



# FINDERS KEEPERS – FINDING AND KEEPING AMAZING CLIENTS

CIOL TRANSLATORS' DAY - MARCH

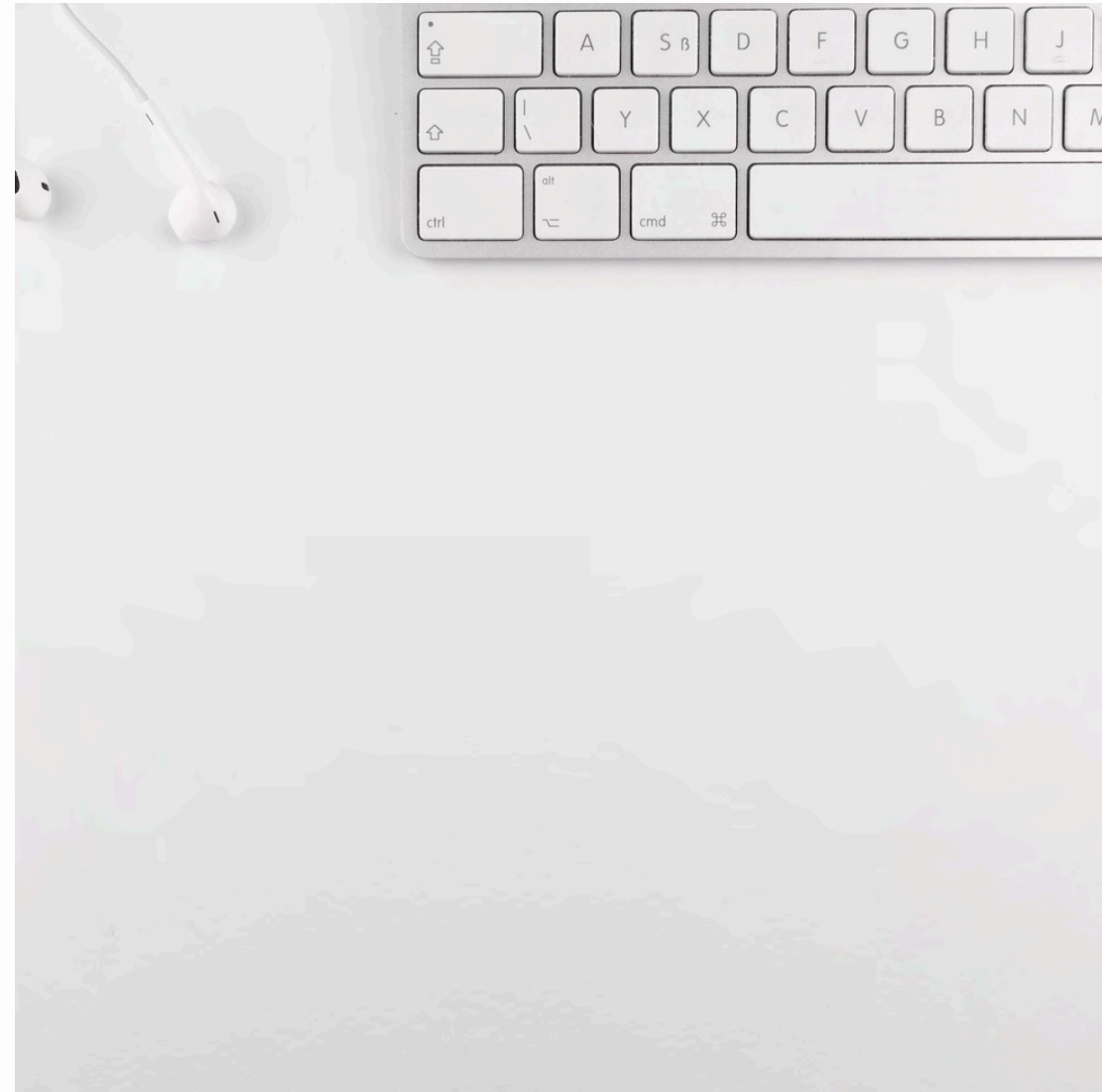
2025

VASILIKI PRESTIDGE

# ABOUT TODAY

Finding

Keeping



# MARKETING

inbound

outbound

online

offline

# YOUR CLIENTS



current  
future  
ideal

## **Questions to ask yourself**

Who are my clients?

