In this must-read book for anyone striving to succeed, passion, resilience and perseverence are key elements.

BECOMING A SUCCESSFUL TRANSLATOR

A highly comprehensive step-by-step guide

Third Edition

ANDRE LISBOA

Objective

The objective of this material is to guide and instruct translators, from beginning to more experienced ones who have not yet been able to establish themselves in the global market, providing information and tips on how to achieve success and financial stability.

Target Audience

This course is suitable for bilinguals, language teachers, new translators, translation enthusiasts and anyone willing to work as a translator.

Objectives upon completion of this course

Upon completion of this course, readers should be able to pursue a career as translators or interpreters, master translation tools, learn to research using the suggested methods, craft a personal marketing plan and a perfect resume, improve quality in their translations, sell their services correctly, establish customer loyalty, work in an organized environment, follow strategies for success, use social media and marketplaces to get new clients, manage time and resources efficiently, stand out from other professionals,

achieve recognition, increase productivity, efficiency and quality.

Program

The actual program consists of several modules covering various subjects related to translation. It includes from basic concepts and information to more technical and comprehensive subjects.

Author

André Lisboa, translator, interpreter, writer, voice-over artist and copywriter.

Revision

Ana Arlete

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Welcome! If you are here, it's because you are passionate about translations. I hope this material helps you by providing information, guidance and motivation, and that at the end of this course, you can find your way by persevering and not stopping until you achieve the goal of this long but rewarding road!

> "The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."
>
> - Steve Jobs

Allow me to ask you a question: are you passionate about languages, translations, cultural differences and all the aspects that come with the profession?

If your sincere answer is yes, I can assure you that there is a huge possibility you will succeed. It will depend on the time you spared to learn and apply your knowledge. There may be hard times along the way, but you will overcome them.

You may, for instance, send 100 emails to different agencies and clients and get no answers at all.

At this very moment, many people give up. This is the point that defines if you are a loser or a winner. So, whenever you reach this stage, just breathe and move on. The results will come.

Each mistake you make is a lesson of what you shouldn´t do anymore. A valuable lesson. Through these mistakes, you will realize what you must change. Adapt your approach to whatever is necessary, learn whatever you need, believe and persist!

If you believe and persist, it´s not a matter of "Will I succeed?', but "When I succeed!"

The purpose of this e-book is not just that you make lots of money and achieve success. It´s a great thing, of course, and it will be a consequence of your hard work, but the most important thing is that you become a successful translator and that you feel happy about your profession.

Well, we're about to start. Once this journey begins, don´t stop!

I finish this introduction by mentioning one of the most prodigious minds the world has ever known.

This story of overcoming is about a young man who, at age 21, went to college. What would you say about this man?

He skipped classes a lot and the teachers found him completely useless. He saw himself as a failure and told his family members that perhaps he shouldn't even have been born.

After graduation, he didn`t get a job and thought about changing careers. His father got worried and tried to help his son to get work by asking for job opportunities to acquaintances - but it was all in vain.

Eventually, his father died, finding his son to be a total disgrace for the family.

The young man got a job of little importance that had nothing to do with his area of expertise.

Do you know who we're talking about?

Albert Einstein!

With that position of little importance, the young Albert Einstein had plenty of time to think and create. Without that free time he had, perhaps he wouldn´t have made the great discoveries that revolutionized physics. "Without failure, he wouldn´t have succeeded."

Think about it!

The History of Translation and Interpretation

How did everything start?

The processes of translation and interpretation are not as recent as many imagine. Researchers tell us that these activities were already practiced from ancient Egypt and the Roman Empire.

Translation and interpretation remained unchanged during the centuries preceding the Middle Ages, a time when French prevailed as the language of the nobles in business and international relations.

Translations and interpretations took place in monasteries, councils and synagogues, since in those spaces there were Christians coming from all over the world to develop their theological formation. This practice turned to the mercantile, international and diplomatic relations, as well as military actions that demanded armed forces from different countries in missions of peace and/or war, restructuring of countries in post-war times.

It is important to point out that before all of that, gesture and the mimicry were used when oral language was inoperative, and the translator/interpreter professional did not exist.

Situations of this nature caused the development of what we now know as translation and interpretation, a fascinating and constantly evolving world that we are about to explore.

Are you ready to start your journey to success?

Let´s begin

First,

Do I have to be graduated to be a translator?

Not necessarily. Most active translators currently do not have a college degree. However, there is no doubt that with good training, specialization courses, your chances of growth are even greater, as some companies require higher education for important positions.

You must be wondering what course to take. Languages?

In theory, those who study languages or linguistics are more capable of dealing with the complexity of languages and theoretically possess greater ability with words. On the other hand, people who took a course in dentistry would translate technical texts on, for example, dental implants with much more authority and precision than those who studied linguistics.

An engineer may be a literature lover and an expert in it, whereas a languages student could have profound practical knowledgeable in accounting. As you may note, there are many factors involved.

Graduation and Certificate Courses.

Graduation Courses

Graduation courses in Languages teach grammar, linguistics, literature and methodologies for teaching native and foreign languages, among many other subjects.

With a degree in foreign languages, the world of communication opens. In addition to being able to travel to other countries and speak with their inhabitants, graduates can use their linguistic skills to find rewarding employment in fields such as translations, foreign language teaching, interpreting or consulting.

Translators and interpreters work to convey knowledge and information from speakers or writers of one language to audiences who speak another. Translators typically work with

written texts while interpreters work with spoken, usually real-time conversations and speeches.

Short Courses:

These courses offer short programs, more suitable for those who already have a university degree or the ones who already work in the translation market and seek for improvement. In these kinds of courses, the focus is on practical issues and the labor market. In addition, short courses may be ideal for people that don`t have much free time.

What if I am already fluent and proficient in another language?

In this case, you can choose to get a certification. With it, you will gain extra credibility to leverage your career.

There are several options. Check out some of them:

TOEIC

Test of English for International Communication - **English**

It is a more practical certificate aimed at corporate area. The

basis of the evaluation is real work situations - meetings, travel and phone calls, for example - and it does not expire, a priori.

CAMBRIDGE - First Certificate in English (FCE), Certificate in Advanced English (CAE) and Certificate of Proficiency in English (CPE) - English
The validity is permanent, with 5 certificate levels: basic (KET), intermediary (PET), upper intermediate (FCE), advanced (CAE) and proficiency (CPE). Find more information on the Cambridge English websites.

IELTS - International English Language Testing System - English
The IELTS arises as an academic, corporate requirement and can be accepted for immigration purposes. It is recognized primarily by universities in the UK, Australia, Canada and New Zealand. It includes writing, text interpretation, listening and speaking. Get more information on the IELTS websites.

Common European Framework of Reference for Languages
The CEFR is intended to make it easier for educational institutions and employers to evaluate the language qualifications of candidates to education admission or

employment.

Theoretical background

The CEFR has three principal dimensions: language activities, the domains in which the language activities occur, and the competences on which we draw when we
engage in them.

Language activities

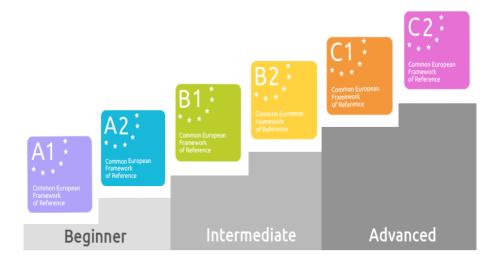The CEFR distinguishes four kinds of language activities: reception (listening and reading), production (spoken and written), interaction (spoken and written), and mediation (translating and interpreting).

Competences

A language user can develop various degrees of competence in each of these
domains and to help describe them, the CEFR has provided a set of six *Common*
Reference Levels (A1, A2, B1, B2, C1, C2).

Common reference levels

CEFR Levels	Listening	Reading	Speaking	Writing
A1	Can understand simple sentences	Can understand simple sentences	Can communicate in short phrases	Can produce short, simple postcards
A2	Can understand the overall meaning of short, simple, clear messages	Can read short, simple texts, e.g. personal correspondence	Can communicate in sentences in everyday situations	Can produce short, simple notes, messages and personal letters
B1	Can understand important information regarding work, free time, etc.	Can comprehend text written in everyday language	Can participate in conversations about family, hobbies and work	Can produce simple, connected text on familiar themes
B2	Can follow lengthy statements and most TV programmes	Can understand newspaper articles and literary prose	Can communicate fluently and spontaneously	Can produce detailed texts and effectively present an argument
C1	Can understand lengthy statements and TV programmes without great effort	Can comprehend complex and literary texts	Can express thoughts fluently, spontaneously and precisely	Can produce clear, well-structured texts on complex subjects
C2	Can understand complex language with ease, also when spoken quickly	Can comprehend any text with ease	Can participate effortlessly in all conversations and discussions	Can produce and discuss sophisticated and complex texts

Translation Services – What services can I offer as a translator?

Translation:

A translation consists of the interpretation of the meaning of a text in one language (the source language) and the production of new text in another language with the same meaning. The final text can also be called a translation.

Proofreading:

It´s the changes made in the text, aiming for its correction and improvement. Changes can reach words, phrases or paragraphs and occur by removals, inclusions, inversions or displacements. The professional who does this task is the proofreader, whose job is to verify, with the author of the content, if there are spelling mistakes, if the subject is correctly contextualized, among other issues.

Localization:

Localization involves several aspects, besides the translation itself, and aims to translate texts from software or websites, adapting the translation to the context, reality and culture of

the country for which it is intended, keeping in mind the religion, customs, weight systems and measures, currency, standardization of date and time, legislation and other factors that may affect the translation and the product.

Video Games Localization:

Video games localization, also known as video games globalization, is the adaptation of electronic games to other countries. This task involves much more than just translating texts. There are different areas for localization: linguistic, cultural, hardware and software, legal divergences, visual identity and music. Globalization encompasses the general differences between East/West, whereas localization relates to several regional subdivisions within globalization.

Copy Editing:

Copy editing covers reviewing and correcting text to increase readability, accuracy, and appropriateness, making sure that it does not contain errors, omissions, inconsistencies, and repetitions. In printed publications, text editing is done before the typographic composition and before the copy editing, the

final phase of the editorial cycle.

Copywriting:

Advertising copywriter or copywriter is the professional in charge of the creation of advertising content. This professional works in advertising agencies (or as freelancer) and performs the work of creating, together with the art director. They form the creative pair, both in charge of creating and designing ideas according to the guidelines defined by the agency to meet the needs suggested by the client's marketing.

Sworn Translation

What is a sworn translation?

A sworn translation (also called a public, legal, official or certified translation) of a document is endorsed by the signature and seal of a Sworn Translator who is authorized by the Foreign Office to translate official documents. These translations are regarded as having formal status by the authorities.

A sworn translator is someone authorized by the Foreign Office to translate official documents. Accredited translators and interpreters are known by different official names according to the country. In Brazil they are called "Tradutores Juramentados."

When is a sworn translation required?

A document that is written in a foreign language and presented to official bodies (e.g. administrative bodies, a university, a court, a notary) is normally accompanied by an exact Sworn Translation of the original text. In this case, a sworn translator is required.

On the other hand, a sworn translation can be used to guarantee the accuracy of the information translated, given that a sworn translator takes responsibility for the translation with his/her signature and seal. The rates paid to the sworn translator follow the values defined by the Board of Trade of each region.

A sworn translation is different from a normal translation insofar as it is signed and sealed by a sworn translator and is therefore regarded as having official and formal status by the authorities. Furthermore, sworn translations can only be provided in hard copies, given that they need to be signed and stamped by the translator.

How is the demand in this area?

The demand in this area is booming, with good opportunities in all regions. The person who chooses this area should be very fond of reading, have excellent writing skills, good general knowledge and be interested in various subjects.

What does a sworn translator do?

The sworn translator is responsible for translating legal documents, issued in a foreign language, guaranteeing exact meaning, information and context, without omitting or adding anything.

How to become a sworn translator?

It is necessary to be fluent in one foreign language, at least. The professional must have full command of the language that he/she intends to specialize in.

It takes a lot of skills in this area. In addition to fluency, the professional needs to be familiar with linguistic, grammar and cultural aspects.

Transliteration:

It is the replacement of words from one language to another. Transliteration is used, for example, for names, addresses and words with literal meaning. The translation of a text written in Chinese characters into the Latin alphabet is an example of transliteration.

Transcreation:

According to Haroldo de Campos, a Brazilian poet and translator, "*translating is much more than carrying the text from one language to another. Thus, translating is much more than recreating the text with the same meaning but transcending the meaning of the words and achieving the goal to which the original text was intended.* "

Transcribing is translating for the purpose of creating a new text from the original, with the translator/transcriber being free to create - as long as the context of the original text is maintained.

This modality is used in several segments, with emphasis on marketing, which has specialized teams to evaluate the market and target audience of a text or product.

Interpretation

Another important service that can be provided by a translator is interpreting.

What does a language interpreter do?

An interpreter is the person who establishes communication between two or more people who do not speak the same language.

What types of Interpretation are there?

Consecutive interpretation

In consecutive interpretation, a person's dialogue is divided into segments of several seconds or minutes and then translated consecutively. The interpreter takes notes during the speech and, after an interval of time, he does the translation. For this reason, consecutive interpreting takes almost double the time of simultaneous translation, but it is more accurate and can be performed remotely by telephone conference with the interpreter and the participants.

Simultaneous interpreting

In this model of interpretation, lectures, seminars, speeches and other similar situations are translated into another language simultaneously. It offers a great deal of technical difficulty for the interpreter.

The interpreters, in general, stay in soundproof cabins, and their translation is transmitted to listeners to headphones.

According to UN standards, interpreters can perform simultaneous translation for 40 minutes at a time, in isolated and short duration events, and for long events of over 40 minutes, the use of two interpreters is mandatory, taking turns every 15 minutes between them.

Whispered interpretation

It is a variant of simultaneous interpretation. In this kind of interpretation, an interpreter whispers the translation into the ear of one or two people.

Executive Interpretation

For executive interpretations, a highly skilled interpreter accompanies political or business authorities during a visit. Executive interpretation guarantees a high-quality interpretation in any kind of situation.

Interpretation in guided tours

In this type of interpretation, portable equipment is required to ensure the mobility of clients and interpreters. It requires a radio transmitter and headphones that are lightweight and easy to carry. Guided tours are ideal for on-website visits.

Telephone Interpreting

Telephone interpreting is recent in the translation services industry. It was originated in Australia, in 1973. It was conceived as a free service to facilitate communication with the growing upsurge of Australian immigrant communities.

What is telephone interpreting?

It is a service that allows human interpreters to contact other people by phone. The professional in this area listens to the message in one language and repeats it in another, allowing people who do not speak the same language to communicate.

Most phone interpreting services use consecutive interpreting, where the interpreter waits for the speaker to finish speaking and then translates what has been said into the other person's language.

Where can telephone interpretation be used?

Telephone interpretation can be used in several areas, including government, legal, financial, emergency care centers, health services, business negotiations and many others.

Telephone interpretation becomes essential when there is an emergency and it is not possible to get an interpreter on the spot in a timely manner.

Other areas:

Subtitles, QA, Post Editing and others.

As you can see, there are many different fields involving translations, writing, creativity… Choose the ones you like most and feel more confident about.

What books should I read to get started in translation studies?

Suggested Bibliography:

Lost in Translation

An Illustrated Compendium of Untranslatable Words from Around the World by Ella Frances Girl in Translation

A Novel by Jean Kwok, The Translation of Love by Lynne Kutsukake

Empires of the Word: A Language History of the World by Nicholas Ostler

Through the Language Glass: Why the World Looks Different in Other Languages by Guy Deutscher

Is That a Fish in Your Ear? Translation and the Meaning of Everything by David BellosImago, 1993.

