That's what we, humans, do.**



**First rule - call them immediately.** If you're missing details on a project just **pick up your phone, log on to the IM, send an e-mail.** They'll thank you. Make sure you let them know that this is because you want to make sure both sides are on the same page. Think about it - if you hesitate, you're losing precious time. Time your client won't have to work with his superiors to move due dates around. **Don't ever put your client in a difficult position like that.**

If you know you'll **miss a deadline**, you guessed it, **call immediately.** Explain the situation (Vegas Night isn't really going to work as an excuse...) and mention at least 2 alternative endings to the problem. **Maybe deliver as much of the project as you can. Maybe ask on what to focus - oftentimes just a small portion of the project will be required by the deadline, and the rest is just nice-to-have.** Don't offer rebates or free services as compensation for loss. That's just desperate. **Fix the problem instead.** **Gross misconduct can happen.** You could be having a really

tough week and performance may be affected. Inform the client about the situation. Go even as far as to recommend a colleague to complete the project. If you're working with a **CAT tool** (which by this point you should at least be considering), the hand-off will be easy. If you do send back an awful translation without your knowledge, it's back to basics.

To avoid these fatal mistakes make sure you use **Translation Memory** and **Terminology** software embedded in your **CAT tool.** Oftentimes your client will have these components available upon request. They will help you stay consistent within the style and terminology of your client's content, and will also **speed up the work as you can match phrases and just use old stuff that fits.** Don't hesitate to contact your client about this, and if they don't know about it, use a **CAT tool** and tell them you'll make it for them. Added value on the spot, plus you work no more than usually - **it happens automatically.**



## Now forget everything you just read

That's right. **You won't need it.** Freelance translators working with Text United **get all that relationship stuff out of the way.** It's true, we provide a **CAT tool** with the mentioned technologies, we assign clients to translators and they can get in touch with each other. The difference here is that **Text United actually works with clients directly**, representing you, caring for the client day and night, **keeping a schedule and using a salesperson's toolbox** to get more clients on board.

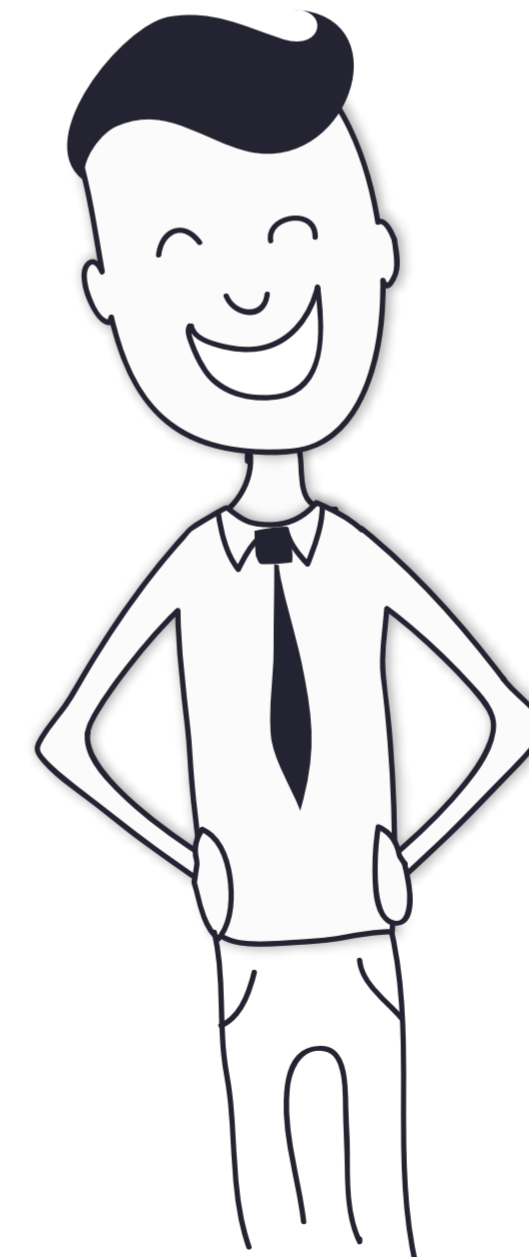
You can **translate things on any computer**, by just logging in to our website. You can add clients to the system and we'll make sure they're settled in nice and comfy. We don't take commissions or a chunk of your remuneration like translation agencies do. We just like to have everything translated, that's all.