Age, gender, location, occupation, hobbies, interests

# SOCIAL MEDIA

## Questions to ask yourself

Do I need them? And why?

If yes, which ones?

How do I use them?

What is the purpose they serve?

Do I track results? How?



# OTHER ONLINE PRESENCE

**BLOG**

**PODCASTING**

**DIRECTORIES**

**WEBSITE**

**GUEST WRITING**

**YouTube**





# WHERE DO CLIENTS FIND ME

**Website**

**Email**

**Membership organisations**

**Word of mouth**

**Repeat/Returning client**

**Social media**

**Embassy**

**Other translators**



# WHAT IS A BRAND



## Values

WHO ARE YOU  
HOW YOU DO THINGS  
YOUR BELIEFS  
HOW YOU OPERATE

## Visuals

COLOURS  
FONTS  
VISION  
CLARITY  
HOW OTHERS SEE YOU

## Tone of Voice

HOW DO YOU COME ACROSS  
WHAT IS THE STYLE  
COMMUNICATION STYLES



# FINDING YOUR NICHE

## Questions to ask yourself

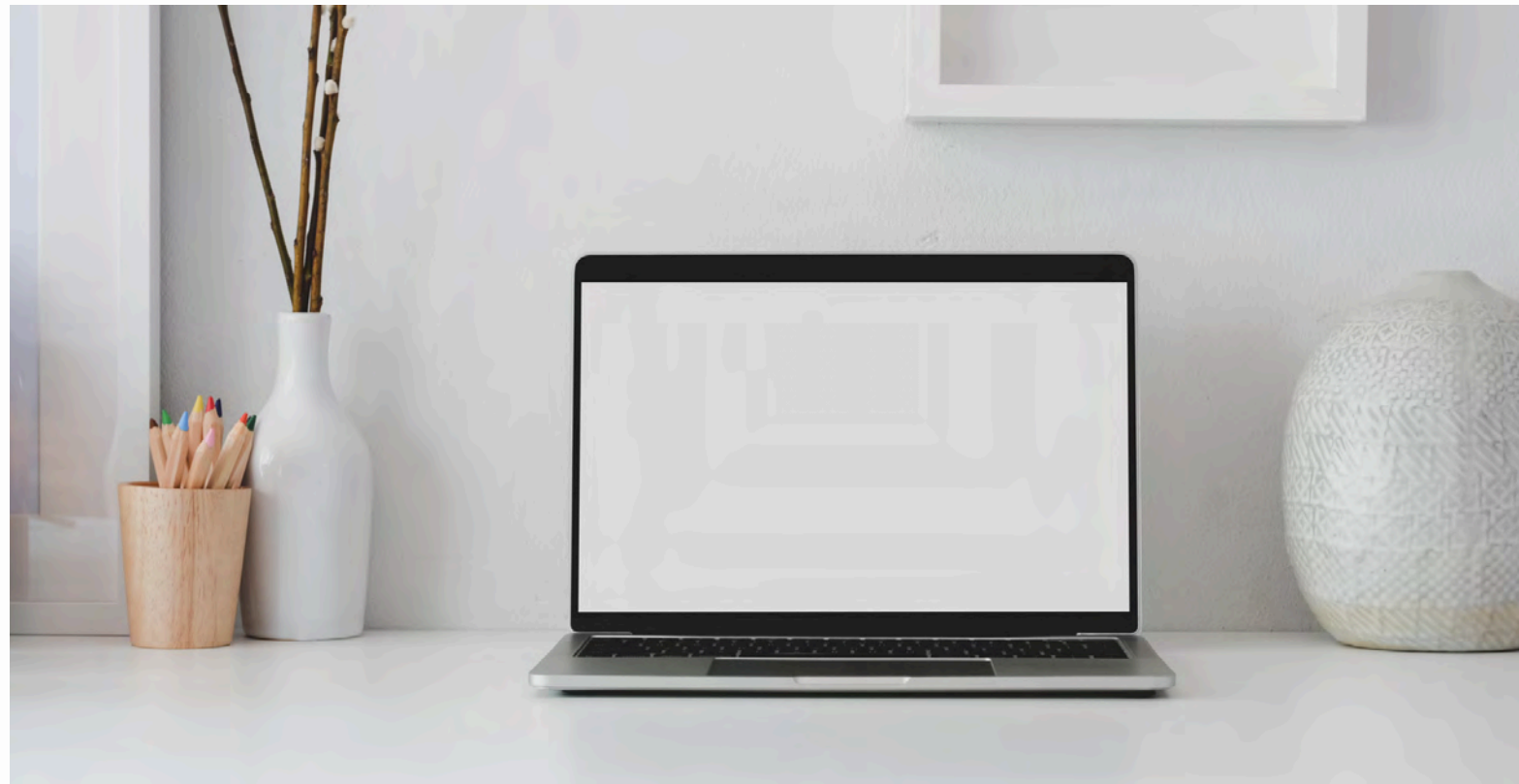
What do I know?

