



Marine's story

Marine has always loved languages and after her first trip to an English-speaking country, something just clicked and she knew she wanted to work with languages. She then decided to go freelance when she came back to France after her contract ended. For Marine's experiment, she decided to craft emails to translation agencies in the sectors she wants to work in—fashion and beauty. Before doing her experiment, Marine had taken The Translator's Life website challenge to completely redo her website, in particular to focus it more on her sectors. Marine's experiment was a great success, as she got a positive response from one of her prospect's and even did a contract during the coaching session.

Before the coaching

Marine's initial desire and goal: To live off her passion for translation and help clients reach a larger audience and expand their businesses. Find new clients and work on projects that she really likes.

Marine's initial obstacle: Experience and her marketing technique

Marine's initial frustration: Agencies don't seem to want to work with her because of her lack of experience

After the coaching

Marine's new desire: Help clients in the cosmetics, fashion & lifestyle industries expand and sell their products to more people.

Marine's new goals: Connect with people who share my passion on LinkedIn and Twitter; Use the fact that I am also a blogger/influencer specialized in nails & beauty since 2013 to prove that I know the cosmetics industry pretty well and am always up to date with new products.

What Marine did to overcome her obstacle and frustration: Through the coaching, Marine learned how to leverage her passion and hobbies as experience for translation work and realized that there are other ways to prove value to clients besides paid translation work.

What Marine learned

At first, I was unsure about focusing my business on the sectors that I'm passionate about (beauty and fashion), but in the end, I just decided to do it. Thanks to the coaching, I can see now how my clients can be under pressure in their business, and I see things from their point of view a lot more clearly now. In a way, I learned how experience isn't as important when reaching out to clients as other things, like putting myself in my prospective client's shoes and figuring out what they want to do in their business. I really liked the feedback that Amy gave me about my image, website and tagline. The course work helped me understand what these brand pieces are supposed to do. I liked the coaching a lot and it really helped me be more confident when reaching out to clients and agencies.