Now you decide - do you want to take the high road and **learn to play golf**, or will you join us in **this translation revolution** and deliver chaos-free translation to the world?

“

*Speeds translations up, means not having to send or receive files for translations and proofreading.*

Simon March, Text United Translator





# BE A TEXT UNITED TRANSLATOR: HOW TO GROW YOUR FREELANCE TRANSLATOR BUSINESS? (PT. 5)

So far we've covered software, marketing, self-management and client-management. Now it's time for the crown jewel of freelance business - lead generation.



## Set up nets and tell stories

I like the net metaphor because it fits nicely within the online context. Nets allow you to catch opportunities without actively pursuing particular people. You don't need to be a door-to-door salesman to get more clients! Once set up properly they work in your favor while you set up more and more. Eventually they allow you so much new business that you need to hire help and outgrow your freelancer clothes.

**Storytelling** is the fiber of nets. It's what helps you stand out. It's what makes you **special**. It's also simple to do. Simply unlearn everything you think about business communications and start writing the way you would talk to other people. Simple, right?



## Know who your clients are

Assuming you read the the Know Yourself part, you now should be able to identify who are your clients. If you can think of a specific person right now - that's perfect. If not - imagine that person and try to see if there's anybody who would compare.

What does that person **do**?

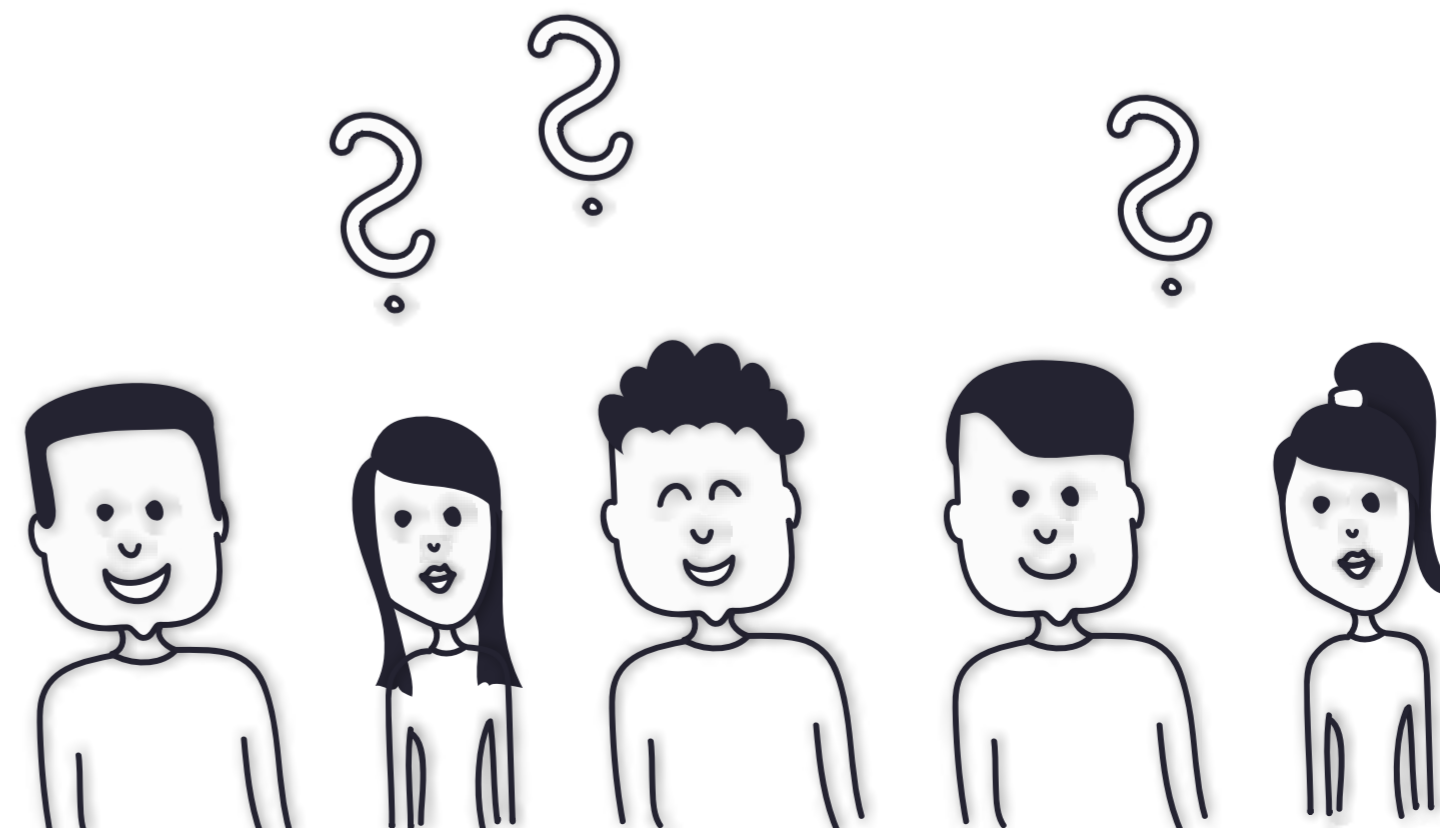
What is that person **like**?

