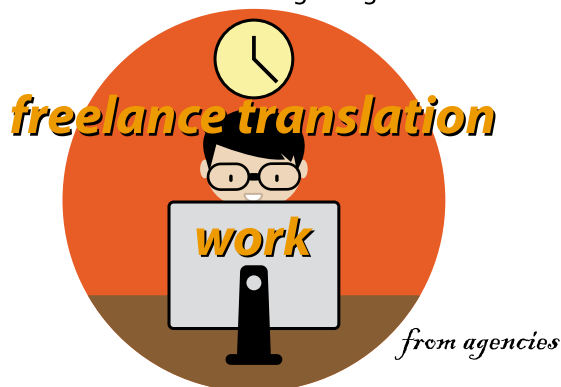


13 **proven** strategies

for getting more



A series of simple, easily-implemented processes and strategies that will

- *show an agency you're a true professional*
- *keep you front of mind*
- *gently steer the agency to the conclusion you should be doing more of their translation work.*

This is a condensed version of a [longer article](#) that covers the strategies in greater depth and includes sample wording that can be used or adapted.

Blow the agency away by doing a killer job on your first translation project

strategy 1



Why?

Because the agency will scrutinise your first translation like a hawk.

The Gain

Do a superlative job and you'll exceed their expectations. You'll prove you're a top notch translator, so they'll naturally want you to do more of their work.

How?

Start with the basic steps in the translation process:

- Step 1. Initial translation
- Step 2. Accuracy & quality check
- Step 3. Take a break
- Step 4. Polishing

Then consider adding these additional steps:

- Step 5. Another break
- Step 6. Second polishing
- Step 7. Peer review

Show your commitment to accuracy by querying unclear meaning

strategy 2



Why?

A quality-focused agency will expect you to query unclear or ambiguous text.

If you don't, they might wonder if you translated that part correctly and how committed you are to accuracy/quality.

The Gain

Do it right and you'll impress with your professionalism and show you won't compromise on quality. And that's just the sort of translator they want.

How?

The 5 essentials when querying meaning:

1. Weigh up how important it is first

If it's minor, leave it. But seek clarification if it's important and/or could come back to bite you.

2. Do your research

Make a reasonable effort to resolve the issue yourself.

3. Clearly state what the alternative meanings are

The agency will need this for their client, so make their job easy. You'll impress with your precision and clarity.

4. Explain what you've done to resolve the query

This tells the PM it's safe to send the query to the client, and confirms you're a pro and do your research.

5. Ask the agency what to do

This puts the onus on them and you won't be in the gun if anything blows up later.

See [main article](#) for sample wording

Cultivate your professional image with faultless e-mails

strategy 3



Why?

Every e-mail you send presents an image of yourself - it's marketing.

You want that image to enhance the agency's impression of you as a professional translator.

The Gain

Agencies prefer to deal with freelancers who demonstrate their professionalism in everything they do.

How?

3 super-easy tips for always impressing with your e-mails:

1. [Check, double check and even triple check for typos and errors before sending](#)

2. [Ask yourself how your e-mail might be interpreted](#)

This will identify wording that could be toned down a bit and made a bit softer and more friendly.

3. [Use a quality e-mail signature](#)

Showing you care about your professional image suggests that you'll also care about your translation quality.

Become a formatting expert - and the agencies will love you

strategy 4



The Gain

If you can produce well presented text across a range of different file types you're likely to get more work from your agency.



How?

Here are two ways to enhance your prospects:

1. [If you're not already a layout and formatting master, upskill](#)

For example, by:

- using a program's Help files
- using Microsoft's training videos
- doing a Google search for a specific query
- watching introductory course tutorials
- watching commercial training videos

2. [Proactively tidy up files, and tell the agency you've done it](#)

Develop a personal relationship with your PM

strategy 5



Make the effort to relate to your PM on a personal level within your professional business framework.

The Gain

Your PMs will feel they know you a little - and being human they always prefer to work with people they know and like.

How?

5 dead-easy ways to do this (and that virtually no other freelancers bother to do):

1. [Thank your PM](#)

2. [Share something from your life occasionally](#)

Something brief, positive and friendly, mentioned as an aside.

3. [Phone your PM once in a while](#)

4. [Go to a conference or talk if your PM will be there and introduce yourself](#)

5. [Pass on your regards to the PM when you meet someone else who works for the company](#)

See [main article](#) for wording you can use

Make your PM's day by saying thank you

strategy 6



The Gain

PMs have to actively select a translator for every project, often from amongst several possibilities.

