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T A R G I M A  
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ISRAEL TRANSLATORS  
ASSOCIATION  
אגודת המתרגמים בישראל  
جمعية المترجمين الإسرائيلية



## Who Are You?

You are the most amazing translator on Earth. Yes you, dear reader. It is such a shame no one else knows it as much as you do. Imagine how busy you would be with clients!

Instead you find yourself waiting for calls, messages, emails or tweets that never come as often.

If this sounds like you, you have found the "NO Zone." And no one who likes what they are doing, and does it well, should ever be in the "NO Zone." How did you get here? More importantly, how do you get out of here? In this article, my goal is to help you create inbound marketing, so people find you, and you get to do your work.

Do you let your clients know when you are on vacation? Or if you are unavailable at specific recurring hours due to work or family obligations? Have you given the client your working phone number or at least a number at which you receive voice mails? Help make the client's life easier. Recommend someone you trust and who respects your clients, so if they need help they can get it quickly. I have friends who are competent and professional cover for me when I am off work for holidays or vacation. I provide exceptional service to my clients, a fact that was related to me by the executive in charge, that I provide better service than previous companies he had used. Eight years later they are still working with me. That's loyalty! If you do all of this, and more, you will be making your clients lives easier. If you are not doing any of this, then you are probably like the other 90% of freelancers out there who are in the "NO Zone."

You need to be in the top 10% of your field if you want anyone to find you and ask for you by name. Doing the above does not get you into the top 10%. You will rise above the other people with whom your client may work on projects, but this will not help you reach beyond, to people who need your talents every single day.

# GETTING FROM NO, TO

Your customers do not expect much from you, do they? Customers ask for the work to be efficiently completed, punctiliously on time and exactly correct.

I know, not much, right? But have you given any thought to what else they want from you? They want much more from you in order to know that they can trust you and recommend you to others.

They want to know: are you friendly and courteous in your email exchanges or calls? Do you provide guidelines inside your documents? Do you make it easy for them to track you down and to book you for their next project, and do you generally make their life easier?

When you are friendly and courteous in your discussions with clients you should do it honestly and willingly because it shows your eagerness to work with them. Should you find it impossible to do this with a client, you may need to think about dropping them from your work load. How you perceive people affects not only your general outlook on life, but also your work. This article for instance was not written when I was having a bad day, and had it been, I would have worked very hard to clean out the darkness in order to focus on the light and the better effort.

When you return documents to clients are they color coded? Are URLs or names in bold or underlined? Do you return the document with the name as you received it, or do you save it as a version with your name (date or client or purpose could also be included) so the client doesn't have to worry about saving over a file? This happens frequently when I contract out work and it drives me crazy! Take a few extra key strokes to rename the file appropriately, unless otherwise informed.

This takes work.

If you can handle the idea of working smarter, not harder, then continue reading if you want to reach that top 10%. There are no guarantees, but separating yourself above the crowds can be done. It may not get accomplished in a month, or even two. It certainly will not reach an end in sight as long as you are alive and kicking. Still up to the challenge? Let's do this!

## Know your Niche

You need to profile yourself as you wish to be seen in the marketplace. You want to become the first person that comes to mind when someone thinks of your niche. No matter where in the world people are, they need to find you. Your job is to have people call, ask for your help, email you and do anything to hire you. Your current client work is unrelated to your next project. Your clients may vary from aerospace to law firms. Why will these clients care about each other in your marketing? They won't.

What you fail to understand is that the problem is not the work, nor the clients, but your perspective. Let me explain through an example.

Aerospace companies are highly technical by nature and work with facts and logic, but also need some creativity to solve unknown issues. Lawyers usually deal with terms that at times can be obvious and concrete while at other times be ambiguous and open ended. If you like these areas, you may want to focus your efforts at finding other similar companies that share these characteristics.

This is called profiling your clients. The more you can define a niche target audience, the better off you will be in business. After all, how many people are actively chasing aeronautical companies directly?

## Get Found

Now that you know who, or what, your target market is, here comes the hard part, letting people know you exist. Don't be scared, there is no cold calling involved, but you do need to be a little social.

The work required by you is to produce content. Content comes in many flavors. There is written content like blogs, websites and social media textual posts. You may prefer audio or video content like podcasts or live streaming video or prerecorded video interviews or discussions. Perhaps you prefer an entirely different method, like pictures, so create social media graphical postings. Lastly, think about languages and locations, if you are focusing on France, or French people, your posts should be posted with regard for their time zone, and preferably be in French.

a week. Again, schedule social media sites to send the posts out all week and year.

Infographics get a lot of shares and press. You should try to create one every month and then schedule it for multiple postings on social media sites. Please make sure you put your name and/or company INSIDE the infographic so that it cannot get easily removed and you retain your authority.

The benefit of all this work should be that you will make yourself known faster and easier. When people search on your niche area or topic they will find you portrayed as a subject matter expert (SME) through your postings.

By doing these few tasks and a little more for three months, you will have enough items to rotate regularly. If you keep it up for a year, you will have a nice selection of information which will show you to be the expert in your niche.

## Follow Up

You may do some of these things, you may do none of these things, and the choice is yours. Perhaps you prefer to sit on Twitter all day and converse with people. There is no right answer for everyone, but there are certainly

# KNOW

## How to Encourage Clients to find YOU, work with YOU, and love YOU more than anyone else

You should have a website, nothing elaborate but something simple enough for you to manage, with links to your posts and blog, and where possible, examples of your work. Think of this as a headshot, like movie stars use for their interviews. People need to know that you exist, and while what you look like is less important, what your work looks like, who you have worked for, and most importantly how to reach you ARE important. I provide at least 10 ways for people to contact me, leaving no option for potential clients to say they were unable to connect with me.

Let's talk email for a minute. You can add your domain name to Gmail so no one knows it is your Gmail account, but at least they will feel better when they know they can email someone with a proper domain name. If you want to be professional, you need to look professional. you@gmail.com does not bring much confidence to me when I am looking at subcontractors or consultants. In fact, quite the opposite; it implies short term, not really interested in the work.

Whichever way you choose to produce your content, you need at a minimum the following items, each week, to get you started, and using some simple tools like Buffer or IFTTT you can keep these rotating, bringing you more leads over time.

One full blog post or article (at least 500 words but no more than 1,500), or a video (more than 15 minutes is overkill for many people) or a podcast is needed each week. Schedule the posts to be sent out across the various social media sites like Twitter, Facebook, LinkedIn all week or year long.

If possible, you should share some examples of your work, in any format. This is something you can try to do once or twice

things to avoid, and those go hand in hand with ways to ensure that you are never found.

It is not easy. You will be perpetually tweaking and editing information on these sites. The benefit to you of course, is better business, as when people call you, it will be because they want you and need you.



**Keith Brooks** made Aliyah in 2014 and lives in Rehovot with his wife and family. Keith has worked for numerous customers across multiple verticals and in multiple languages. Keith works with companies going through transformations of their business and helps them document processes and be more inclusive of their worldwide employees. Keith frequently speaks at conferences in the US and Europe on topics of business, collaboration, messaging and communications.