What do I like?

What am I good at?



# STRATEGY IS A BIG SCARY WORD



or scribbles on a napkin

short term plan vs long term plan  
SMART goals

Specific  
Measurable  
Attainable  
Realistic  
Time-bound

**A roadmap from A to B**

**Questions to ask yourself**

Who is my ideal client? How do I get them? Where am I now? Where do want to be? How will I get there?

# GOAL AREAS



**financial**

**client number**

**client types**

**development**

**volume**

**rates**

Yes, but don't forget

health  
social life  
personal life  
family  
spiritual  
career

# DEAR CHATGPT...

I am a translator, how can I find clients?

Finding clients as a translator involves a mix of networking, online presence, and direct outreach. Here are some strategies:

## 1. Build Your Online Presence

- **Create a Website/Portfolio** – Showcase your expertise, services, and past work.
- **LinkedIn & Social Media** – Optimize your LinkedIn profile and engage in translation groups.
- **Freelance Platforms** – Register on Upwork, Fiverr, Freelancer, and PeoplePerHour.

## 2. Join Translation Marketplaces & Agencies

- **ProZ.com & TranslatorsCafé** – These platforms connect translators with clients.
- **Translation Agencies** – Apply to companies like Lionbridge, Welocalize, or SDL.

# DEAR CHATGPT...

## 3. Network & Direct Outreach

- **Email Potential Clients** – Contact companies that might need translation services.
- **Join Business & Industry Groups** – Attend networking events, both online and offline.
- **Engage in Online Communities** – Participate in forums like Reddit's r/translation or LinkedIn groups.

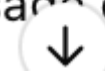
## 4. Specialize & Upskill

- **Niche Expertise** – Specialize in legal, medical, technical, or gaming translation.
- **Certifications** – Get ATA, CIOL, or other recognized certifications to stand out.

## 5. Offer Free Samples & Referrals

- Provide a free sample to potential clients.
- Ask satisfied clients for testimonials and referrals.

Would you like help crafting an outreach message or optimizing your profile?







# WORKING IN HARMONY

for example

2 more law firm clients  
study law  
attend legal events  
be active on LinkedIn





# MINDSET

IS EVERYTHING

YOU CANNOT  
MAKE EVERYONE  
HAPPY



Some people shop in Zara, some in Hermes  
Who is your client?

# Points of contact

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A top-down view of a desk with various office supplies. On the left is a rose gold pen. In the center are two glass containers: one with rose gold pushpins and another with rose gold paperclips. Several pushpins are scattered on the white surface. On the right is a lined notebook. The text 'The rule of seven' is written in bold black font, followed by a horizontal line.