Translation Tools

As we saw earlier, texts used to be translated in a primitive way, relying only on human knowledge, a pen and a sheet of paper. With the advent of the Internet, constant technological developments, the development of artificial intelligence and an increasingly present virtual world, specific tools for translation have emerged.

In the digital era, thousands of products are marketed in many countries through websites, e-commerce or virtual stores, social media, blogs, posts and much more. The same speed and agility that we find in the real world is increasingly demanded in the virtual world, involving and employing professionals in computing, marketing, creation and, more than ever, translations.

Next, we will find more details about these translation tools, emphasizing that its use or not is a decision that is up to each professional.

CAT TOOLS

Computer-assisted translation or CAT is a form of language translation in which a human translator uses computer hardware to support and facilitate the translation process.

That is, it is a multi-tools program that translates "part" of your work automatically, and you finish it by searching for unfamiliar terms, correcting translation suggestions, giving meaning and consistency to the sentences and using your creativity to solve linguistic problems.

What are they used for?

They help translators, providing dictionaries, editors, automatic proofreading, translation suggestions and other tools, all in just one software and interface. One of the main advantages of CAT tools is their quality control (QA) capability.

This includes several functions to compensate for human errors: typos and spelling mistakes, accidental formatting changes, incorrect use of approved terminology (medical, industrial, legal).

What benefits do they bring to the customer?

CAT tools can offer 3 great benefits to the customer: cost savings, time and quality.

Lower cost

CAT tools store whole sentences, words, terms, expressions, or other segments. Each time an equal sentence, word, or term appears, an automatic translation will be displayed, which will enable less time spent.

These factors can lead to substantial savings for clients, as they allow the new documents to be partially pre-translated and can reduce the total billable words of a job by 40% or more.

Speed

With the help of a CAT tool, a translator can complete entire projects at much shorter intervals. Translators can quickly review or skip pre-translated content for more efficiency.

Also, when translating a segment that appears multiple times throughout the document or parts of it, the tool automatically propagates that translated segment wherever it appears and

saves it in the TM for future work.

Quality

They allow the translator to focus on the translation, rather than worrying about formatting the files they should translate.

An interesting and very useful function for translators and clients is the CAT tools' ability to extract text only from a variety of sources, such as product labels, plates, manuals, websites, photo articles, and so on.

The text is translated and, when exported, it returns to its original formatting, layout and structure, with the same quality. More modern tools, like SDL Studio and memoQ, can maintain the same formatting, layout design, and other structures (such as HTML, XML, or design programs like Adobe InDesign) that are essential to the final document. Another advantage is the QA tools, which can compare source and target formatting and bring the translator's attention to any discrepancies.

 In addition, when technical or standardized terminology is required throughout the text, you can create or use glossaries

that are ready, for consistency. That is, TMs are a kind of specific dictionary. If you already have a TM saved on your computer, you can use it in the software. Otherwise, you can also create one as you translate.

Useful tools from Cat Tools

Spell checker: word processing software that automatically corrects spelling mistakes.

Grammar checker, word processing software that checks for grammatical inconsistencies, misconceptions, etc.

Terminology Management: it allows translators to manage their own terminology bank in an electronic format.

Electronic Dictionaries: monolingual or bilingual.

Terminology database: Stored terms (words or expressions) that can be used automatically in translations. Useful for technical translations.

Project Management Software: allows you to structure complex translation projects and distribute them in tasks ("workflow"), assigning the various tasks (parts of the text to be translated) to different translators and monitoring the progress and evolution of each one. In other words, if you have a

translation of 1500 words, you can ask 3 professionals to translate 500 words each, and still follow up all the work.

Translation memory (TM), what is it?

A translation Memory (TM) is a database that stores segments of text (phrases, sentences, or parts of a text) in a source language and their translations into one or more target languages.

Each time similar or identical segments appear; the program translates them automatically (like Google translator).

Translation memory programs store previously translated source texts and their equivalent target texts in a database, access and display the same or similar phrases during the translation of new texts.

These programs split the source text into editable units, known as "segments." A sentence in the source text or a unit like the sentence (headings, titles, or elements in a list) can be considered a segment.

Texts can also be segmented into larger units, such as big paragraphs or small ones, like sentences. As the translator works on a document, the software displays each source segment one at a time and provides a translation beforehand for use if it finds a corresponding source segment in its database.

If this doesn`t happen, the program allows the translator to insert a translation for the new segment. After the translation of a segment is completed, the program stores the new translation and moves on to the next segment.

Translation memory is a simple database which contains the segment of the source language, segment translation, and other information such as segment creation date, last access, translator name, and so on.

Translation memories are particularly useful for companies that translate text containing specialized vocabulary related to industries, such as automobile manufacturing.

Language Search Software

Language search engine software is a system that works similarly to Internet search engines, such as Google. Instead of searching the Internet, however, a language search engine searches for a large Translation Memory file to find fragments of sentences, phrases, and even full paragraphs that match the language segments of the source language.

Language search engines are designed to take advantage of modern search technology based on the context of the source language, ensuring that the search results match the meaning of the source segments.

Terminology Management Software

Terminology management software provides the translator with a means to automatically search for a terminology database, for terms that appear in a document, automatically displaying the terms in the translation memory software interface window or using shortcut keys to view entry into the terminology database.

Some programs have other shortcut key combinations that allow the translator to add new terminology pairs to the database during translation.

Termbase, what is it?

A termbase is a database that contains terminology and related information. Most termbases are multilingual and contain terminologies in multiple languages. They can be created during translation. You can also add notes and context to the added terms.

Alignment software (Alignment software)

Alignment programs perform finished translations, divide the source and target texts into segments, and try to determine which segments belong together to create a translation memory or other reference resource with the content.

Many alignment programs allow translators to manually re-match incompatible segments. The resulting bi-text alignment (also known as parallel text) can be imported into a translation memory program for future translations or used as a reference document.

Interactive machine translation (Automatic translation)

Automatic translation is a paradigm in which the automatic system tries to predict the translation that the human translator will produce, suggesting translations. These suggestions may be the complete sentence or part of it, that is still being translated.

Augmented translation

Augmented translation is a form of human translation carried out within an integrated technology environment that provides translators with access to adaptive automatic translation (MT) and translation memory (TM), terminology research (CAT), and automatic content enrichment (ACE) to help their translators.

Free CAT tools

Our subject now is CAT tools, very useful to help you work faster, enable more quality and consistency and make you stand out from your competitors, getting more visibility and a better reputation.

There are dozens of them, most are paid, but there are some free online options to choose from. If you are a beginner, it´s a good idea to get familiar with them before using more complex, paid softwares.

I will list only a few, mainly for people who are not familiar with them. I recommend that you learn using as many tools as possible.

You must be familiar with any kind of tools clients might ask you to use. By being familiar with a lot of them, you can choose the one that best suits your needs and personal taste.

Matecat

It is important to note the differences between translation

memories and machine translation programs. Automatic translation is a translation strategy oriented by bilingual dictionaries, algorithms with grammatical rules and electronic corpora. Translation memory is built.

All information from the terminologies and languages that will be worked on must be provided to the system by the translator/user as you work on the translations. The user will build the memory he can use in future translations. Matecat is a CAT tool that was released as an open source software under the Free Software Foundation's Lesser General Public License (LGPL).

MateCat is an acronym for Machine Translation Enhanced Computer Assisted Translation.

Getting Started on Matecat

To get started, just go to the Matecat website:

https://www.matecat.com/

It is not necessary to open an account to use Matecat, you just need to be online. You can create an account or use a Google account to access Google Drive documents or use your own

translation memory.

On YouTube, you will find many tutorials on how to use it. Access the link:

https://www.youtube.com/watch?v=5jiPvrPaDAk

The video tutorial is in English. Caso você não seja fluente nesse idioma, baixe o manual em português, no link:

Another good option is **Wordfast Anywhere** which, in addition to the free online version, offers paid products with more functions.

Wordfast Anywhere

An online version of Wordfast with features very close to Wordfast Classic that was released in May 2010. It can be used on Android tablets, Windows Mobile, Palm OS and as an iPhone app.

Link: https://www.freetm.com/

OmegaT

I consider this one to be the best free professional software, with versions for Windows, Mac and Linux. It has almost all the features found in paid software and an active users' community on Facebook, where you can get information, help and access to tutorials.

Link: https://omegat.org/

Translation Applications

In addition to these CAT tools, there are a few translation applications which can be used online. Some of them are: Wordlingo, iTranslate4.eu, My Memory and Google Translator, the most popular of all.

The difference between CAT tools and the online translations apps is that, basically, with the CAT tools the translator maintains his task of translating each word and keeps the responsibility of finding the best adaptation between the languages of origin and destination. On the other hand, online machine translation translates the text mechanically.

Therefore, it should not be used to replace the work of the translator, as it serves only as a parameter of comparison and search for the translation of a word or text.

Below you will find some examples of online apps:

Worldlingo

Worldlingo is an automatic translator that has several online

instant translation services, generated by the system itself. You can translate from small texts for free to large volumes, by paying a monthly fee. The free service of the website offers the automatic translation only among 33 languages.

Link: http://www.worldlingo.com/

iTranslate4.eu
The website offers free translations in 31 languages, limited to 1000 characters at a time. You can also translate websites and search for words in other languages.

Link: https://www.itranslate.com/

My Memory
In addition to offering machine translation, like the previous examples, it also has a system in which users can upload their own translation memories and translated text segments. This way, the website system organizes all this data and creates a large translation memory bank.

Link: https://mymemory.translated.net/

Google translator

Google translator is, of course, the most used machine translation tool for the general public to get translations fast and at no cost. In this case, it is possible to upload texts and wait for automatic translation in a matter of seconds. You can also edit the result of the translation and suggest a better translation, if applicable.

Best paid CAT tools

We have previously seen some free online translation tools. I will now introduce some of the best paid software.

SDL Trados

Let's start by talking about SDL Trados, arguably one of the best software in the translation market.

It was originally developed by the German company Trados GmbH in the 1980s.
The software was designed to assist in the translation of texts.

Among the major components of the freelance version of SDL

Trados:

SDL Trados Studio - An application that allows translating texts, creating and managing translation memories and creating projects.

Multiterm - A tool specialized in terminologies.

Translator's Workbench, TagEdigor and **SDLX.**

Link: https://www.sdltrados.com/

In addition to the products mentioned above, the company offers training with internationally recognized certification, which will add a lot to your resume and may even leverage your career. As a leading software in the sector, several companies and agencies require the mastery of this tool for the execution of their projects, so knowing how to use it proficiently and have a certification will be a huge differential. The SDL Certification program offers course options for Translators and Project Managers to: SDL Trados Studio, SDL MultiTerm and Machine Translation Post-Editing.

Link: https://www.sdltrados.com/learning/certification

What is the SDL certification program?

The SDL Certification Program is the industry's leading technology-based certification, which provides a recognized standard of excellence in SDL software knowledge. It is a comprehensive professional education program designed to develop and validate knowledge about the use of SDL translation productivity tools.

automated quality assurance (QA, Quality Assurance).

Link: https://www.sdltrados.com/learning/certification/

Training courses for the use of the tools are provided on Youtube, by the company itself.

Link: https://www.youtube.com/watch?v=-QxkyjtP5zM

Trados Channel on Youtube:

https://www.youtube.com/channel/UCm2v86Bb5z0jLl6RiaGhH_g

memoQ

The second cat tool I will list here is another leading software, memoQ.

Together with Trados, it is one of the most used software by companies and agencies around the world.

Link: https://www.memoq.com/en/

YouTube-Training:

https://www.youtube.com/watch?v=SWVhsdS4V4U

Personal marketing

One of the most important factors in achieving a successful international career is personal marketing. "*The one who is not seen is not remembered".* This saying is old, but true.

You may be a translation genius, super-fast, efficient and responsible, but if companies and agencies don´t know you even exist, how will you be hired by them? Most translators just want to translate and avoid dealing with tasks like

marketing or accounting.

I am afraid that if you want to work as a freelancer, you cannot separate these aspects from your work, and this is something you should be aware of before you start.

Before you even start trying to market your services, you need to go through a process of self-discovery. You need to ask questions like "Who are my customers and competitors? "," What makes my services stand out in the market? "And" What market trends can I take advantage of? ". You should know your identity as a professional and the needs of the market you want to offer your services.

For those who don`t really understand the concept of marketing, let's simply say that marketing is the set of actions that make the difference between being anonymous to becoming famous, from not having clients or visitors on your website to having people finding you and offering work and partnerships.

By doing marketing, you not only will promote yourself but also build your reputation, and this becomes much easier if you use social media.

Advices for a successful marketing

Keep work ethics

Being fair and ethic to yourself, to clients, and to fellow professionals is essential to build good partnerships and position yourself as someone who can be trusted.

Invest a good time building a strong, serious and professional online presence.

Professional Networking

Try to find relevant professional contacts. Associate with translators who can complement your range of languages, translation agencies too. If your strength is Spanish, connect with translators of Italian, French, English, etc.

This way, you will be able to offer multi-lingual service through collaborations, as well as possibly being referred to by one of your colleagues who doesn`t speak your language.

The power of social media

The 3 basic social media platforms that a translator should use, in my opinion, are LinkedIn, Facebook and Instagram.

Social media is no longer just for personal use. In fact, much of the world relies on social media for business interactions today. Just as having your own website can quickly communicate your qualifications and personal style, social media can take it one step further and humanize you. The key to increasing your visibility is to engage with your community relentlessly, so that you become a reference.

One way to increase your engagement is to build followers on Instagram through an automation platform. This way, you'll be increasing your visibility without wasting too much energy.

Facebook already offers platforms like Facebook Ads, a great way to expand your business and brand globally. You can even create your target audience, age group, and countries where you want to promote your brand.

About LinkedIn: choose the most relevant groups to your interests; feel free to give up anyone who does not bear fruit; be active and interact with your groups; post thoughtful responses to the most interesting discussions; create personal messages to start a professional relationship; automatic messages are impersonal.

LinkedIn is currently the best networking tool, and it is completely free. Take the time and effort to make the most of your connections so you can establish valuable and long-lasting relationships.

Try other ways to differentiate from other translators

No matter how. It can be through your personality, highly sympathetic and charismatic, professionalism, dedication, for always doing more than requested, anything that makes your clients look up to you.

Communities of Translators, Interpreters and Translation Agencies

Another easy way to network and advertise your brand is to register and create your own profile on communities of translators, such as:

Proz - https://www.proz.com/

Upwork - https://www.upwork.com/

TranslatorsCafe.com - https://www.translatorscafe.com/

This not only will increase your visibility, but also will allow translation agencies to contact you about jobs for which you may qualify. It's a great way to stay on top of all the latest jobs and leads in the industry. They are spaces where you can offer your services to registered translation agencies, access news

and useful language resources or talk to other linguists about the topics of the day.

Post your own content

Although you are probably already busy with translation jobs, it is always helpful to have your own collection of articles online through a personal blog or social media posts.

This will enable potential clients to see your writing style and features that would otherwise go undetected in a translation service. Online marketing is a crucial part of being a freelancer. It allows you to search for jobs more efficiently and display your qualifications more easily.

Have your own website

With the advent of technology and the ease with which even people with less knowledge in computers can create websites, there is no excuse for you not to have one. A personal website is a great way to showcase your work, as if it were a traditional but online and more modern resume.

It's also an easy way to quickly showcase your personal style, which helps make it more human than, say, an online application.

