



Laura's story

Laura has always loved languages and wanted to be a writer since she was a child. During a preparation course for her university entrance exam for journalism, she discovered translation. It sounded like her dream program. After taking the exam and going through her university program, she became more and more convinced that she wanted to be a freelance translator. For Laura's experiment, she wrote a sales letter to companies in the tourism and travel sector in Finland, as she translates from Finnish to Spanish. She used the tools in the course to draft a compelling letter that shows she cares about her clients' business and their goal of getting more tourism clients.

Before the coaching

Laura's initial goal: To improve my network

Laura's initial obstacle: A fear of selling myself

Laura's initial frustration: Having to deal with occasional rejection. Unstable clients.

After the coaching

Laura's new goal: Helping clients reach out to Spanish-speaking customers so they can expand their business to a new wide market. Exploiting her skills beyond translation, i.e. revision, proofreading, copywriting. Writing articles to attract an audience.

What Laura did to overcome her obstacle: Taking baby steps and getting out to talk to people, for example, with a booth at a local event to talk about her service.

What Laura did to overcome her frustration: Developing a portfolio and a resume for targeted clients.

What Laura learned

I really enjoyed the coaching because I learned a lot of things about clients, about myself and about the translation business. Everything I learned in the course will help me. I liked the fact that we were in different groups and we had access to the exercises and calls of all the groups. Because even though I'm not working on my translation process at the moment, I still learned tips to improve my skills. It was a great way to practice the things you thought you already knew. I know now that I can concentrate on realistic tactics while taking baby steps to move out of my comfort zone. I had a big fear of selling myself, and now I have a much better idea of what to say when someone asks me what I do. Even if selling my services is still something I don't love, I know that I can do it anyway if I set realistic goals with small steps. After taking the coaching, everything is clearer for me now, especially how to focus more on my client. I'm starting to put myself in my client's shoes. I also have clearer idea about how to build my professional image. It's not just a future plan that I'll never do because I don't know how to start. I know how to start now. I always thought you needed to have a specific kind of personality to market and sell your services. Now I know you can do things your own way, and I feel a lot more confident after taking the coaching! I would recommend the coaching to any freelance translator who is having doubts or struggling in any aspect of their business.