## **The rule of seven**

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**A PROSPECT NEEDS TO  
SEE OR HEAR YOUR  
MESSAGE AT LEAST  
SEVEN TIMES BEFORE  
THEY TAKE ACTION  
AND BUY FROM YOU**





**EMAILS**

**QUOTES**

**INVOICES**

**CSS**

**FOLLOW UPS**

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## **BEFORE - AWARENESS**

online presence, networking online and offline, social media, blog posts, articles etc.

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## **DURING - PURCHASE**

quoting, translating, handling queries and issues, invoicing

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## **AFTER - POST-PURCHASE**

follow-up, surveys, phone calls, emails, targeted messaging, feedback, comments

# POINTS OF CONTACT

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## CUSTOMER AFTERCARE POST-PURCHASE EXPERIENCE

invoice, survey, follow up,  
questionnaires, thank you notes

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## Learn from other brands

phone calls, your schedule, planned  
holiday, CPD, Google Alerts, connect:  
(LinkedIn, other social media)  
newsletter





A top-down photograph of a white notebook with horizontal lines, a rose gold pen, and a white pen with gold dots. A semi-transparent orange rectangle is overlaid in the center, containing the word "HOW?".

HOW?



# EMAILS

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Greek - English - French

Translator | Interpreter | Consultant Linguist | Director

Lecturer in Languages (Translation) | School of Business and Law, London Metropolitan University

Member of Council to the Chartered Institute of Linguists

## **Greek to Me Translations Ltd**

translation | interpreting | localisation | transcreation | consultancy

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Service Description	Service fee
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Admin fee	£
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**Invoice**  
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e: tbc  
 t: tbc  
 w: n/a

Invoice issue date: 07/11/2023  
 Invoice due date: 07/12/2023  
 Your reference no.: 31102023SP

Service Description	Service fee
Greek-English legal interpreting	
<b>Total:</b>	
<b>Paid:</b>	
<b>Remaining balance:</b>	£

**You have recently used my services and I am interested to know how I did.**

- Would you like to complete [this](#) short survey to tell me how I did and what I could do better?
- Alternatively, you can leave a review on my [Facebook](#) page.
- Or you can [email me](#) a testimonial for my website.