Keep the website always professional. Review your texts two or three times before publishing it, to ensure that you have not made mistakes that could cost you losing a customer. If you're not sure where to start building your website, check out the best existing website building platforms today.

Some free options:

Wix - https://pt.wix.com/
Weebly - https://www.weebly.com/?lang=en

Portfolio

Why is information about schools, diplomas and work experience so important?

They will give you a complete picture of your profile, from your professional side to potential customers. Fill it with the most important information, such as language diplomas, work experience abroad, certificates, additional courses, seminars or anything else that conveys your skill, experience and professional skills.

Sell yourself, do not be shy and do not "show off" too much. You know you're skillful, it's just a matter of communicating this correctly. Leave out the information that is not relevant. All professional translators are expected to be reliable and offer quality translations, so there is no need to mention it.

Link to your profile | page | website

This is probably one of the most important things to do if you want to increase the search traffic of your profile. Whenever possible, create a link to your profile, page or website (via LinkedIn, Instagram, Facebook, Twitter, Blog, etc.). Search

engines, such as Google, work this way and rank your profile according to the relevance and total of searches.

About Me

When describing your services and other information, write engaging and well written information on the very first few lines, as clients and recruiters want objectivity and do not have much time to read everything.

Try to convey what you want to communicate (who you are, services you offer, the solutions you can offer, differentials) right from the start. Provide some details about your professional experience, special interests and abilities.

Write complete sentences, with clear and coherent texts, without spelling mistakes. Imagine what would be important for your client, not for you.

How to develop a good marketing plan?

Your marketing plan needs some prevailing characteristics:

Simplicity: Be as clear and concise as possible in your texts. What will interest your customers is the relevance of the content, which will catch their attention to what you have to say.

Your campaigns should be tested and changed, based on results. If a strategy did not deliver the expected results, try other ways or adapt it.

Be clear. Show evidence of your work. The client should not be in doubt about your services, reputation and reliability. Mainly on the Internet, a space where there are many scams.

Choose a specific niche. If you sell meat and sausages, don`t try to sell them to vegetarians. Choose an audience. In your case, translation agencies, translators, interpreters.

A good marketing plan is something that takes time to be

worked out. Since it is a determining part of your business, it should be done with the utmost care.

Use a leaner virtual environment, be it on websites, Facebook page, etc. Many colors, drawings, photos, videos and long texts on the same page pollute the environment. Stick to the most important ideas you want to go through on each page.

Use simple language. Clarity and simplicity.

Describe how you want to solve your customer's problem.
Whenever we want to buy something, we search for the best option or price.

The description and all the utilities of your service needs to be detailed and clear so that customers know if you can solve their problem and the benefits that your service will bring.

Show your client that you are offering a fantastic, unique opportunity.

In marketing, this is called "creating psychological pressure". You have probably seen those promotions saying that for a certain period some product will have a big discount.

This creates an immediate necessity to buy in your customer's mind. If you say that for two weeks your product will be 50% off, it will create a need that your audience did not have before, leading them to purchase.

Analyze successful translators.

Knowing successful translators is almost as important as understanding your audience. Let's see why:
Through a small analysis you will be able to see what renowned translator services have been more successful and thereby understand what your audience is looking for. By knowing that, you will try to offer those services and provide something else.

A differential. Find out what sets them apart: quality, price, fast

delivery? How do they get clients?

What is the target audience they are reaching?

What types of Marketing can I use?

The list is huge. Let's look at some, and how they work.

Digital marketing

Digital marketing includes content marketing, social media and search marketing, for example.

In an increasingly technological and virtual world, marketing is also turning to digital.

Nowadays, people spend much more time on the internet, watching videos on Youtube, using social networks like Facebook and Instagram, reading digital books. Regular media such as TVs and radios are getting behind.

Inbound Marketing

In Inbound marketing, the translator uses strategies to attract agencies or companies with relevant content and then convert them into clients.

This type of marketing is also known as Attraction Marketing.

Content Marketing

Content Marketing provides content that is relevant to customers, in order to attract their attention and generate a positive perception of your brand or translation service.

This content is offered in a variety of formats, such as blogs, social networks, emails, eBooks, translation directories, Facebook groups, webinars.

E-mail marketing

This is an essential Digital Marketing tool for translators. Making contact, sending work proposals by email is a great way to approach the client, direct him to your website, negotiate and be hired for translation services.

Emails can be used not only to attract new clients and be hired by agencies, but also to inform those who are already your regular clients about a new service you are offering, special discounts, etc.

Social Media Marketing

The most used social networks today are Facebook, Instagram,

LinkedIn: As people today spend many hours on social media every day, we also must be there as translators.

Whether by interacting with clients, posting content or articles on LinkedIn, Facebook, prospecting, establishing new connections.

Social media also offers very effective marketing platforms, such as Facebook Ads, which allow you to define your target audience, countries or cities your ad will be shown, and many other options.

This will make them much more efficient. Using a call-to-action is a good idea. You can provide links to your website, add videos, etc. Social media is a great way to attract new customers.

Search Marketing (SEM or Search Engine Marketing)
The search marketing uses Google and Bing.

In both cases, the brand appears to the user whenever he is actively searching for some content that it offers - hence this is

one of the main weapons of Inbound Marketing. That´s why using relevant keywords for your profile or website is so important. The more relevant keywords, the more easily you will be found.

Mobile Marketing

In Mobile Marketing, you can create responsive websites and target mobile-only ads to customers and translation agencies.

Video Marketing

An important tool for marketing translators and interpreters are videos. On YouTube, Facebook Lives, Instagram: audio-visual content is extremely attractive and enables you to be seen, known and respected.

In addition, in your videos, you can help colleagues by answering questions, increasing your networking and much more, enabling a huge engagement.

Nowadays, with the current technologies, it is easy to produce, record and post videos on the internet.

Indirect Marketing

In Indirect Marketing, your service is displayed discreetly within a content.

Because it is so subtle, the client does not notice the advertisement hidden within the content and keeps that memory stored in his subconscious.

Personal marketing

The goal of Personal Marketing is to convey a positive and professional image, conquering a valuable space in the audience´s mind.

You can use it to enhance your qualities as a translator, generating more visibility and better opportunities.

Digital Marketing

As Digital Marketing is one of the most effective, let's talk a little bit more about it.

What is digital marketing?

Digital marketing are activities developed online with the goal of getting new clients and business opportunities, as well as consolidating your brand or service.

In online communication, digital marketing is more focused on public interest and less centralized in the company. In social media, because they are highly interactive, marketing can be done not only by the translator, but also by the clients themselves, through comments, tips, shares and references online.

Digital Marketing is an excellent strategy for building and expanding relationships with clients and online agencies.

Advantages of digital marketing - Lower cost
The biggest advantage of digital marketing for translators and interpreters is the lower cost to achieve great results. Nowadays, advertising in traditional media such as magazines and newspapers is much more expensive.

So, if you create a well-structured digital marketing plan, the cost can be much lower and bring better results, generating an increase in your income.

In addition, social media establishes a channel of direct

communication between translators and clients. Therefore, you can answer questions, receive feedback and give support in real time.

This interactivity and ease of communication increases the trust from the companies in the translator - helping to ensure loyalty.

Targeting

Targeting in marketing means defining your target audience, businesses and clients who may be interested in your services. A targeting based digital marketing plan ensures that your advertising will reach only the right people.

Targeting ensures that you focus on the primary client and reaches him successfully.

What does that mean? Even if your advertising reaches a smaller audience, it will only reach people who are relevant and interested in your business.

Internet has no borders!

According to an annual study conducted by Facebook, more

than 3 billion people already have access to the internet. That is, there are no more geographical boundaries for communication!

Through social networks, WhatsApp, Skype and so many other tools, it is possible to connect with people from all over the world. Even language barrier can be overcome with very common translation tools like Google Translate.

How to write a good resume - What language should I use?
Remember: your resume will be the first impression you show, your business card to the job market. Our goal is a career as an international translator. The best language for this purpose is English, which can be used almost anywhere in the world.

One out of five people in the world speaks English, and 57% of the world's websites are also in this language. First hint: resume written in English. Therefore, when it comes to proofreading or even writing your CV in English, you need to consider some aspects.

Do not use an online automated translation

Do not use machine translation tools to build your resume in English. The text should be perfect, free of errors. If you do not know enough English to do the translation, ask for help or, better yet, hire a professional translator.

Do not blindly trust the spell checker

Some words are very similar in English and can be confused if you are distracted. This is something that spell checkers, alone, do not detect.

So, if you're not 100% certain about the spelling of a word, check out one of the many online dictionaries, such as

http: // www.wordreference.com.

You may be wondering: should I always use English as the language in my resumes? No, besides English, if you are sending emails to agencies in Spain, for example, you can write it in Spanish, always remembering that the text should be flawless, without errors.

Do not use slangs, but do not be too formal. Perfect spelling.

Use only one font, or two at the most, in black and white. Recruiters are interested in objectivity; they want to find the information they need easily. Keep it simple and concise.

Resume models

There are several websites that offer templates in English. Choose the one that best suits your style and the position you want.

Canva is a great website to create CVS,

Link: www.canva.com

What information should I include in my CV? Is the sequence important?

Personal data

On top, your professional name.

After that, enter your contact information - complete address including city, country and zip code, email (having more than one is always useful).

Some companies ask for a dedicated email or a business email

as they are safer, and you will only use them for professional purposes. Ex: G Suite). Phone number: always include the area code and country code, as they will be sent to the whole world. Your cell phone number too. Skype, Microsoft Messenger, etc.

After the personal data, I will give you a tip, a system that I created and that has been working very well.

One day, talking to an agency manager, she told me that recruiters make a nearly dynamic reading of resumes, and those who provide the most important information more easily are immediately "noticed" and analyzed. Those who omit essential information are usually discarded, as this would require more time spent with the translator by asking basic questions that were not in the resume.

I also asked some agencies` recruiters which data could not be missing in the resumes. Based on this data, I created a field, just after Personal data, which goes "straight to the point" and immediately provides all the information that HR managers look for. It's a kind of summary, a general overview of the main information.

I include the following data, very succinctly:

Main Information

Your experience as a translator, written in 6 or 8 lines at the most; What makes you stand out from other professionals (about 3 lines).

Your native language.

The language pairs that you work with. Ex: EN <> PT.

Services you provide

Ex: Translation, Proofreading, and Transcription.

Your rates

Rates are usually paid by words translated and sometimes by the hour. The per word rate vary between USD 0.03 and USD 0.12. The rate for proofreading is 50% of the translation value. That is, if you charge USD 0.04 per word for translations, you will charge USD 0.02 per word for proofreading.

The hourly rates range from USD 12 to USD 30. For those who are starting, I suggest charging about USD 0.03 for translations and $ 0.015 for proofreading.

The total of words you can translate per day (daily output, or daily capacity). Translators, on average, can translate from 3 to 5 thousand words a day, or even more.

Fields of Expertise

Ex: Marketing, Medicine and Finance. Remember to list 4 specialties at the most. Being specialized means having deep knowledge of the terminology, style, technical terms and all nuances related to the subject. That is, you must be a "ninja" in these areas. Knowing "a little" about many subjects is a big mistake that many professionals make.

Choose about 3 or 4 areas which you enjoy translating and delve into them. If possible, take specific translation courses, with a certification in Finance, Medicine, etc. choose your niches, the path you will walk through.

Cat Tools

Mention the translation software that you have mastered and which ones you have a license to use, other than free ones. This part is very important. The most requested are Trados and

memoQ, but not all companies ask you to use a specific tool.

However, if the client for whom you are offering your services works "only" with Trados, for example, and you did not include being familiar with it in your profile, you may not be assigned.
 In the fast-digital world we live in, there is little time for trainings, unless the assignment is for a potential job that will begin in the future, allowing you time to learn how to use a tool you can´t use.

Finally, in this second section, include your translator profile in websites such as Proz, Upwork, LinkedIn and others. We'll talk more about them later. Regarding LinkedIn, your profile must be updated and match the information to your resume.

Education

Start with the most recent course, listing all the courses and specializations you have done.

Work experience

List some companies you worked for and some projects you did

with them. Have no experience in translation? No problem.

Here are some tips: try to translate informally for other translators or provide private and informal translations for individuals. Include them on your resume. Ex: abstract translation in the marketing area for ------ (name of the translator), or abstract translation of medicine for doctor ….. (doctor´s name).

Another very good option is voluntary translation for NGOs. Translators Without Borders is a good example. You will gain a lot of experience and it will improve your CV.

Other courses

Do you have language certificates from foreign organizations? They are always important to be added.

Have you ever traveled abroad? It is an indication that you have had a certain experience in that country and know the language, accents, culture and lifestyle.

Equipment. What version of Windows and Office do you have? Operational system, etc.

Do you have your own company?

Having a company established as a legal entity makes a big difference.

General knowledge

List those you find most relevant and that may benefit the quality of your work.

References

Include compliments from your clients and small testimonials from former employers. This will give more credibility to your work. Include their names and, if possible, also enter contact information.

Clients

List the clients and agencies you currently work or have worked for. This will give you more credibility and confidence over the quality of your services.

In short, your resume must be clear, concise, objective, 3 pages at the most, being the first page the most important. The first

page is where the recruiter will decide whether to better analyze your data or just discard it**.**

Be confident!

You may well convey a confident tone in the text of your resume in English. Do not be ashamed to highlight your qualities and accomplishments. But not too much, or you may sound arrogant. Recruiters avoid this type of profile. That is, if you have a "hot" temper, be careful. Human relationships are very important, acknowledge your mistakes, do not "argue back" when a manager complains about something from your work. Here are four simple but impressive ways you can demonstrate great leadership when you make a mistake:

Acknowledge your mistakes. Never try to cover up or blame others for what went wrong.

"Learn from your mistakes".

"Teach others from your mistakes".

"Move beyond your mistakes".

Cover letter - what is it?

Foreign companies require a cover letter to apply for jobs.

Cover letters are like an introduction to your CV, an initial brief presentation. Job seekers frequently send a cover letter along with their curriculum vitae or applications for employment as a way of introducing themselves to potential employers and explaining their suitability for the desired positions.

Employers may look for individualized and thoughtfully written cover letters as one method of screening out applicants who are not sufficiently interested in their positions or who lack necessary basic skills.

Cover letters are typically categorized according to two purposes: applying for a specific, advertised position, expressing interest in an organization when the job seeker is uncertain whether there are current openings ("letter of inquiry")

Tips

Use the body of your cover letter to promote your profile and

convince the recruiter that you are a reliable candidate. Share details that are little explored in your resume and explain in detail your most relevant qualifications.

Use the job description and company website to find keywords that you should reiterate in your main argument.

Highlight how your professional skills and experience make you the perfect candidate for the job offer.

Get the recruiter`s attention by including examples of how your professional skills were key to increasing profits and improving work practices in previous positions. The use of quantifiable examples and numbers often draws potential employers who are focused on achieving concrete business goals.

After researching the company and the department in which you want to work, you can also give direct suggestions on how you would improve the practices or achieve goals in specific projects or jobs, according to your personal experience.

Adapt your cover letter to different types of positions or companies through different and relevant descriptions for each position.

Errors that CAN´T be accepted from translators, according to some agencies - information that can´t be missing from your CV

Not mentioning your native language

One of the most common mistakes in many resumes is not mentioning the native language. Although this information seems rather obvious, the truth is that this information is not always clearly included, which forces the recruiting staff to spend more time analyzing your CV.

Not indicating the language variant in which you are native

Another important element is to indicate the variant of the native language. As we know, the same language can have several variants and therefore it is fundamental to indicate for example if it is Brazilian Portuguese or European Portuguese.

Not mentioning the source languages you translate from

Do not forget to mention the source languages you translate and, if possible, also indicate the level of knowledge on each one.