They're much more likely to choose someone they know to be appreciative and pleasant.

How?

The key is saying thank you in a way that your PM will think you mean it and will feel appreciated.

For that you need to personalise it - see example wording in [main article](#).

Win over your Project Manager by asking for feedback

strategy 7



Why?

It's sending an indirect message that:

- you care about quality
- you're open to suggestions
- you're a reasonable person
- you're easy to deal with

The Gain

Agencies highly value and will favour translators who show these qualities.

See [main article](#) for sample wording

How?

The 5 key ingredients to the ideal request for feedback:

1. Address your PM personally

2. Say you appreciated getting the job

3. Mention a specific aspect of the project

This personalizes your e-mail and differentiates it from all those generic e-mails that really don't mean anything at all and are typically simply ignored.

4. Include a sly reference to show your professionalism

E.g., convey that you did the necessary research, have experience in the field, reviewed your translation, etc.

5. Say why you'd like feedback

Link it to your professional development as a translator.

Enhance your reputation by turning down (certain) jobs

strategy 8



Delivering an agency a sub par translation is the worst thing a freelancer can do.

If there's a risk of that happening the smart thing to do is turn down the job.

The Gain

Do this the right way and you'll confirm your integrity and commitment to quality - just the sort of translator they're after.

The smart way to turn down a project:

For maximum positive effect you need to:

- explain why you can't do it
- phrase your "why" so it enhances your professional reputation

See [main article](#) for suggested wording to decline a project:

- if the deadline is too tight
- if you're swamped
- if it's not your technical field

Convert your unavailability into a smart marketing play

strategy 9



Don't just contact your regular agencies, but also those you work with infrequently, and others you'd like to work with.

And promote yourself and your services.

The Gain

You're reminding people of your services and subtly communicating you have exactly the qualities they're looking for.

See [main article](#) for possible wording

How?

The 6 key components to a winning "I'm unavailable" e-mail:

1. Tell them (briefly) why you're unavailable
2. Be specific on your dates
3. Say you look forward to working with them (again) when you return
4. Remind them of your services
5. Convey your professionalism
Indirectly - by saying something that creates that impression or leads to that conclusion.
6. Attach your CV (for infrequent or potential agencies)

Nip potential issues in the bud by explaining why you've done something

strategy 10



The Gain

You'll cover yourself if your translation gets queried later.

Plus ...

You're giving the agency advance warning and a way to pre-empt a potential issue, and a way to impress the client with their professionalism.

They'll love you for that.

See [main article](#) for sample e-mail text

How?

The 3 key components to telling an agency about a translation difficulty:

1. Explain the issue and possible ways of handling it fully and clearly
2. Say why you chose the option you did
3. Say you're open to other alternatives

Create a positive impression by asking if the deadline can be extended

strategy 11



Why?

They may be able to say yes straight away, or ask the client for more time.

The Gain

Implying you'll always do a professional job is just what any good agency wants to hear.

How?

The key is doing it in a way that reinforces the message that you won't compromise standards.

See [main article](#) for examples.

If you get caught out with a deadline during a project

How to save your bacon if you're likely to miss a deadline:

1. Tell the agency as soon as possible
2. Tell them what's happened and why you need more time
3. Tell them when you will deliver

You absolutely must now meet the new deadline of course.

4. Don't take shortcuts

Don't be tempted to cut back on your checks and review process for a quicker delivery.

5. Reinforce your commitment to quality

Reassure the agency you're not going to rush things and do a less than thorough job.



The Gain

The agency will remember that you handled the situation responsibly and professionally.

Earn brownie points by pointing out errors in the source text

Why?

To reinforce to your PM that you notice things and value things being correct. Plus ...

The Gain

The agency should welcome the opportunity to pass on the information and impress their client with their thoroughness and professionalism.

strategy 12



How?

For more significant errors, mention or list them in an e-mail.

For minor errors, keep track of them and ask the agency if they'd like to see them.

Turn your mistakes into positives

Good agencies accept that mistakes happen.

The most important thing for them is how the situation is handled.

The Gain

Handle the situation in a professional and cooperative way, and the agency will appreciate and remember that.

strategy 13



How?

Your 7 point checklist for counteracting the negative impact from mistakes:

1. Respond quickly
2. Explain exactly what the error is
3. Own up
4. Apologise
5. Rectify the mistake
6. Identify what went wrong
7. Say what remedial action you'll take

But, if you followed proper processes, did all your checks, and it was just one of those things, make sure the agency knows this.



**MISTAKES
HAPPEN.**