**Your feedback is very important to me, so thank you for your time!**

*Thank you for choosing Greek to Me Translations*





# Greek to Me Translations

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4.9  40 reviews

Reviews aren't verified. ⓘ

 Write a review



**Peter Rolph**

2 reviews

 2 years ago

**Positive:** Professionalism, Quality, Responsiveness, Value

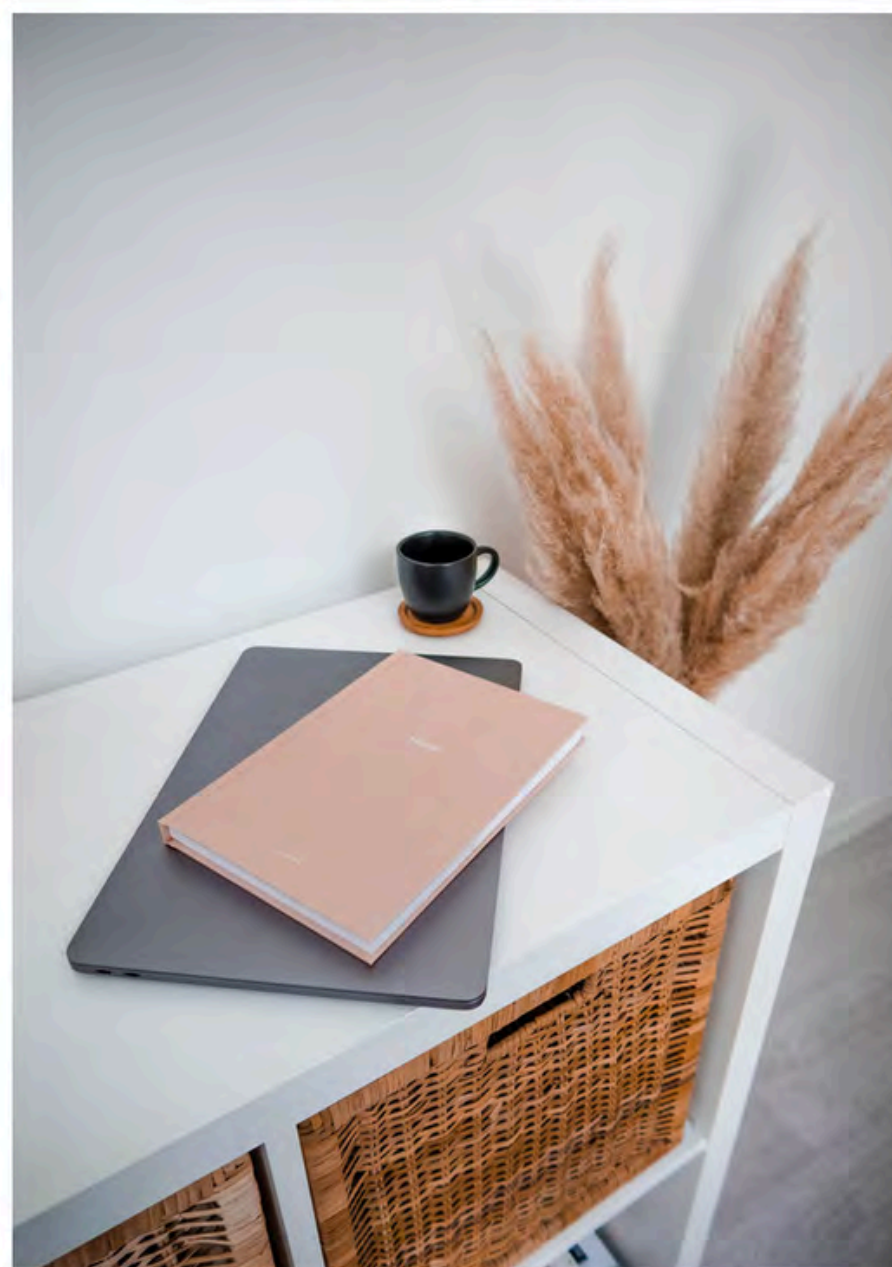
This is the very best Greek translation service you will ever need  
Total professionalism and expertise with very responsive and friendly approach  
A real pleasure to undertake two legal documents in short time available  
Excellent service and costs

 Like

**Response from the owner** 2 years ago



## How did I do?



Hi! I hope you're well.

You've recently used my services and I would like to take the time and say **thank you** for choosing Greek to Me Translations!

As part of my business processes, I am always looking for ways to improve. Is there anything I could do better for you in the future? Were you happy with the service you received? Your feedback means a lot to me!

**You can choose any number of the options below to leave me your thoughts:**

- 1) write a review on my [Facebook](#) page
- 2) leave me a review on [Google](#)
- 3) or send me a testimonial for my website by replying to this email.

**Want to stay in touch? Subscribe to my newsletter!**

Thank you!

Vasiliki Prestidge MA MCIL CL MITI

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## Translator

< for the legal, creative,  
and psychometrics industries

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**Clients need YOU!**  
**as much**  
**as you need them!**





Καλησπέρα σας,

Έρχομαι σε επαφή για να βεβαιωθώ ότι λάβατε το πιο κάτω μήνυμα.  
Για οποιεσδήποτε απορίες, παρακαλώ επικοινωνήστε.