Why would that person **work with you**?



When you have these answers, start building your personal brand. It's simple. Grab a **brand archetype** chart and see whether your character fits any of them. Then try to match that with your ideal client. All three should match. When they do - proceed.

You should start getting a feeling of how to speak to your clients by now. You'll know whether you're a **too-cool-for-school type**, or rather a **scholar-ish perfectionist**. Make these qualities stand out in your nets. Do not fear you may miss out on clients by positioning yourself as a non-generic type of translator. In the end people want to work with people, and not execute projects with anonymous, depersonalized automatons.







## Know where your clients are

These people who may want to work with you - what is it they do? Where do they look for help? Is it Google? **ProZ** maybe? **Translator's cafe**? Did they ever work with a translation agency? Maybe they're these **modern cloud startups** that want to go international but don't have the slightest idea how to deliver content to a translator?

Text United is a place where you can find clients. As a software provider for translators and clients alike it **removes the content transport problem** making it extremely fast and simple to start working on translation projects. There's **no other avenue for translators available** up to date that would allow this.

Are your clients working for corporations? Are they in a dedicated localization position, or simply get their translation tasks assigned because nobody else can manage this? Once you understand the specific position of your clients, only then can you start building your image. Ultimately it's all about serving a specific niche.



## Allow the client to shine in your light

The Halo Effect is something that can't be ignored. If your net is pretty, your clients will think you're competent. Your picture, copywriting, homepage, social profiles - it simply must be pretty. With the free tools and services out there it's irresponsible not to be attractive in the net. Here are some ideas you could use to reinforce your client's believe in your image and qualifications:

- ◆ Each time you translate, snap an Instagram-filtered picture of your computer screen and publish it in your social networks.
- ◆ Subscribe pages like **Joy of Translation** and share facts and factoids from the language industry
- ◆ Share interesting anecdotes from the industry your current clients are in (you learn these as you translate either way)
- ◆ Tell people how many words you translated today (your CAT tool should tell you that)
- ◆ Discuss topics on Facebook groups and pages that are relevant to your line of work. Some people I know got great jobs this way - out of the blue, too

Best part of the halo effect - your client feels smarter and more powerful when working with someone utilizing these techniques. Even though this may seem as smoke and mirrors it'll help you build a strong online presence, provided you do it continuously, and get you more clients.



## Smart toolbox for freelance translators

- ◆ **Text United** - As your **CAT tool** and primary source of clients
- ◆ **Buffer** - To manage your social media channels without spending hours at it
- ◆ **Websites for Translators** - or any other beautifully designed website/portfolio
- ◆ Specialist forums - they may feel aged and boring, but **ProZ** and **Translator's Cafe** are still an important part of a freelancer's marketing mix

### Also make sure that:

- ◆ Your **website is translated** to every language that you work with
- ◆ Your website is **spell-checked** and **in-country reviewed**
- ◆ You continuously find partners who can promote you
- ◆ Provide some value by sharing resources like a **translation budget template**, so your clients know long-term about their commitment. Be creative!
- ◆ **Use SEO strategies for your multilingual site** or share them with your clients as added value
- ◆ Build software (what?!) or help your client build **software that can easily handle multilingual users!**