Not including your fields of expertise

Indicating your area of expertise is a key in your resume. As we all know, all professionals have different areas of expertise, and a medical translator doesn`t have to be an expert in software content translations since he/she will not be familiar with more technical terminology in this area.

In addition, your fields of expertise can be a good way to make your resume stand out from the rest. Imagine, for example, that your field of expertise is Mechanical Engineering. This information in your CV may be essential to capture the attention of the person who is reviewing your application.

If you do not specify this area, companies will not have access to this type of information, and you will no longer be contacted to collaborate on specific projects like that.

Not listing the cat tools you use

Currently, most of the projects are carried out with the use of

translation assistance software, which has made the work of translators much easier. List all the tools you use.

Not indicating the country you reside

Indicating the country where you live is crucial, since the company will then be aware of the time zone in which you are available to work. There are many projects that require the employee to work in a time zone and follow deadlines. So, remember to include the country where you live right now.

3 ways to value your professional experience in your resume

Use keywords

Include keywords that describe the job you want to apply for. This makes your resume easier to be found by search tools, placing you in the first page. It will also show the recruiter that you are the ideal candidate for the position he needs.

To do so, follow the steps below:

Read the job offer description carefully and check what skills /

knowledge required in the ad you possess.

Use the terms exactly as the company used. For example, if the ad requires "management experience," do not change the word to "leadership experience." Remember that the "robot" (Google) may not understand the similarity between the two terms.

Be careful to include the keywords appropriately in your CV. The text needs to make sense because it will also be read by humans.

Learn SEO

What is **Search Engine Optimization** (also known as SEO)? A broad definition is that search engine optimization is the art and science of making web pages attractive to search engines. More narrowly, SEO seeks to tweak factors known to affect search engine standing to make certain pages more attractive to search engines than other web pages that are vying for the same keywords or keyword phrases.

High Search Engine Ranking Is the Goal of SEO

The goal of SEO is to get a web page high search engine ranking. The better a web page's search engine optimization, the higher a ranking it will achieve in search result listings. (Note that SEO is not the only factor that determines search engine page ranks.) This is especially critical because most people who use search engines only look at the first page or two of the search results, so for a page to get high traffic from a search engine, it has to be listed on those first two pages, and the higher the rank, the closer a page is to the number one listing, the better.

And whatever your web page's rank is, you want your website to be listed before your competitor's websites if your business is selling products or services over the internet.

Search engine optimization has evolved greatly over the years. In the early days of SEO web designers would "stuff" keywords into web page keyword meta tags to improve search engine rankings - nowadays Google's web search ignores the keywords meta tag.

Current SEO Techniques

Current search engine optimization focuses on techniques such as making sure that each web page has appropriate title tags and that the content is not "thin" or low-quality. High-quality content is original, authoritative, factual, grammatically correct, and engaging to users. Poorly edited articles with spelling and grammatical errors will be demoted by search engines.

Also important for SEO are the so-called "off-page" strategies. Rather than examining just the webpage itself, modern search engines consider other factors such as the number of links to a page. The more inbound links to a web page the higher it will rank in the search engines.

Guest blogging (publishing work on the websites and blogs of others) is one method of link building that is safe and effective.

Building links can also be accomplished by sharing content across social media such as Facebook, LinkedIn, Twitter, Google+, Pinterest, and YouTube. Content that has been extensively shared on social media is taken into consideration by search engines as an indication that it is of higher quality.

To learn more about SEO, you can take a free course online. It will be extremely helpful in your career

Top 10 Free Online SEO Courses

These are the best online courses to learn SEO for free.

1. [Free SEO training: SEO for beginners (Yoast)](#)

2. [SEO Training Course by Moz (Udemy)](#)

3. [Free SEO Course (ClickMinded)](#)

4. [SEO Training Course: Building Sustainable Traffic for Business Growth (Hubspot)](#)

5. [On-Page and Technical SEO Course (SEMRUSH)](#)

6. [Search Engine Optimization (SEO) Specialization](#)

7. **[Free SEO 6-Part Video Series (Moz)](#)**
8. **[SEO Training and Tutorials (LinkedIn Learning)](#)**
9. **[SEO Today: Strategies to Earn Trust, Rank High, and Stand Out (Skillshare)](#)**
10. **[SEO Toolkit Course (SEMRUSH](#)**

Remove irrelevant information

If you fit your CV into the job offer you are applying for, the more succinct, direct and objective it will be. That is, the recruiter will quickly realize how much you are suitable for the position.

The tip is, after including the keywords in your resume, exclude skills and knowledge that are not related to the position you want to get.

This does not mean that you should simply delete non-relevant experiences from your history. Do not do it - or your resume will be full of gaps. Just reduce the level of details that are not relevant for the occasion.

Show evidences

Another key to making the curriculum more impressive is to support it with evidence of the skills and competencies you want to demonstrate.

For example, you can write "I have good communication skills", but this does not prove your ability.

It is best to demonstrate how you apply this competence. For example: "Communication skills used successfully to manage a team of three linguists."

That way, you will have more chances to persuade the recruiter and show that you are a strong candidate.

Use numbers and statistics

It is also possible to bring a little enthusiasm to your professional background by presenting numbers that show results and achievements.

Here's the difference they can make:

Annual e-commerce sales increased 50% in one year through excellent localization services.

Responsible for training new employees in groups of up to 30 people.

Numbers and statistics prove that you are an entrepreneur - a trait that all employers value.

Important! You should never write your resume in third person because everyone knows you're the one writing it. Instead, you should write it in first person and do not include pronouns.

Important things to avoid in a resume

1. It's too long

Recruiters are only going to spend a few seconds looking at your resume. So the

longer it is, the more difficult it will be for recruiters to scan it. An appropriate length is one to two pages.

2. Using an inappropriate email address

Email is the preferred form of communication in today's workplace, so there's

no excuse for you not to have an appropriate email address. Don't use email adresses.

3. Including your headshot

Unless you're in a profession where your looks affect your work, such as acting or modelling, you shouldn´t include a photo with your resume. Including a photo greatly increases the chance you'll be discriminated against, and the recruiter will spend too much time looking at your picture instead of considering whether your skills fit the open position.

An eye-tracking heatmap created by TheLadders found that when recruiters check out your professional online profile, they spend 19% of the total time eyeing your picture, which means that not so much time is spent on your skills, specialties, or past work experiences.

4. Leaving out a URL to your professional online profile

Instead of sending a headshot along with your resume, you should send a link to your professional online profile. This will enable hiring managers to see what you look like *after* they've already spent an appropriate amount of time examining your resume.

Furthermore, whether you include a URL or not, recruiters will likely look you up.

In fact, 86% of recruiters admit to reviewing candidates' online profiles, so why not include your URL along with your contact information? This will prevent recruiters

from having to guess or mistaking you for someone else.

5. Embedding tables, images, or charts

Avoid adding any embedded tables, pictures, or other images in your resume, as this can confuse the applicant-tracking software and jumble your resume in the system.

6. Not aligning your resume with your online profiles

Whatever you're going to put out there, make sure your resume and online profiles are telling the same story.

"If you have a common name, consider including your middle initial on your resume and online professionals' profiles to differentiate yourself from the competition," she says.

For example, decide if you're Mike Johnson, Michael Johnson, or Mike E. Johnson. Then use this name consistently, be it on LinkedIn, Google+, Twitter, or Facebook.

7. Leaving out relevant keywords

Many companies use some kind of screening process to identify the right candidates, and if you don't have the right keywords on your resume, you won't even get through to a hiring manager.

Identify the common keywords, terminology, and key phrases that routinely pop up in the job descriptions of your target role and incorporate them into your resume (assuming you have those skills). This will help you make it past the initial screenings and on to the recruiter or hiring manager.

8. Using an objective instead of an executive summary

Objectives are unhelpful and distracting, so it's a waste of space to include them on your resume. Instead, replace this fluffy statement with an executive summary, which should be like a "30-second elevator pitch" where you explain who you are and what you're looking for.

In approximately three to five sentences, explain what you're great at, most interested in and how you can provide value to a prospective employer.

9. Not addressing potential concerns

Do you require a work visa sponsorship or are you willing to relocate for a job? If so, you should include a short blurb revealing this information at the end of your executive

summary. It doesn't have to be long because you can go into more detail in the cover letter.

If you're trying to relocate to another city, remove your current city and state from your resume.

10. Using headers and footers

It may look neat and concise to display your contact information in the header, but for the same reason with embedded tables and charts, it often gets scrambled in

an applicant tracking system. Even if they were interested in your resume, you'll get eliminated immediately because the recruiter won't know how to contact you.

11. Inconsistent formatting

The format is just as important as anything else on the resume. The key is to format the information in a way that makes it easy to scan and recognize your job goals and relevant qualifications.

Make your resume easy to read by sticking to specific formatting rules throughout.

12. Using crazy fonts and colours

Stick to black and white color. As for font, it's best to stick with the basics, such as Arial, Tahoma, or Calibri.

13. **Not leaving enough "white space"**

White space draws the reader's eyes to important points. When you start really messing with the margins on your resume, chances are you're cramming as much

as you can in there, and you won't have enough white space.

14. Not using reverse chronological order

This is the most helpful for recruiters because they're able to see what you've been doing in recent years immediately.

15. Not including a company description

While it's helpful for recruiters to know the size of the company you used to work for,

including a brief description about the company will also let the hiring manager quickly understand the industries you've worked in. For example, an accountant in the

tech industry may be considered very differently than an accountant in the hospitality industry.

16. Using dense blocks of text

Dense blocks of text are too difficult to read. Instead, you should list your achievements in two to five bullet points per job. Under each job or experience you've had, explain how you contributed to or supported your team's

projects and initiatives. As you build up your experience, save the bullets for your bragging points. For example, "I generated $50,000 in annual savings by doing..."

17. Including dates and certificates older than 15 years

Never include dates on education and certifications older than 15 years.

18. Including irrelevant information

If you work at a small company and you do a little bit of everything, you really need to think about the responsibilities and accomplishments you've had that are relevant to the job you're applying for. In other words, don't include everything

you've done in your current position, especially if you work for a startup and are accustomed to a multitude of responsibilities.

19. Not including relevant hobbies

Recruiters have a positive reaction if you include charitable volunteer work. Just

because you aren't getting paid, doesn't mean that you shouldn't include it on your

resume. Again, do make sure to tailor the skills you acquired while participating in the

hobby to the job position you're applying for.

20. Including skills that most jobseekers will have

Should you ever say that you're proficient in standard programs? This depends on what is deemed sought-after in your industry. "If you're in finance, it's not good enough that you're capable of using Excel. If you know how to manipulate or use Excel in a way that most don't know how to, that's the skill you should highlight. Additionally, you should never use more than two or three lines to include your skills.

Now that your resume looks professional and well-organized, your next step is to start looking for customers and agencies and get to work.

Being hired by agencies is a lot easier than getting direct clients. Your business will only succeed if you can generate good revenue and for that you will need to have a good client portfolio.

That is, you will have to roll up your sleeves and work a lot, at least at the beginning. Regarding freelance translators, there are various techniques for attracting leads and converting them into clients.

How to find new clients?

Let's start with one of the most effective and interesting ways to get new clients, membership-based website targeting freelance translators.

To simplify what they are, picture these websites as classified advertising from newspapers where you can look for job offers

and send proposals every day, online and globally. This is the first step towards an international career, as some of the world's largest companies use these websites to recruit translators.

You access the platform, create your profile, fill in your professional information, contact, skills, include your resume, photo and various other information and become a member. You will be able to search for new job offers and send proposals, according to your fields of expertise and language pairs.

Search for the positions you want to apply for. Select the ones that fit your profile.

Each platform has a different system, but they all have one thing in common: you need to submit a proposal providing your rates, language pairs, specialties, and everything that is requested as a requirement for the position.

In some platforms, the client will choose to be contacted by email, Skype, etc. In these cases, you will send an email

containing your resume, links to website (if you have one), links to profiles in Proz, LinkedIn and others.

You will make a proposal, saying why you are the ideal candidate for that job, your experience, rates and other information the client may ask. We have already seen how to write a good resume and how to write a cover letter. The resume can be sent as an attached document and the cover letter in the body of the e-mail.

Another way to make proposals through these websites is to send a quote.

In this case, you will just have to fill out the form in the online platform. (Proz, Translatorscafe...) The client may also request that you sign up for the company's own website, providing your professional information and profile in the form.

Which are the best online platforms for translators?

Currently, there are several, but I will mention the 3 websites that I consider the most effective ones.

1- Proz - https://www.proz.com/

Proz is the world's largest community of freelance translators, interpreters, subtitlers and other language professionals.

Translation jobs are distributed through the largest directory of web user profile translators and pages or by public messages requesting quotes.

The platform also provides glossaries of technical terms, dictionaries and glossaries, lists of translation companies and translators, translation contests, courses, webinars, online trainings and much more.

There are no proposal limits per month so you can send as many proposals as you want. The website is the most complete in the world and one of the main ways that I use to find new clients.

Is ProZ.com membership worth it?

Yes, it's worth it! Paying members get job offers 12 hours before non-members, which allows them to make an offer minutes after it has been posted, thus giving them a much better chance of getting jobs. There are several tutorials on the internet on how to sign up and use Proz.

Getting the most out of your ProZ.com profile

https://www.youtube.com/watch?v=cCvdG0hdM-M

Upwork

The second website we will see, Upwork.

With Upwork, you can make only 30 job proposals per month in the free version. In this case, I do not advise buying the paid version, with just 5 more props per month. The website is entirely in English, so you need at least an intermediate level in the language to be able to use it effectively.

Link: https://www.upwork.com/

The third option, **TranslatorsCafe**, is very similar to the previous ones, but not as complex. However, it´s a good way to find new clients as well.

At TranslatorsCafe, you'll find a new and very convenient way to connect with others in the international language community. Offer your professional translation and interpretation services to registered translation agencies on the website.

You can access useful news and language resources or talk to other translators about day-to-day issues.

Website: https://www.translatorscafe.com

Video comparing the above websites:
https://www.youtube.com/watch?v=4TKNWf9Yxa8

Other ways to find clients

LinkedIn

I consider this one of the best and most effective social media to promote translation services, establish business connections, do networking, find new clients and interact with colleagues.

LinkedIn was launched in 2003 and is currently the third most important social network in terms of unique monthly visitors - right after Facebook and Twitter. LinkedIn is the world's largest professional network with over 400 million members in more than 200 countries.

More than half of the companies find customers through LinkedIn, including those who offer translation services.

I It offers a universe of possibilities.

To use this huge business social media, you need to understand how it works, leveraging more efficiently this widely used tool for winning customers around the world.

But, do we really know how to use this tool to leverage your translation career? Check out some tips:

Effective profile

Your profile is the mainstay of your LinkedIn presence. Many

users treat their profiles as resumes, but a profile should be much more interesting and draw attention to potential leads, including clients.

How to have a profile like this?

Headline

Your headline, which is right below your name, is an important keyword when someone searches for professionals in your area. The limit is 120 characters (including spaces).

A good way is to use the combination of your service brand (where your primary keywords are) and the benefits you can deliver to your customers. For example: "English to Portuguese translator, helping companies to sell their products in Brazil through quality localizations. "

Location and Industry

Below your headline, add your location and your industry (area of expertise). Most translators choose "translation and localization", but in some cases you can choose other fields.

Experience

It is also important to write where you currently work and the jobs you want to emphasize in the space right below your headline.

Contact Information

Add your website, blog and social media pages along with your contact information. Try to use customized titles that are not very generic.

