

## **FOUR WAYS YOU CAN SUCCESSFULLY BUILD YOUR BUSINESS WITH MYL**

As a translator with Mind Your Language (MYL), you will be given many opportunities to win business and build relationships with our Clients. It starts with the translation tests, which gives Clients the opportunity to match translators' skills with their business needs. Many of our freelance translators have successfully built their own businesses inside ours. We asked some of them what were the most important factors in building their business with MYL. Here are their top four tips:

### **1. It goes beyond language proficiency**

Language proficiency is a given. Successful translators, therefore, go beyond this and offer their Clients flexibility in terms of time and availability, technical savvy (especially concerning translation tools), eagerness to do well, and matching priorities. In short, building your business with a Client calls for a 'can-do' attitude that will present you as a partner who understands the Client's goals and strategies.

### **2. Use all the tools and references you can get**

The best translators use all resources available to them, including online dictionaries, Client-provided glossaries, and any other materials that they can find. One key goal according to one translator is *"to be so familiar with the company and the business that writing about either becomes second nature."* A second goal is to be thoroughly familiar with the language, tone, and style of the Client's communication materials, so that, as one of our translators says, the resulting text *"cannot be recognised as a translation when read by native speakers."*

### **3. Improve your target-language skills**

Language is ever-evolving, and you must evolve with it. Changes in industry-specific terminology, transformations in colloquial speech, and the constant flux of tech words (for example, 'liveblog,' and 'bitcoin,') are just some factors that cause a language to evolve, and a translator's style can quickly seem stale in comparison. This is why it's important to read, speak, listen, and write in your target language continually. A lived language is a most valuable asset, and, according to one translator, there are many *"sources of inspiration and creativity to be found, [especially in books]... There's always so much to discover."*

### **4. Maintain a good working relationship with your Clients**

According to our translators, what this means is:

- Quality must be your first priority
- Be attentive and keep track of deadlines
- Do only the things you're sure you can do
- Never promise anything you can't achieve
- If Clients complain of mistakes, don't hide behind meaningless excuses. Acknowledge them, learn from them, and move on
- It's better to pass on an overly complex project than do a poor job

Says one translator: *"You will become a better translator and you will grow as a professional. You could even say that the Client brings up a translator in a way, and if he succeeds he won't ever let a good translator go."*

And of course, if you produce good work and maintain good relationships, word will get around, and that is how good business is built.

**This article was written for MYL by Rita W, one of MYL's Australia-based copywriters.**

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