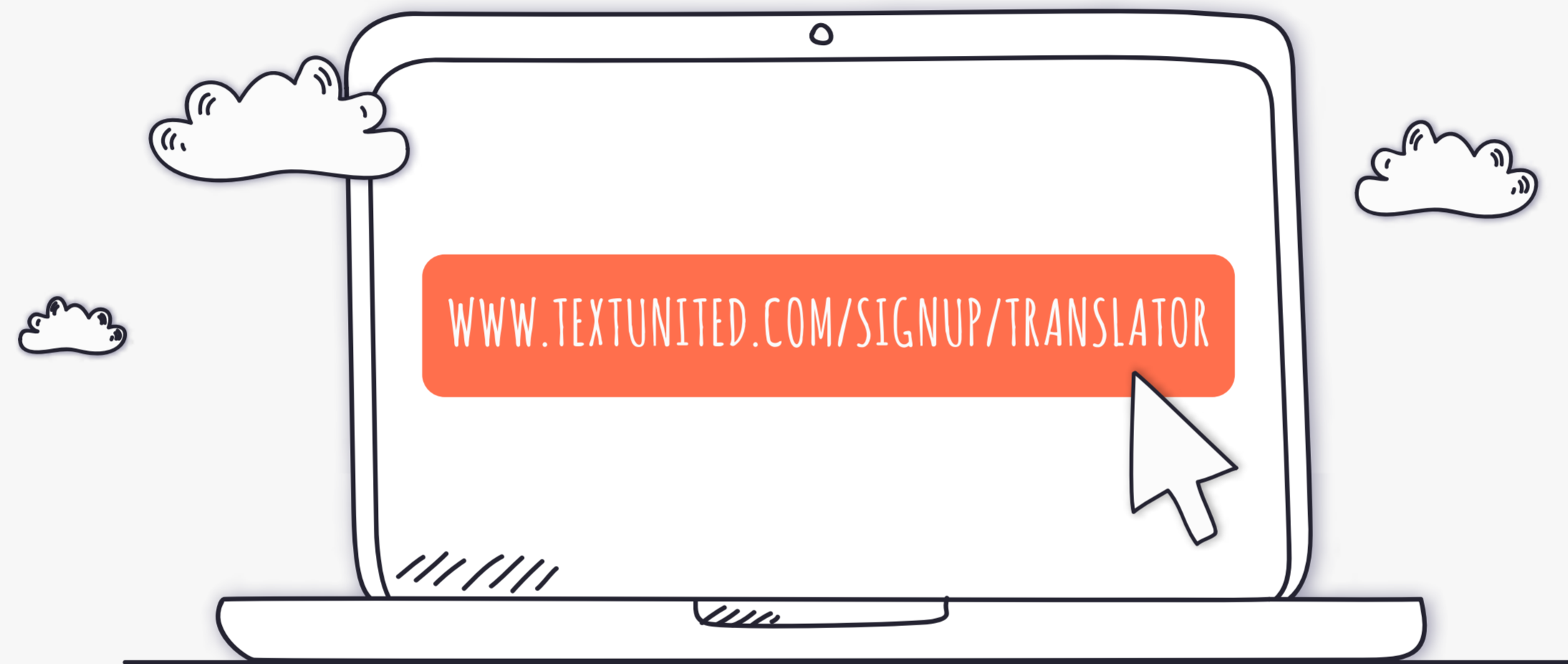
This partner promotion is no joke. I found that the fastest way to attain new clients is to work together with others, recommend each other's services and expect nothing in return. We at Text United always **brag about new translators** who sign up each day, we blog about them and tweet about them, so that everybody can benefit from more and more clients. If you get the chance to return the favor - please do!

“

*From that point on you can select what should be translated, into which language, and whether this is a file that requires continuous translation updates (for example part of an app's continuously developed interface)*

Semir Mehadzic, Text United Translator

# REGISTER AS A TRANSLATOR!



Text United enables companies to undertake translations internally, but also to look for freelance translators in our database and send them translations directly. If you have 3+ years of translation experience, a degree in languages/translation and specialised expertise\*, we invite you to join our network of professional translators for free. Besides getting new jobs and clients, you can create beautiful translation profiles that you can share around to promote your translation skills.

*\*Text United verifies the information you provide before it has been made available to clients.*