Summary

Part of your headline, your summary is the second most important part of your LinkedIn profile. This is not your biography. In fact, this is your 30-second advertisement. Here you will tell people why they should do business with you.

This summary should be written in first person and in the present tense, and should include:

- The services you offer and the problems you solve.

- Your qualities, key achievements and the most important highlights in your career.

List your ideal clients.

Write a unique sales proposal, showing that your service is unique and better than other translators` in the same language pair.

Use 'call to action' (a link to your website, video, etc.) so your readers know what to do after viewing your profile.

How to turn leads into clients?

The ideal posting frequency is once or twice a day, not including comments made on LinkedIn groups or in other people's posts. On your posts, try to talk about yourself a little, but dedicate most of them to mention related subjects, companies, etc. Be the voice of your company or translation service. Use your personal profile to spread whatever content you can, whether as a translator or for your translation company.

Try to promote your articles so they can be seen by as many people as you can, participate and post your content in groups and debates, answer questions and interact with your contacts as much as possible.

Do networking with the people who can become your customers. Send suggestions, help and demonstrate the importance of your service. When you already have your target set in your network, just work to become a reference in your area.

A great way to get content out is through the Pulse platform, a LinkedIn blog platform. By using Pulse (in addition to your blog, if you have one), you will have the opportunity to reach a different audience outside of your normal circle.

These posts can be found in Google's search engines.

Translation Agencies

Before submitting a job proposal or trying to be hired by an agency, it is essential to know a little about the agency's reputation, as many of them are in the"blacklist" in terms of reputation.

How to find out about the reputation of an agency?

One advice is to check if it has a physical address, its own e-mail domain, as these factors indicate a certain reliability. Also, check some websites, such as Payment Practices, Proz Blueboard, and Hall of Fame and Shame. Remember that access may be restricted to certain members of the website.

And where can I find translation agencies?

There are some specific websites that can help, like some we've already seen: Proz, TranslatorsCafé, Translators Base and Translation Directory. Also look for groups of translators in social networks, attend events like congresses, seminars and invest in networking!

Some characteristics are sought by the agencies when hiring a translator, starting with the resume that must have the appropriate size (very concise) and be organized.

In addition to communicating in a fast, correct and coherent manner, translators must have a professional attitude, reflected in the associations and groups they are members of and in their online behavior.

You´ve just been hired by an agency. Congratulations! But this is not enough. For the relationship to last, it must be strengthened. This is done by maintaining the quality and punctuality of your work, following the guidelines given, having an ethical stance, maintaining confidentiality and being updated with the new technologies (which includes knowing and working with CAT Tools).

Extra Tips:

1. Vary agencies and accept small jobs.

2. Be aware that you will send several resumes but only will receive few answers - do not be discouraged and do not press the agency on your test results.

3. Inform the agency of your unavailability in advance.

4. Do not complain about agencies publicly.

5. Receive feedback and learn from it.

Search for jobs on Google

The translation industry has grown and changed dramatically over the current decade. Along with the Internet revolution and globalization, new ways of finding translation service providers have emerged.

Let's face it, the old ways of looking for translation service providers in a phone book are over. We are in the Google era. Search!

These changes present translators with new challenges and opportunities. It is no longer enough to advertise your services locally and expect to get leads by posting your listings in a local phone book. At the same time, it is possible to win new clients

from all over the world by working from home and running a freelance business.

How should translators cope with changes in the industry and what should they do to stay on top and ahead of the competition?

Creating an online presence in the form of a website seems to be the step in the right direction, but is it efficient to convince potential customers that you are the freelancer who can provide the most professional and reliable service?

In fact, it is not quite so. Having your own website is a good start, but your website should be equipped with tools and marketing portfolio that can convince visitors that your translation company is just what they are looking for.

Today's translation client is looking for fast quotes, fast reply, high quality and competitive rates. Your website should show this to customers.

It must automatically provide instant quotes, delivery date, and enable customers to upload documents to be translated. It

should provide tools where customers can type the number of words, select the language combination and get the translation price on time. It may seem strange.

How can I provide a quote without even looking at the document? But the reality is that if suppliers fail to make the first contact with the prospect by providing the instant quote, the customer will look for services elsewhere. There are many companies that can create your website just the way you want it.

It should contain texts that instruct clients about the process and approach of your work. Demonstrating knowledge about the translation industry and working tools will increase customers` confidence in your skills.

Social Media

Use social media to keep your presence online and on the market.

In some cases, social media channels can bring in more qualified leads (prospects who are ready to buy your services) than search engines.

An important tip on social media:

if you want to connect with other translators, talk about yourself, but if you use social media to reach out to potential customers, use it to talk about them.

Why? Our potential customers are not interested in translation; they are interested in their industry. Use the social media to talk about the agency industry or the customers and how the translation can help in the growth of such a sector.

Facebook

Facebook provides incredible tools for entrepreneurs to promote goods and services to the right audience, analyze their business performance, and attract new customers from certain

areas.

However, a Facebook page can work for some sectors and be completely useless to others. For example, you can use the FB page to offer translation services to travel and tourism companies that are very active on Facebook.

However, it is the wrong place to connect with other types of market.

The best way to find out if a Facebook page can work for your translator profile is to create one and start working on it.

Now, another problem arises:

What is our client`s audience?
We do not always know - and we do not know because we didn`t do our homework; we didn't spend enough time defining our target audience. If you don`t know what "target customer" is, here is what it means, in a nutshell. The concept of target customers, or target audience, refers to the group of people we want to address.

We need to identify them so we can talk to them, understand their needs and solve their problems. That is why it is vital to have a clear vision of who our target audience is.

When you know who you want to talk to, you can start content marketing.

that is, write directly to the people you want to attract. Content marketing includes content for your website and content that you share in social media.

Quality

To enter and stay in an increasingly competitive market, quality is paramount.

The demand for quality is on the rise.

48% of companies report the demand for a better quality in their clients' services, increasingly involved in this aspect. To meet this demand, many companies are implementing:

- More diligence to hire new translators.

- More rigid QA processes.

If you're not good enough, it may be getting harder and harder

to get in. Translators are responding to this demand for quality in different ways.

Some are adapting and improving their own quality control (QA) processes, which can allow them to move more quickly through the quality control of their customers. Others are seeking specialized training and additional certifications in their areas. Translation teams help to increase the quality control process.

Professionals are meeting this demand by various means, including:

- Specializations.

- Improvement on their own QA processes.

- Adopting new QA processes.

- Doing specialized training with certification.

- Forming and using translation teams.

- Having to show quality right after being hired, on their very first project.

- Establishing rates according to the quality of work required / provided. E.g.: giving discounts for bigger translations.

Efficiency

In a digital world with faster information, advanced technologies and pressure with deadlines, efficiency is another key factor. To this end, new technologies play an important role.

New technologies

Part of improving efficiency is to incorporate new tools and technologies where they apply and are useful for not being left behind. Automatic translation (MT) and translation management systems (TMS) are increasingly present.

MT (Machine Translation)

Automatic translation (MT) is on the rise.

If you don`t know how to use it, learn it. It is essential to enter and stay in the market. For certain language pairs and certain types of work, translators are finding that MTs work very well, helping them work faster.

In some cases, they are using tools like Google Translate to cut and paste project texts.

Currently, not only translators are using MTs. Clients are also using them and submitting pre-translated texts to be post-edited. I believe this is a strong trend for the future.

Translations with MTs can save up to 40% of working time, or even more. Saving 40% of your time means 40% more revenue per hour.

With these tools, translators have become faster and more efficient.

Do emotional issues influence on productivity?

Certainly! Just as important as the reasons for increasing efficiency is identifying factors that hold us back. The main reasons that can reduce the efficiency in the translations are:

- Stress.

- Tiredness.

- Translations outside the fields of translator´s specialization.

- Family-related stresses or commitments are also a significant source of reduced productivity, coupled with unfamiliarity with the material being translated.
- Online distractions (Instagram, Facebook, Videos), lack of stable or regular working hours and time spent on untranslated work tasks.

So, when you get to work, **focus just on your work**!

The Translation Market

How is the translation market? What are the perspectives?
The market is on the rise. Perspectives are excellent. The US Labor Department estimates that "the employment of interpreters and translators is expected to grow 42%, much faster than the average for all professions." EMSI, in a recent report, said translation and interpretation services have grown

approximately 50 percent since 2007 in the US.

Now let´s check some basic information about the translation market in the following areas: The translations in the media, literary, technical and journalistic fields.

Literary translation

Globalization has brought the world closer to everyone. Now, foreign authors, once unknown, are successful and place their books among the world bestsellers. Result: there is a growing need to translate these books into several languages around the globe. One of the great examples of this is the sheer quantity of books put up for sale without any mediation from the former publishers. I have seen cases of authors who are almost anonymous and ignored by large publishers, who make thousands of dollars monthly by selling their books and e-books on Internet retail websites such as Amazon.com.

Technical Translation

Technical translation currently accounts for approximately 90% of translations. Usually they are products and machines manuals, texts related to medicine, administration, economy

and finance, electronics or mechanics in general.

Media translation

It`s the translation of subtitles for audio and video. Sabe-se que esta é uma carência no mercado brasileiro, pela falta de cursos e treinamento específicos.

Journalistic translation

Again, globalization. In this case, and in general, it is the journalists themselves who do the translations, localizing the world news to the local language.

Problems translators may face

Like in any other professions, there can be stressful moments. It´s also a complex activity and translators should learn to deal with such situations. Among the problems that the freelancer translator will find are those related to the source text and language problems. The most frequent problems with the source text are:

- Incomplete texts.

- Non-typed texts.

- Poorly printed texts.

- Poorly scanned texts.

- Poorly written texts.

- Lack of references.

- Quotes without the original text

Whereas with the language, we can come across the following situations:

- Too technical language.

- Literary texts written in a very old style.

- Texts with strong regionalism influences.

- Dialects.

- Unexplained abbreviations.

- Names.

- Names of organizations.

- Slang and jargon.

- Idiomatic expressions.

- Redundant phrases.

- Language conventions and agreements.

- Punctuation.

Any of these situations, if not very well observed, organized and adapted by the translator, could interfere in the target language and the interpretation that the readers will have of the message in the translated text.

Time and resource management
This is another fundamentally important aspect for translators, since, most of the time, their work is counted by time or words, sometimes by both, simultaneously.

There is a risk that every professional working in front of a computer, including freelance translators, runs daily: we can easily waste several hours on Social Media, news websites, checking endless emails, etc. Therefore, it is fundamental that the translator is also an administrator of his time.

There are excellent online courses that teach you how to manage time and show practices and methods to avoid wasting resources. The main advantage of knowing how to manage what you have at hand is to be able to deliver the project in a shorter time and even earlier than expected. Imagine the client´s reaction if you call 10 days ahead of deadline saying that you have completed the project and is already sending it by email. This is called a differential!

What defines a translator?

How can I be considered a good translator? It is not enough to have linguistic proficiency alone. So, what exactly are the qualities of a good translator that makes him stand out from the crowd? Let's check some points.

Tips and tricks

Master your native language first

Being proficient in a second language is not enough to produce quality translations. Mastering a language other than your mother tongue becomes irrelevant if you are making basic grammar and spelling mistakes, or literally translating idioms and cultural references.

Before you start sending your resume to clients, be confident about mastering your own language. There are many trained translators, some with master's degrees, post-graduation courses and yet they cannot succeed in their profession. The reasons may be several; one of them is having all those diplomas and degrees and not having a clear and objective

writing, not mastering grammar, structure and linguistic aspects, not having enough creativity to find solutions, etc. That is, having several diplomas in your resume does not exactly mean that you are a great translator.

How to improve

A suggestion if you have a little difficulty in these subjects is to become an avid reader, reading all kinds of books, such as novels, philosophy, articles, newspapers, magazines, abstracts, technical texts, manuals.

This will bring you a greater repertoire of language styles, structure, will increase your vocabulary and improve the objectivity of your translations. Read texts that suit your specialty in the target language. Consider studying more (MScs, diplomas, seminars, short courses) in your area of expertise, translation and writing skills so you can ensure an appropriate writing style for translated texts.

Learn and study the passive voice of your language and how it is used in the source.

Get into the habit of checking terms that you are not 100% sure

about. Also, study the subjects you feel that you are having difficulty. For example, if you don´t know much about subject-verb agreement, study about this, solve this problem. With effort and goodwill, everything has a solution!

Do your best, translating is an art

When you read a good book, you may get emotionally involved in some parts, cry, smile, have many kinds of reactions. Isn´t that true? Translated texts should cause the same impact on the reader. Literal texts or translation mistakes diminish the reader's involvement and interest.

Be Professional

Being organized, ethical and responsible is very important as a translator. You need to know when you should preserve confidentiality and when to decline a job because you do not have enough competence to take it.

Do not delay delivery of translations. If you think you will not be able to finish on time, share some of the work with a colleague. By acting professionally, you will begin to build your reputation and gain the respect and trust of your customers.

Accuracy, why is it so important?

Having excellent knowledge of the source and target language is essential to achieve the level of accuracy required. Ideally, the target language should be the translator´s native to ensure a more accurate translation.

Expressing clearly what needs to be communicated to the target audience, exactly or as close as possible to the original text, is critical. Ask yourself if your translation makes sense. If you read the segment you translated and think "what does it really mean?", then there is something wrong.

Write objectively and concisely, using the appropriate sentence length and paragraph for the target language. Use simple vocabulary. Even more complex ideas can be transmitted using clear and direct language.

Pay attention to details

During the translation process, be attentive. A simple wrong preposition can change the context completely. Pay attention while translating. This will facilitate your proofreading and will make you more detail oriented and careful. Listen to the words you write (some writers and translators read their texts aloud

to themselves). Each language has its own rhythm. If your writing is not correct, try changing the sentence order, not just the words.

Translators need great proofreading skills, both during and after finishing their work.

Inform your client of any errors you find in the source text, typos or ambiguous structure.

Find ways to add value to your customers. Go beyond!
If you notice something that can be improved,
make suggestions, decide, tell your client how you solved a problem, make the customer feel that you did everything so well and with such dedication that you deserved to have earned even more.

Be flexible
Translation is a profession that changes rapidly and steadily. Translators need to be prepared to acquire new skills and offer new services such as transcription, writing and post-editing.
Be flexible in working hours and rates too, mainly if you're just

getting started. You can lose your first client by not accepting to work on a Saturday afternoon, for example, or by not giving a 1 cent discount on your rate. Once you have conquered your customer`s confidence, you can negotiate these details.

Be curious

A good translator is intensely curious about the world around him. An avid reader who sees all translations as a learning opportunity.

Obviously, you do not necessarily know all the appropriate vocabulary for each area, but you know where to look up and who to consult. Experienced translators are a bit of everything: psychologists, administrators, doctors, lawyers, scientists.
Being open to learning new things will also make you more competitive and successful.

Curiosity and willingness to learn about new technologies and innovations also show that you take your career seriously.

Specialize in some areas

Think about the areas you like to work with, and which are easier to translate. Specialization is extremely important in translations. Why? No one has the obligation or ability to be an expert in everything, but as a translator, you are expected to be an expert at translating each individual text.

To begin with, imagine the following: you are translating important documents. The imprecision in the translation of these documents can lead to problems and serious consequences, so it is fundamental to have a deep understanding of the subject matter.

For example, a translator with an engineering background should not translate a medical report. Medical and technical translations are particularly critical because an incorrect translation could cost a life if, for example, it leads to heavy machinery or a medical device incorrect use. For these and other reasons, get specialized.

A good translator chooses a specialization that is relevant to himself - appropriate to his academic background, professional

experience and/or hobbies and interests. When choosing your specialization field, think about the topics of your interest - for you will work hard in these areas, but also consider whether you have academic, professional or other relevant experience to prove this, such as engineering translations, for example.

