

Translation Services

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Globalization, advanced communications technologies and less restricted international trade has resulted in an increased amount of business being done between English and non English speaking countries. Although English is the dominant global language and the chosen language of international business, there are still many companies in the world without access to English speaking staff members.

This communication barrier creates an excellent business opportunity for someone with language, translation and communication skills.

Before The Start-Up, Let's Not Get Ahead Of Ourselves

No degree or qualification is necessary to become a translator, although a degree in language or communication is helpful. In order to be successful at this job you will need to have an excellent grasp of the two languages you plan on translating. A translator's job includes far more than just simple translating; other job requirements include translating documents and attending business meetings. In addition to languages, you'll also need excellent communication and writing skills.

The Start-Up

The first step in starting any successful home business is to prepare a [work space](#). You'll need a desk, computer, mobile phone, printer, fax, copier and scanner. You'll also need a name and logo to put on your [business cards, letterheads and envelopes](#).

With your home office completed you'll need to establish an area of focus for your business. While translation services are required in many fields, the most lucrative opportunities exist in the world of business. With this in mind you'll need to develop a range of services and a price structure.

Examples of services you might offer include the following:

- Basic services such as document and website translation
- Advanced services such as direct translation at meetings and assisting marketing specialists to design a brand for foreign markets.

Earnings are generally structured hourly and can range from \$25 to \$35 per hour.

Making It Work

Translation involves a lot more than simply translating individual words in a sentence; a good translator ensures the real meaning behind words is not lost during the translation process.

Marketing

This isn't the easiest home business to market. With such a small target market to aim at its essential to use direct marketing, marketing in the right spaces is what counts, not marketing in mass.

A website is a great place to start, get a simple business website constructed and register it with as many local and niche directories as possible. Pay per click advertising such as Google Adwords is a great way to market to people searching for your services; the best part about using services like Adwords is that you can target your ads to any geographical area, even as small as a city or suburb.

When marketing your business offline consider placing ads in local business publications, trade journals, the Yellow Pages (if you have the budget) and perhaps even local classifieds. Also consider using cold calling and direct mailers to businesses who you think might require your services. Word of mouth marketing takes time to kick in, initially you'll have to market your business quite aggressively.

Finally don't ever pass up an opportunity to [network](#) within the local business and translation services community.

Don't Forget

As with all service related businesses it's easy to spend too much time on one client. Be aware of the time spent on each client and don't undercharge for your time.