"No Pain, no Gain: Active Marketing to Direct Clients"

Working with direct clients instead of translation agencies is traditionally more lucrative, allows for more flexibility, increases linguists' quality of life, and gives them more control over their businesses. Being an integral part of direct clients' international marketing strategy makes translation work more rewarding, both financially and professionally. Challenges of working with direct clients include a potentially long and time-consuming customer acquisition process and finding the time, motivation, and strategy to pursue this type of customer for the first time. However, any linguist can shift from working mainly for agencies to working with direct clients if they approach the process in an organized and targeted fashion and are willing to put hard work into it. This workshop will give attendees the tools they need to start the direct client acquisition process.

Presenter Judy Jenner will discuss the pros and cons of working with direct customers, what you need to know to find them, how to find them, what not to do, how to get organized, how to grow and nurture the relationships you have formed, how to turn clients into repeat customers, and much more. The workshop will include several conversation starters and interactive exercises. This presentation will give you a clear idea of what you need to do in order to find direct clients and successfully work with them. Judy Jenner, who works exclusively with direct clients, will illustrate her points with plenty of real-life examples.

Length:	2 to 4 hours, customizable to your organization
Languages offered:	Workshop can be given in your choice of English, Spanish, or German
Fees:	Available upon request