If you do not have these "credentials," you will receive fewer job offers and will have lower rates.

Keep track of current news

translation is a profession where there are always deadlines to be met. You need to be able to stick to them and organize your time effectively. Initiative is important as well.

Be qualified

It is essential that you have a high level of fluency and knowledge in the foreign language, although it is important to emphasize that the focus is not only on the proficient use of it but also on the competence of the native language.

But there is more - the ability to translate a text also requires knowledge of the cultural context. A good translator should not only fully understand the source language, but also be able to

detect all the nuances, ambiguities, humor or irony and transfer them from one language to another.

One must know the idiomatic and local expressions, different tones and types of language used in everyday speech, including swear words, if necessary, and of course, if approved by the client; although sometimes it is impossible to translate certain things, and in this case an adaptation or similar word can be used.

A successful translator also needs to understand what is culturally appropriate for the target language - certain references may be confusing or misinterpreted by the reader. Celebrities, sports, religion or any other specific culture reference needs to be appropriately adapted or excluded and discussed with the customer.

The target audience also needs to be culturally recognized; for example, in French, there are different ways of approaching people formally and informally, and misunderstandings can sound offensive or unprofessional.

It takes experience to "translate a text without making it look like a translation". Therefore, you should be able to identify a translation that is very literal and feel confident to opt for a less literal, freer translation that best fits the language and target standards.

As communicators, our role is to ensure the smoothest transfer of information. The reader should not stumble into anything that seems strange. Your personal preferences should not dominate very significantly in relation to what is most common - for example, writing in British English, regardless of the historical reasons why Z has been traded for S, it is better to use S - since Z will sound like American English or an error, causing the strangeness of the intended target audience. E.g.: Analyze and analyse. Translation is not only about language, but culture as well.

15- Resources

A good translator also needs the best resources to assist him in his work - so a fast and stable internet connection is vital, as well as general and specialized bilingual and monolingual dictionaries, style guides, software and hardware.

When it comes to software and hardware, look for a faster processor computer such as Intel Core i5 or Core i7, Phenom II, Phenom X3, Phenom X4 from AMD. Buy a good motherboard, an item of extreme importance, after all, it is the part that interconnects all other computer devices.

A comfortable mouse and an ergonomic chair are also very important, considering you may spend hours in front of your computer. Use some research skills to help you make your choices. Good, efficient and reliable software and hardware can make your work much faster and easier.

10 tips for a high-quality translation

As a professional trained as a translator, you have an obligation

to provide high level translations. To do so, use some of the following tips:

1. Read the text before beginning to translate it to understand the context.

2. Determine the type of text (birth certificate, contract, financial report) and look for similar online texts that can help you with the translation.

3. Gather all the references you have, in written or digital format.

4. Use the glossary you received from the client, if any, or what you have already stored on your computer from previous translations.

5. Use high quality bilingual dictionaries and thesaurus:
Bilingual Dictionaries:
Wordreference - http://www.wordreference.com/
Linguee - https://www.linguee.com/

6. Always type with the auto correction tool enabled so that you can easily detect any errors.

7. After translating the text, take a break before reviewing it.

8. Read the text carefully to check for typos or other errors.

9. Compare the translated version with the original text to see if there is any word omitted.

10. Read the translation one last time before sending it out.

How to reduce the stress caused by overworking?

Keep your computer's desktop clean and tidy.
This will reduce the time it takes to find documents. The files on your computer must be easily accessible.

Have something joyful in your workspace. A family picture, dogs, cats, anything that will do you good will serve as a

distraction and will improve your mood in stressful moments.

Set a work schedule.

This will give you enough time to finish your projects and avoid being overwhelmed or having to stay until dawn to be able to meet deadlines.

Develop morning rituals like having a cup of tea or coffee while planning your goals for the day. Keeping a routine, at your pace, will help you feel more balanced throughout the day.

Learn to predict the workload, the average time you will spend and get organized in advance. This will help you to be prepared psychologically and assign each task time enough to avoid last minute overload.

Know when to stop.

When you say "stop," stop!

This will keep you from becoming overwhelmed and stressed, especially when you have little time.

Avoid trivial activities that consume your time.

Avoid wasting time, such as computer games, social media, videos, and focus on your work.

Take short breaks between translations.

Enjoy doing something different, like taking a short walk, watching TV, relaxing. Drinking tea is a good idea. Tea will help you relax.

Keep fit.

Physical activity is essential because it will give you more energy and disposition. Run, walk regularly, or play your favorite sport.

Practice meditation

Meditate daily. This will help you maintain your emotional balance by helping you cope with stressful situations.

Listen to relaxing music while you work.

Make a playlist of soft, relaxing songs; listen to it with the volume down so you won`t lose your concentration. There are several soft music playlists on YouTube. This will allow you to relax during your work.

Take a nap

Small naps will do you good. Sleep about 20 minutes between translations. This will boost your brain activity and restore your alertness.

Sleep for at least 6 hours every night.

Not feeling good. Stressed, anxious, depressed?

Get help from a professional.

If stress is affecting your life, see a psychologist or psychiatrist.

Practice Yoga or Pilates

This will help you relax and improve your concentration, which are essential for a professional translator.

Learn breathing techniques for relaxation

This exercise is great for relieving anxiety and helping you relax.

Essential Tips for Translators

Always add context + your best professional judgment, that's why people turn to your services.

Believe in your potential. Good translators believe in their language skills and their own professional judgment. Work on it and the results will come.

Be a professional!

Whatever you do beyond what you were asked to will make you more valued and respected by your client.

Poorly written text is no excuse to produce a poor translation. Improve what you can, and your reputation will also improve.

Due to the large volume of words we produce as translators, we can shape the language and adapt to better results.

One big mistake: a spelling mistake in a translation. A very, very, very big mistake: writing a wrong word in a cover letter to apply for a job as a translator. Your first impression will not be good, and you probably won`t be hired.

Your professional judgment is your greatest asset. Use it in all the texts and in all the advice that you find here.

Say it to yourself: "I am an expert and people pay me for my expert work. My opinion is valuable."
 Value yourself!

The translation processes

Be the advocate of the reader - strive to understand the content and purpose of the text and then translate it as simple as possible.

If you must choose between a short and a long translation solution, it is almost always better to choose the short one.

Hesitating between two possible translation solutions? Search on Google to see the form, term, context, or structure that native speakers use most often.

Translators should never have an automatic and standard translation for any word or phrase. Context is imperative, moreover, you can become repetitive. Always remember this!

If you find a good context for a rare or literary word in your translation, use it only once. Twice in the same text will be an exaggeration.

Do not add information that is not in the original text, unless it is essential for understanding. You are the translator, not the writer.

It is not the translator`s job to invent new words or to forge conventions; the task of the writers is to create and that of the

translators is trying to reproduce as faithfully as possible.

Translators should not be pioneers. Wait until a new word / meaning / grammar point is widely accepted before you can use it.

The more technical and specialized your area of expertise, modern tools and software will do exactly what you do, and even faster. To gain and maintain your place in translation, you must be able to do what computers are not capable of - think.

Make a final review of the texts. Only correct what is wrong. This is not the time to change everything and impose your personal ideas.

The editing processes

Reviewing a translation? Each edit should make the text easier to understand, more readable, or more faithful to the original.

Take a mentor approach if you can, pointing out flaws, but also praising what is to be praised.

Do not impose personal preferences, unless they benefit the reader.

Has your translation been edited too much? Take a critical second look at your text to see why someone felt the need to change it. Did the segments contain too many verbs? Was the tone wrong? Did it sound strange? Grammar errors? Unfaithful to the original?

Be open to the proofreader's changes, but also be aware of any translation errors that the proofreader may have introduced.

Be a good writer
Identify words or stylistic structures that you tend to overuse, then work diligently to use them less.

"It's a good idea to re-examine any learned rule that includes the word" never "or" always "." (Chicago´s Language Style)

Not all rules are unanimous, (in the Portuguese language, many linguists differ on several points) which means that translators

must make conscious decisions about style and use them.

Objectivity: a great quality that all translators and writers should have!

Good writers define usage, define trends, and innovate with words. Good translators respect usage, follow trends, and are careful with words.

If a written part cannot be read comfortably out loud, then it is flawed.

If people reread your text, may it be to admire its beauty, not to understand the meaning. - Adapted by Dominique Bouhours

Reading every section of the newspaper will make you a better translator.

Translating segments

After translating a sentence, ask yourself if someone could misunderstand what it says (cacophony, etc.). If this is the case, reformulate to avoid problems.

If your translated segment sounds like something you would never have written, try to rewrite it.

Does your translated sentence seem strange / illogical / does it mean anything at all? Check the source text again - you may have interpreted something incorrectly.

Ask yourself "Does my sentence make sense? "Grammar and style are not enough.
- the sentence must be logical, and the meaning must be clear. Poor translators wonder if their phrase makes sense.

Once the translation is complete, go back and remove any words that do not need to be there.

Before delivering work to a customer

THERE ARE NO EXCUSES for **spelling mistakes** in a translation, particularly those that a spell checker could easily identify.

Spelling mistakes are the easiest mistakes to fix in a translation, but the ones that are most noticed by customers. Then fix them!

Always check company names. Some are translated, others are not. Clients do not accept wrong names in translations.

Finding Customers

If clients must choose between two translators, they will probably choose the one they know or have heard about, so make sure people know you!

Customer loyalty

Recipe to lose customers: Research poorly, add sloppy punctuation and inconsistency, then mix it with heavy style and literal translations. Got it?

Interacting with customers

Even when you don´t feel well, it's worth trying to look cheerful and solicitous with your clients. Acting professionally will maintain good relationships.

Clients should feel that they are dealing with professionals who take their work seriously and who do a good job at a time, paying close attention to each of them.

When asked to justify your translation decisions, you will have a bad start if you answer "Well, I assumed the text meant ..." Ask, do not guess.

The give and take between translator and client is an integral part of the translation process. Become the partner your client can not afford to lose.

Give your advice concisely as a language specialist when talking to customers. No complicated explanation unless requested.

A client doesn`t like a translation that you consider perfect? Make your point if you want but remember there are several ways to translate everything. I always prefer to please my clients.

As customers trust and appreciate your experience, they see you more as a language consultant than as a simple word translator.

REMEMBER THIS!

As a translator, you are being paid to use your best judgment, so do not blindly follow the rules - if necessary, be bold, listen to your intuition!

Translation Tips

Monitor your digital marketing activity to assess your ROI, then tweak your approach based on what Works.

Set your digital marketing spend and stick to your budget, while building in the flexibility to reallocate expenditure based on results.

Have a clear digital marketing strategy in place to define your approach and maximize your chances of success.

Consider sending your clients a token gift at the end of each year – something thoughtful is often better than something expensive.

Have plans in place for dealing with clients who interrupt your holidays and you'll find the situation much less stressful.

If you want to relax during your holiday, offer your clients a discount for work booked in once you return, to encourage them to delay booking jobs temporarily.

Announce a 'coming shortly' rate rise during a quiet time to encourage your clients to send in work before the higher price kicks in.

Be prepared for a flurry of work as soon as you announce your holiday dates, as clients rush to get their jobs in before you go.

Give as much notice as possible of your planned time off, to ensure your clients can easily and happily accommodate it.

There are plenty of translation tools out there that can help you to translate faster and more efficiently. Have you tried the latest ones?

When did you last refresh your knowledge of available translation technology?
If it was a while ago, could you be missing out?

If you work too many hours but don't want a drop in income, why not increase your rates and work fewer hours?

Have fun with language immersion, from songs and videos to online games, to keep your passion for languages alive.

Learn a new area of translation expertise to keep your enthusiasm for languages alive, as well as to provide a fuller translation service to your clients.

Adopt a lifelong approach to learning to keep up to date with language evolution.

Working 1.5 hours extra per day, five days per week, means you can work the equivalent of a six-day week in just five days.

Working longer hours might dent your social life, but it's a quick and easy way to earn a bit of extra income.

You are entitled (some would say obliged!) to increase your translation rates to keep up with inflation. There are short-term and long-term ways to increase your income, so be sure to use a combination of both!

Do you offer post-editing machine translation services? What

about localization of machine-generated copy? Keep up with current demands to maximise your translation income!

Make sure you have the right tools to do your work well. Don't skimp on the laptop you choose when it's essential to how you make your living!

Use a keyword finding program in each country that you deliver content for, to help your clients localise their website copy.

The SEO implications of voice search are only just beginning to be widely appreciated.
Be quick off the mark to help your clients understand the issue and how you can help.

Build up experience of voice SEO as part of your website translation work now, to stay ahead of the game.

More and more businesses are likely to need help with post-editing machine translation over the coming years - specialising in this could mean more clients and higher income.

Post-editing machine translation is here to stay. Embrace it in order to boost your translation income!

LinkedIn isn't just for catching up with business contacts - you can also use it to target potential clients based on the sector they work in.

After the long weeks of summer, use September as a time to refocus and refresh.

Keep up to speed with the latest CAT and translation memory tools in order to translate as fast and well as possible.

Learning a less commonly translated language can be a great way to increase what you charge per word when translating.

Understand clients' motivations, then develop specialist services (such as post-machine translation) in order to meet their needs and earn more.

Keep up with translation trends and specialise in popular areas (such as video translation) in order to boost your income.

Take time out to celebrate your successes on International Translation Day - particularly if you work freelance and don't have colleagues to praise your achievements!

Helping companies to globalize their content means providing expert Localization services as well as translation

Choosing the right words is an important part of finding a company's 'voice' and helping it to engage with customers

Engaging with clients doesn't have to be difficult - and email newsletters are a great way to kick-start the process

Use email newsletters to remind clients that you exist from time to time - you never know what might result from them

An email newsletter is a great way to showcase your skills - after all, just because you translate for a client, doesn't mean they realise you also provide writing or desktop publishing services.

Consider using a professional accountancy service to boost your freelance income- an accountant could end up saving you money in the long run.

Keep track of your different rates for different clients so that you can increase your rates at fair intervals.

Stop wasting money on unnecessary items that don't bring your more business – the more you save, the less you have to earn.

Save for tax as you go by putting away a percentage of your earnings each month – you'll be glad you did at tax bill time.

Track your income in order to ensure that you're earning at least enough to keep up with the rising cost of living.

Log your income then set your self-targets to beat it, to motivate yourself.

Upsell your services whenever appropriate - if a client needs packaging translation to sell goods overseas, can you also help with manual translation or financial translation as part of their

venture?

If you're working with a client that is starting to sell products overseas, help them to understand the different types of translation that they may need to use.

Be sure to localize your translation for the region your audience reside in, as well as the country.

Prioritise relationship-building for customers who need website translation, as it tends to develop into an ongoing requirement.

TED talks can be an engaging way to boost your professional development – trying listening to at least one per week to see the difference that doing so can make.

Use TED talks to inspire and motivate you when you're having a bad day.

Freelancing can be a lonely business. Network online to build a supportive web of like-minded professionals. Doing so can be really helpful if you need encouragement or have a problem to

deal with. It's also a great way to help other freelancers!

Remember that working hard is not the same as working efficiently - a boost in your productivity could mean more money or more free time!

Be sure to keep abreast of the latest productivity tools and apps in order to keep translating as efficiently as possible.

Exercise your mind regularly in order to be more focused and alert at work – and see what a difference it makes.

Start each day with a mental agility exercise and see how much more focused you are at work.

Keeping on top of your financial admin can make for a much happier translation career.

14 Online translation tools recommended for translators

The translation process can often be quite tiresome - sometimes covering a multitude of topics, requiring extensive research and contextual knowledge. Fortunately, the digital

revolution has unleashed the creation of tools, software, and resources that help ease the burden of translation and improve efficiency, consistency, and quality.

Next, check a list of translation tools recommended by translators.

1. Linguee

One of the favorites and most popular, this unique translation tool combines a dictionary with a search engine, allowing you to search for bilingual texts, words and expressions in different languages to check meanings and contextual translations. Linguee also allows you to search the web for relevant translated documents and shows how a word is being translated across the Internet. It is often used with Google Images to help translators and language learners.

Website: https://www.linguee.com.br/

2. SDL Trados Studio

The world's most recommended computer-aided translation (CAT) tool, SDL Trados, is a smart investment for full-time

translators. This software has TM, terminology, machine translation and software localization. Most large agencies require translators to work with one of the leading CAT tools, so using SDL Trados can also increase your client's portfolio and broaden your horizons. If you need time to decide before buying it, try a free 30-day trial version.

Website: https://www.sdltrados.com/

3. The Free Dictionary

Available in a wide variety of languages, this comprehensive website is a dictionary, thesaurus and encyclopedia all together. Get free access to medical, financial and legal dictionaries, an extensive collection of idioms, acronyms, quotes and many languages besides English, such as Spanish, French, Portuguese and Japanese.

 The encyclopedia also has sections updated regularly, providing users with a word or article of the day. The free mobile app is compatible with iOS and Android devices.

Website: https://legal-dictionary.thefreedictionary.com/

4. Fluency Now

Fluency Now Professional is a premium CAT tool and translation memory software designed for individual freelancers. Available for $ 9.95 per month, it is compatible with Mac, Windows and Linux operating systems. For businesses, Fluency Now Enterprise offers access to extra features such as Fluency Flow, a project management solution. It also provides a built-in proofreading software, as well as project and document statistics. An interesting and affordable option.

Website: https://www.westernstandard.com/

5. Proz

If you prefer interaction and crowdsourcing, Proz should be your primary resource. With the largest translation network in the world, Proz is a portal for professional translators who want to collaborate in terms of translation, dictionaries, training, as well as receive discounts on translation tools. Translators can ask questions and participate in discussions in the forum as well as search for clients, new projects, research terminologies and much more.

6. MemoQ

A translation software developed for freelancers, MemoQ offers several powerful functions that allow the reuse of previous translations. It also has the features to help improve quality, verify consistency, and ensure the correct terminology is used.

Website: http://memoq.com

7. **Memsource**

A TM database integrated with Gengo to improve efficiency, Memsource is a cloud-based translation environment that provides an effective and efficient project management tool. Users can further optimize their translation productivity using features such as TM, editing and terminology management, all within the platform.

Website: https://www.memsource.com/

8. TranslatorsCafe

An online community and forum where you can ask questions

and advice from experienced translators and look for new clients. Registration is free for professional and amateur translators, and Translators Café members can make offers and get work done at no additional cost.

Employers can contact freelancers based on their proposals or provide their information to translators. Payments are paid directly to freelancers.

Website: https://www.translatorscafe.com/cafe/

9. Zanata

A web-based system for translators, content creators and developers to manage localization projects, Zanata handles the entire translation workflow and allows translators to focus on translations, not tools and formats.

Your TM also finds and suggests the best translation matches throughout the system. Zanata's Editor works in any web browser without installation. Several translators can also work in the Editor, with a chat room for real-time communication.

Website: http://zanata.org/

10. Wordfast Pro

Wordfast Pro is an independent, multi-platform TM tool designed to improve the translation process for anyone, from project managers to freelance translators. Unlike other CAT tools, translators can import and export TMs even with the demo version and can be used for an unlimited amount of time. The only limitation is the size of the translation memory (500 units). There is no need to pay more for tutorials and the company provides excellent customer support.

Website: https://wordfast.com/

11. SmartCAT

A collaborative CAT tool, SmartCAT streamlines the translation process, allowing the translator, editor and other collaborators to work and collaborate in real time. This cloud-based software leverages the concept of Translation Memories (TM) and allows translators to create glossaries for consistent translations. In addition, SmartCAT now supports multi-lingual translation memories, making TM creation and management easier than with some desktop applications. This feature may also be

beneficial for translators working in mixed language pairs.

Website: https://www.smartcat.ai/

12. Magic Search

For faster terminology searches, Magic Search is an extraordinary multi-lingual search engine that provides one-page search results from multiple dictionaries and other sources for different language pairs. It searches from various sources, like Word Reference, TAUS, IETA, EUdict and more. Users can also install a Google Chrome extension in their browser and customize the list of dictionaries and fonts they would like to search.

Website: http://magicsearch.org/

13. IATE (Interactive Terminology for Europe)

Perhaps the most reliable database of all. Launched in 1999, IATE, which stands for Interactive Terminology for Europe, is the European Union's inter institutional terminology database. This useful resource ensures the consistency and quality of all written communication related to the EU. It plays a vital role for

translators and language professionals as it covers all 23 official European languages, with 8.4 million EU-specific terms, 540,000 abbreviations and 130,000 phrases. Users can assess the reliability of terms, which are entered into the database by EU terminologists and translators. The only caution you should have is that the translations into Portuguese are geared towards the European language. Other languages can be used normally. It's an excellent website.

Website: https://iate.europa.eu/

14. OmegaT

A free translation memory tool, OmegaT is open source software that allows translators to work more efficiently through fuzzy and automatic matching propagation. This tool also uses multiple translation memories simultaneously and allows users to process multiple file projects at the same time. Its powerful tools include Unicode (UTF-8) support that can be used with non-Latin alphabets, an integral spell checker and compatibility with other translation memory applications.

Website: http://omegat.org/

Other Options:

Metaglossary: definition of more than 2 million terms, phrases and acronyms in English.

Lexicool.com: bilingual and multilingual online dictionaries and a directory of 7500 dictionaries and glossaries.

OneLook Dictionary: Search by dictionary.

Wordnik: meta-search for words, definitions and examples.

Memidex: meta-search dictionary / thesaurus and more.

BabelNet: both a multi-lingual encyclopedic dictionary with lexicographic and encyclopedic coverage of terms in 50 languages, as well as a very large network of semantic relationships, made up of more than 9 million entries.

Dante: lexical database for English.

Glosbe: the multilingual online dictionary provides free dictionaries for almost all languages and translation memories with 1 013 284 995 phrases included.

TeacherWord: This search tool provides the definition of almost all words that you do not understand and without leaving the page! It's your dictionary on demand.

Interpersonal Skills

Why are interpersonal skills so important to getting and keeping a client?

Interpersonal skills can make a huge difference in your life. Without them, you will have difficulty finding work, partners and happiness. Interpersonal skills really matter.

To give you a concrete example, think about when you did a job interview – but that did not work out.

You may have been discarded for lack of experience or qualification, but it is also possible that you have lost the job because you have inadequate interpersonal skills.

What are the fundamental interpersonal skills for success and happiness?

Self confidence

The right level of self-confidence in the workplace can open doors and help you gain recognition. It can also demonstrate how you approach various situations and deal with them positively and effectively.

To be successful, it is important to demonstrate self-confidence at every stage of your career as a translator. Self-confidence at work will improve the way recruiters and clients see you, and with that quality, your ideas and opinions
will be taken more seriously. Trust also enables you to handle challenging situations more effectively and peacefully.

Ability to observe and listen

Through the ability to observe and listen, you can learn a lot from others, as well as win more friends - usually people prefer to talk about themselves and do not have the patience to listen to others.

Work Ethic

Having a strong work ethic is viewed favorably by many recruiters. But what is work ethic, exactly?
Well, it can be divided into three distinct streams, the first of which is professionalism.
This incorporates everything from how you present yourself to how you look and treat others.
 The next one is **respect**. All workplaces require you to work under pressure at one time or another and being respectful

under stress will give you more recognition. No matter how short the deadline is or how complicated things can get, always keep your diplomacy and balance.

The last aspect of a strong work ethic is reliability. Employers need to know they   have employees they can count on. If you always deliver your translations on time or even before, you will demonstrate your strong work ethic and commitment to the profession. In an uncertain business environment, colleagues, customers and managers will surely appreciate the stability you can bring.

Be open to criticism

Whether they are good or bad, criticism is fundamental to your success and evolution, because it´s by making mistakes that one learns. For example, by accepting criticism, you may be able to make positive changes.

Collaboration

Collaborating where necessary enables teams to work productively and deliver positive results for customers and businesses. Successful collaboration requires the ability to

cooperate and respect others.

Employers often seek candidates who have a proven track record of good teamwork, and professionals who are willing to commit and cooperate to deliver exceptional work. Showing yourself able to collaborate - particularly in challenging situations - is a very positive aspect when applying for or maintaining a job. Introduce yourself in a positive way and communicate your enthusiasm for teamwork.

Know how to deal with conflicts

Unfortunately, there are conflicts everywhere. Probably sometimes you argue with your partner and co-workers.

For the sake of general happiness, develop skills for resolving conflicts. This can be as simple as knowing when to walk away from a confrontation.

Learn to say thank you

At the workplace, employers are always looking for employees who show their appreciation. It could be something simple, like a "thank you" when someone helped you with a project, a difficult customer or a delicate situation.

Demonstrating gratitude is allowing colleagues, clients, partners and managers to know that you value them, that you are grateful for the knowledge and help they provide you.

Enjoy providing great service

Whether dealing with clients or colleagues, offer great service in all your interactions.

By doing this, you will increase your chances of success and increase your personal happiness. Try it and you will see!

Be quick at making decisions

"Winners make decisions quickly, losers take time to take them." There is definitely some truth behind this statement. If you lose days and weeks making decisions, you will often be left behind by those who are fast at it.

Be 100% Reliable

Trust is very important in life. We are bombarded daily by news of people being stolen, deceived and even killed.

These relentless stories enter our subconscious and leave us wary of everyone we have contact with. To help counteract

this, you always need to be 100% confident.

By doing so, you will quickly gain the trust of your customers and soon you will develop a reputation for being honest and trustworthy.

Be always willing to learn

What would we be without learning? From birth to adulthood, we are constantly learning new things.

But as we get older, many of us stop learning. To keep yourself young, happy and satisfied, rekindle your enthusiasm for learning.

This will ensure constant evolution in your career.

Be persuasive

This quality is essential when it comes to winning over new customers, proving that you are the right person for such work.

Think about politicians. They learned the art of communication in a persuasive and convincing way.

So the more you learn to communicate with persuasion, you will probably go far in your career.

Be creative and innovative

Bill Gates, Da Vinci and Steve Jobs were the best in their field because they were creative and innovative.

This allowed them to stand out from their competitors. You can do the same. Start by looking for ways to do things differently.

We are almost there!

If you have come this far, studied the topics with attention and concentration, learned how to use cat tools, already know where and how to search, what is necessary to produce a good translation, know the mistakes that cannot make, discovered the importance of your personal marketing, learned how to make a perfect resume and make job proposals and is familiar with all the content presented throughout this comprehensive course, **CONGRATULATIONS!!** You are one step away from officially starting your career as a translator!

Now let's start using all the knowledge you have acquired to get clients, contracts with translations agencies and sell your services to the world.

The first 2 companies I will mention are Appen and Lionbridge. But why do I point out these two companies in particular?

Firstly, because they are fast growing companies, constantly hiring new employees and, most importantly: without requiring previous experience, which is perfect for beginners.

Secondly, because the projects they offer are for long periods, that is, you will have guaranteed monthly income for a long

time, like a normal job. Another advantage is that you can take several projects at the same time, which would enable you to make good monthly income by working a few hours a day.

Appen

Headquarter: Chatswood, Australia

Appen is a service provider of technology and communication interfaces, including voice recognition, search and social media services, with experience in more than 150 languages. Link to apply:

https://connect.appen.com/qrp/public/jobs/listuref=12799ff7c7837d6e681020d686e33f44

How to work at Appen

Appen provides services to several companies. The focus of Appen is translation and evaluation of ads on social networks. Unlike Lionbridge, it does not pay a fixed amount per activity.

Each test that you pass will open doors to new activities. You can join multiple projects at once.

Lionbridge

Headquarter: Waltham, Massachusetts, USA

Lionbridge is a global leader in translation and localization. The company is specialized in areas such as game localization, marketing translation, as well as offering jobs like Social Media Advisor, Internet Search Evaluator and many others. To know more, visit http://www.lionbridge.com

Working at Lionbridge

The prerequisite for you to work for this company is to be a native, or if you live abroad, that you have lived for at least 5 years in your home country. In addition, you must be fluent in at least two languages.

They ask you to work 10 to 20 hours per week, but they are very flexible if you cannot keep it.

Payment is made by a deposit in a checking account.

Just like Appen, you have the option of working on multiple projects simultaneously, ensuring a good monthly income.

It's time for the final test. Let´s start looking for clients!

Here's a list of company websites. Some will provide an email for you to submit your resume, others will ask you to fill out an online form. Many agencies may also request a test, usually a translation of about 350 words. If you don´t pass the first test, no problem. Consider this as a learning. Assim como em concursos públicos, muitas pessoas fazem 3, 4, e no quinto acabam passando.

Translation Agencies

Sowmya Translators PVT Ltd. - somyatrans.com Atlas Services- http://www.atlaspvs.com/

HQ-Translate- https://www.hq-translate.com/

Data Bridge- http://www.databridge.ru/

Better Languages- https://www.betterlanguages.com/translation-services/

Language Aide PVT LTD- https://www.languageaide.com/

Exactete Translations- http://www.exactexte.com

GMD Linguistics- https://gmdlinguistics.com/

MSDS Translations- http://www.msds-translations.com/ Lexica Mind- http://lexicamente.com/en/home/

Trust Translations- https://www.trusttrad.com/

Day Translations- https://www.daytranslations.com/ Verbatim- https://verbatimsolutions.com/

Translator exchange- http://translatorexchange.com/ Alliance Business Solutions- http://alliancebizsolutions.com/

Lingo2Lingo translations- https://www.lingo2lingotranslations.com/ Global Translators UK- http://globaltranslators.co.uk/

Langalo Translations- http://www.langalo.com/ Versitalie- http://www.versitalie.com/

365 Days Translations- http://www.translate-englishto.com/ Lingvo 24- http://lingvo24.net/

Trans Solution.net- http://www.tran-solution.net/

To access thousands of other agencies around the world, click on the link below:

TranslatorsCafe- https://www.translatorscafe.com/cafe/

 Then click on Agencies/Full search

After clicking on Full search, you will see a huge list of agencies.

Keep sending emails and filling out forms, until you get enough

contracts.

Now it´s time to send proposals, CVs and cover letters. (Remember these are just some suggestions to get you started. Soon you will find your own ways to do it)

Cover letter - Job proposal for ads on websites like Proz, Upwork, Social Networks, etc.

Let´s suppose you saw a job posting on Proz. It´s a company hiring translators specialized in medicine. You have copied the contact email and you are sending a proposal (cover letter). In addition to the information below, enter extra information, if the customer asks, such as years of experience, references, etc. As you will make proposals all over the world, the best language for universal communication is English.

Cover letter for job postings on Proz, LinkedIn, social networks, etc.

Dear *(name of contact person),*

My name is *(your name)*, a freelance translator from ---. I noticed you're hiring a *(EN<SP translator, for example)*, and I'm interested in this position. (*Tell the client how you can solve his problem and why you are the perfect candidate for the position)*

My work experience: (*enter a brief summary in 3 to 5 lines about your work experience in that special field.)*

Specialties*: (Ex: Legal, Automotive and Social Media.)*

Rate: $ xxx per word *(from $ 0.03 to $ 0.09 per word, euro or dollar)*

Language pairs: *(Example: EN<FR).*

Daily output: *(The total words you can translate per day. It ranges from 3,000 to 5,000 words a day, usually.)*

Profiles: *(Write your profile links, Proz, LinkedIn, etc.)*

Thank you so much for your time! Hope to hear from you soon regarding next steps.

Kind regards,

(your name)

Cover Letter for translation agencies

Dear *(contact name),*

I am a (your citizenship) freelance translator looking for new job opportunities. I have

about (X) years of experience and I am interested in becoming your newest translator.

I have strong interpersonal skills, I am responsible, flexible, and I believe that with these qualities plus all my experience I can provide value to your company.

Currently, I also do volunteer work for… (name of the institution)

Specialties:

Rate:

Language pairs:

Daily output:

Profiles:

Please check my CV to find out more details about my professional experience.

Kind regards,

(your-name)

Cover Letter – for Proz, Upwork, Translatorscafé, etc.

For graduated translators

Dear *(contact name),*

I am writing to apply for the open position with XXX *(company name)*. I hold a degree in *(your degree)* and have worked professionally in the translation field for the past (total of years you´ve been working) years.

I possess fluency in reading, writing and speaking the language, besides having solid knowledge of many regional nuances, dialects and culture. I am fluent in xxxx and xxxxx languages (the languages you are fluent in) with an understanding of proper sentence structure, grammar rules and vocabulary. I am confident that I am a perfect candidate for your Translator position because….

It would be an honor to bring my talents to XXX Language Services as your newest Translator.

Please contact me soon regarding our next steps. Thank you for your time and consideration.

Sincerely,

(your name)

Cover Letter Template

Dear … ,

I am excited to hear Swift Enterprises seeks a candidate for the Training Coordinator position. My skill set and experience make me a standout candidate for the position described. I am extremely organized and detail oriented, have a strong work ethic and accompanying time management expertise, and I am a quick learner.

I pay attention to detail and keep materials extremely organized. During my time as a SavingsPro Bank teller, I only had one difference of cash in my drawer during my 15 months of employment, handling in excess of $100,000 cash daily. I keep a detailed calendar of events, so I know when each task is due and how to properly allocate my time. I color-code and label folders and notebooks, and file data in specific areas in my workspace. My organizational skills ensure accuracy with the confidence that all details in my reports and presentations are tracked, accurate, and completely up to date.

My strong work ethic and strong sense of urgency is evident in both my academic and work-related achievements. I made the dean's list during the same time I was training with SavingsPro Bank. I held this position throughout my academic career, and saw continued success in school and within the work environment, while maintaining a daily fitness schedule. I have received recognition for many of my achievements and I strive for perfection in all I do. I assure you whatever tasks I am assigned will be met with the same enthusiasm and commitment.

I am a great fit for the Training Coordinator position with Swift Enterprises, given the traits and experiences described. I look forward to hearing from you. I can be reached at (123) 456-7890 or firstmlast@email.com at your earliest convenience.

Thank you for your time and consideration.

Sincerely,

First M. Last

Next you will find some resume templates in English where we will apply our knowledge, including all essential information, increasing thus the chances for you to get a response and be hired.

CV Template

Personal Information

José X, Brazilian, single, 29 years old Rua Independência, 25

Fone: (42) 8284-xxxx / E-mail: josexmerecrute@gmail.com

Main Information

Dedicated *(language pairs. Ex: Spanish to Portuguese)* translator based in (country where you reside) with xx years of experience working for clients, professional communities and agencies. Exceptionally accurate translation skills. Can provide value to your company by … (explain how).

Hobbies: reading and playing sports.

Charitable volunteer work for… (name of the institution)

Rate:

Specialties:

Daily output:

Link Profiles:

Cat Tools:

Work Experience

Translator and Proofreader (2015 - 2016)

Period: January 2015 to February 2016 Company: X Translations

Activities: Advertising Texts Proofreading. Translation of Marketing content.

Education

Bachelor´s Degree in Languages - Universidade Pedagógica - 2004 - 2007

Other courses (List other courses, like HTML, Java, Microsoft Office.)

Let´s move ahead.

How to receive payments from companies abroad?

Currently, the best websites to receive payments from companies abroad are

PayPal and Payoneer. If your work (and your income) comes from the Internet,

you've probably heard of either platform.

Let's find out how they work:

PayPal

PayPal provides complete digital financial services. It's like your wallet, but digital. Once you create an account on the website, you save your credit card and bank account numbers and your email works just like your bank account details.

This email is used to send and receive funds; for example, if a customer wants to pay you using PayPal, they will need the email linked to your account. The client will deposit it into the PayPal account.

To receive the payment, simply click on "Transfer to my bank

account" in the upper left corner of the screen and then fill in the requested information.

How long does it take to transfer the payment?

Transferring your PayPal account payment to your bank account may take 3 to 5 business days, depending on the country of origin.

In addition to transferring directly to your account, as the payments will be in dollars or euros, you can also leave your funds there, as an investment, and withdraw them whenever you want**.**

What is the limit for withdrawals?

For unverified accounts, there is a monthly withdrawal limit. By getting your PayPal account verified, there is no limit. To view or remove your withdrawal limit, visit your PayPal account at www.paypal.com and click See how much you can send with PayPal.

What are the fees charged by PayPal? Let's check them:

- Create account (register) - Free

- Transfer balance to bank account - Free (if you do not need

currency conversion)

- Receive payment from your country - 4.99% + 0.60

- International payments - 5.99% + fixed rate (US $ 0.30), (Euro 0.35), (real 0.60)

Payoneer

What is Payoneer?

It is a reliable payment platform, a kind of intermediary between the client and the translator for the services provided. Payoneer has been in the market since 2005 and stands out as a global platform.

In terms of fees, Payoneer is very close to the other platforms, providing a slightly lower rate. Except for PayPal, because the leader of the segment is entitled to charge fees that I consider exorbitant, other companies charge a very close rate between them, as this is one of the main aspects considered when choosing payment platforms.

Payoneer is very agile at processing payments, and often deposits funds on the same day or one day after the user's request.

Payoneer´s Table

Get paid by another user - Free Cash out - 2%

Withdraw in USD, EUR - $ 1.50 - € 1.50

Note that when receiving a payment, there is have a fee of only 2% in Payoneer.

For comparison purposes, PayPal charges 4.99% + $ 0.60 BRL just for you to receive a payment.

Now that you know how both platforms work, it's up to you to decide which one to use.

Translators´ Forum

What do you do when you are working on a segment and get stuck on a term you can´t find its translation anywhere?

I asked these questions to translators worldwide. Let´s check what they say about it!

Christin Richter - In specific languages, like Brazilian Portuguese for example, there can often be words that do not have translations (like flora and fauna, religious words for specific religious communities etc.). In those cases, I use the original word and put the equivalent for the specific target language into brackets, i.e. "Babalao". Otherwise, I try to check with reliable colleagues, to see, if they can indicate glossaries or translations / descriptions in order to understand, if the

term can be derived from other existing terms in the target language. However, some terms are simply not translatable, like "saudade" (even though some people translate it, I personally find there is only one language with a term that comes close to it, which is the German "Sehnsucht", but otherwise the depth and variety of meaning connected to the word "saudade" cannot be put into another language. If it

happens for new words that are created in the source language to describe something that was not there before,

then the market / community adaptation around the world should give indications as to whether translate the term. Like smartphone in the 80s wouldn't have had a meaning, nowadays it is an everyday item and mostly not translated but kept. This can happen especially within new industries and technologies.

Fatma Ossama - After using the sources you mentioned and still couldn't find the answer, I try to devise the meaning according to the context I have.

Then share the paragraph in which it is mentioned with colleagues and ask them to see if I conveyed the meaning correctly (without telling them anything). Sometimes I get better suggestions from a fruitful decision when I tell them what I did.

Safeya Mahmoud Abla - It depends on the text type, but for example, if the text is technical, you better search for the term's meaning in same source language to well understand it, then if you still can't find an equivalent, you may transliterate the term and explain it between brackets.

Maximilian Hofstadter – TCTerms.

Yongwen Meng - Nice picture. For this kind of problem, sometimes I choose to ignore it and go ahead. After reading the full text, I may know the answer or at least
get some clues of how to search it on the internet.

André Lisboa - Perfect Yongwen! That's the first thing I do. Firstly: you don't waste precious time. You must move on. Productivity and time management! Secondly: by translating the whole text, you become much more familiar with the subject and when you come back to the untranslated term it will be much easier to find a suitable translation.

Shelley Upton - All the above are excellent suggestions. One thing I have done occasionally is use Gurgle or similar ones to translate the term into a different language from mine, Spanish or Italian for instance, then translate the result into English and see if it gives me any insight. Sometimes it can help, sometimes not!

Joyce Madbak - I try to work on the root of the word itself. In

French most of the words originate from Latin or Greek, it helps a lot.

Alison Kennedy - I Google the word and read a few texts that use it in context and in original language. Then, I brush my teeth and, if no inspiration or light bulb flashes,

I paraphrase... I never leave untranslated words in my translations - unprofessional and clients and agencies alike hate it.

Maximilian Hofstadter - True enough! Forums like Proz are just a tool, but a very precious one. Most of the helpers are experimented and thanks to the agree/disagree & rating

options, a suggestion is not easily accepted. There is a real debate going on. Even if you don't get the right translation, you can be inspired by others' comments/answers.

Of course, at the end it is your decision. And everything must not be taken as Gospel. The client's wording choice also prevails. :)

Oliver Lawrence - Many of the answers on forums, Proz included, even answers that have been voted the winner, are

rubbish. Beware, and leave enough time to do your research.

Maximilian Hofstadter - I would say that 80% of the answers are good and 20% unreliable/out of subject. But André is right, generally we don't have time for long debates, and I tend to ask questions for very tricky terms only (and/or if I have enough time to wait for a consensus).

Shelley Upton - All the above are excellent suggestions. One thing I have done occasionally is use Google or similar ones to translate the term into a different language from mine, Spanish or Italian for instance, then translate the result into English and see if it gives me any insight. Sometimes it can help, sometimes not!

Esther Lqp - Reverse dictionary too, if not, look up in a monolingual dictionary.

Iva Barakova - There are some fb groups for help in translation, many translators ask their colleagues there for terms and abbreviations.
Iva Barakova I also use Glosbe.

Osmany Ortiz - I download specialized glossaries.

Cristian Alejandro Latorre Silva - What works for me, most times when I get stuck I google the term/phrase or whatever it may be in the source language then find out what it means for that specific country, translate the term/phrase the best way I can, search my translation on google.

Proofreading: The 4 steps

1. Focus on the source and target language segments.

Compare both. Make sure there are no words omitted from the original text, check if the context is correct, etc. In other words, identify any kinds of translation errors. Stick to the translation only, without adding or omitting words, refraining from expressing, even indirectly, your opinion on the subject.

Objective: Compare the source and target texts and check for any translation errors.

2. Focus on the target segments: Read only the translated segments one by one, checking for errors like verbal agreement, style, punctuation, tone, etc. A good idea during this step is to reread the text in another program, with different font types and sizes. Your brain will work in a different way, reaching out to other synapses and allowing you to discover errors or phrases that don´t sound good but had gone unnoticed.

Objective: Check if the target text is correct, grammatically.

3. Focus on the target segments: Read each segment again. Do you understand he sentences and the translated text? Do they sound natural? Are the structures commonly used in similar texts? Sounds weird? Too formal? Archaic? If you understand and it sounds good, go ahead. Otherwise, try to make the text clearer. Start by eliminating all excesses, removing anything that is not essential (Ex: change "my car" to "my car"), without changing the direction. In compound periods, try to reverse the order of sentences. Always place the phrase with the most relevant information at the beginning. If after applying all these procedures, the result is still not satisfactory, stop. Delete it all and rebuild everything from scratch.

Think about how you would explain that sentence / phrase to someone in such a way that the person understood the idea, the meaning, the logic behind the text at the outset. This is where people with more creativity find it easier to work.

Move beyond common sense! Do not always express yourself in the same way, using the same adjectives, structure, tone, otherwise your texts will sound repetitive and tiresome.

Objective: Clean the text, make it sound natural. Clear, concise and coherent.

4. Final step: read the text aloud. Check if it sounds natural and clear. Finally, press F7 for spell check and F8 for QA (Quality Assurance).

Objective: Make the text flow well, in a natural way. Natural sounding phrases, nice combination of words and appropriate rhythm.

Result: Text clear, cohesive, well written, natural and easy to understand.

Editing Checklist

Use this checklist when editing your own (or someone else's work) to make sure you cover all the areas where errors and omissions are most common.

Ask: Did I accomplish my mission?

Is all the data I provided accurate and spelled correctly?

Dates

Names

Numbers

Locations

Addresses

If I need information, did I ask for it clearly?

Did I provide a time or date, if the information is time sensitive?

Are any words or phrases flagged by a spelling or grammar checker?

Can I reword or rephrase to eliminate the red- or green-lined content?

Have I checked my grammar and usage against my list of frequently misspelled or misused words and other common mistakes?

Have I read my work aloud?

Is my tone neutral and appropriate?

Could any of my statements be misinterpreted?

Is the tone and content of my message polite and direct?

Am I using the correct format for the content?

Do I have a template or an example I should use?

Does my format pass the visual inspection?

Spacing

Amount of text

Margins

Font

Should I add a copy of this document to my style guide for future use?

Final thoughts

I hope you have enjoyed the course and I really wish you succeed without giving up along the way. Being able to somehow contribute to your success will have been a huge reward for the dozens of hours I spent writing this material, where I openly talk about my knowledge and experience gained over 25 years.

My philosophy is that there is room for everyone; I believe in synergy.

If we help each other, everyone grows, as human beings and professionals.

All information contained herein is very important. Do not just some of these tips and instructions. "The percentage of success is 100%!" The difference between those who read this e-book and achieve success for those who try "a little" and give up may be precisely because they have not applied one of these tips in their work. That is, by forgetting about a smallest detail, you may not get there. Therefore, use all the knowledge acquired here. Be professional, ethical, work hard on your personal marketing, love what you do and do not give up until you reach

your goals. By giving all you´ve got, the chances for you to succeed are gigantic.

The Key to Success

Maybe many people think there is no secret, but I have been working as a translator and interpreter for almost half of my life, but for many years I did this as a source of extra income, a secondary job, even though I´ve always been fascinated by the profession.

What really changed my life in a particular morning was simply a decision!

"The decision and the conviction that translation would be my main and only profession. The decision that I´d dedicate all my time and energy to it."

The next step may lead you to success

Many years ago, a good friend of mine whom I hadn`t seen in a long time came to visit me. During our conversation, he told me about an event in his life.

He had recently gotten married, his wife was expecting their first child, they were renteing a house and both were unemployed.

He decided to accept a job as a sales representative for an MDF Company.

For 3 months, he worked without closing one single deal. In addition, he had expenses with hotel, fuel and meals.

Feeling tired, stressed, and worried about having to provide for his family and the child that was on the way, he thought about giving up.

After giving it some thought, he decided to try one more day. He chose to take one more step.

It was then that something incredible happened: on that very same day, he closed a deal with one of the largest furniture factories in Brazil, and the commission he received was so good that it paid out half of his much-desired dream home. Today he is a successful professional and has two kids; he is the owner of

a big company that hires dozens of employees. Incredible, isn´t it?

May this truthful story inspire and motivate you to persevere.

*"Whenever you think about giving up, breathe deeply
and take another step. it may be the one that will take you
to success!"*

About the author, André Lisboa

https://www.lisboatranslations.com/

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