Ευχαριστώ

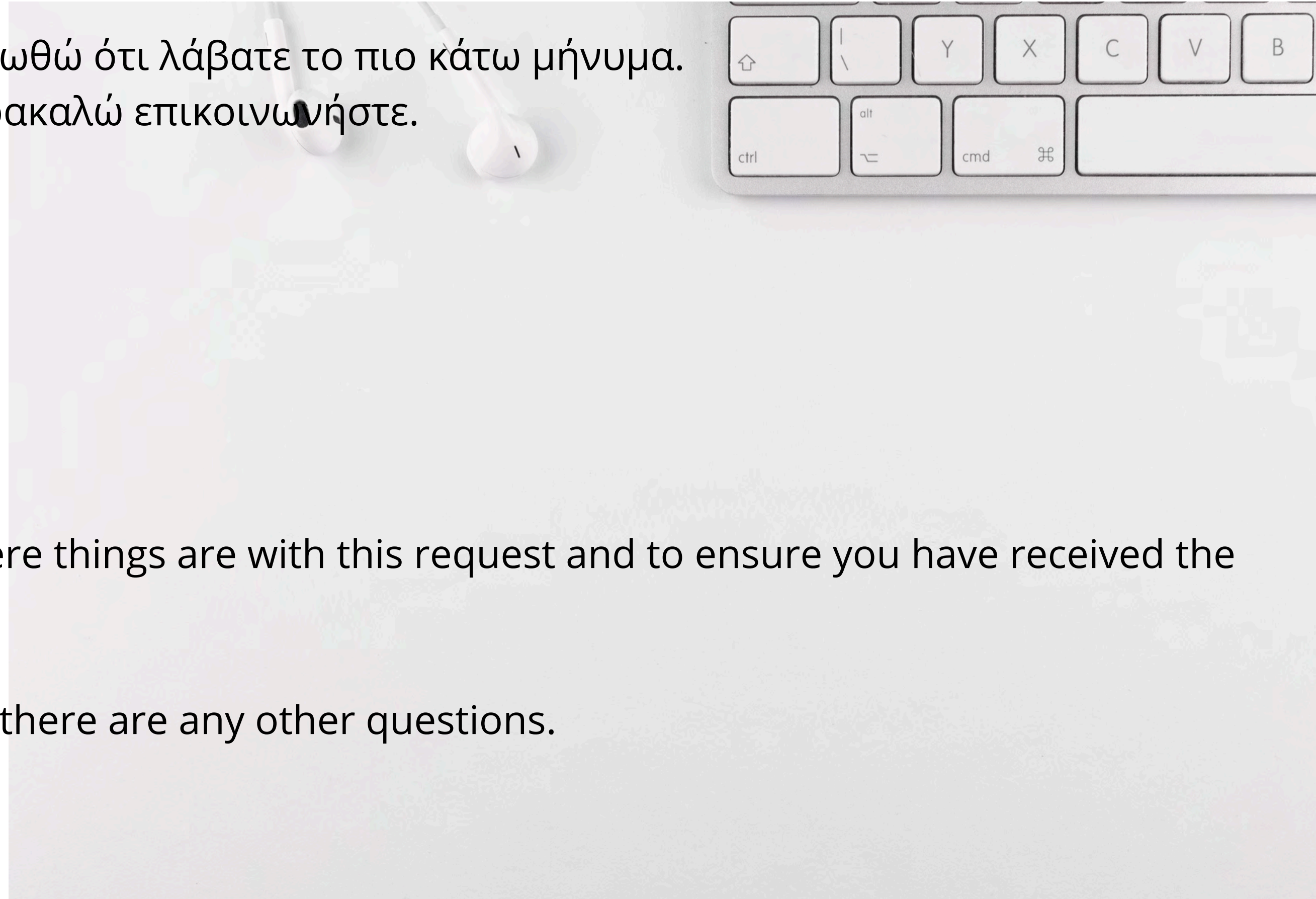
Dear xxx,

I hope all is well.

I am getting in touch to see where things are with this request and to ensure you have received the email below.

Please do not hesitate to ask, if there are any other questions.

Thank you



# HOW?

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## SET TARGETS

"Every Friday, at the end of the day, I will be following up on all emails from that week".

"Mid-month, I will be sending out a feedback questionnaire to all new clients".

## ASK ASK ASK

You didn't get the job? Ask why!  
Did you get the job? Ask why!  
Did they like your work? Why?  
They didn't like your work? Why?

## SAY THANK YOU

If you're feeling negative, don't reply.  
Negativity does come through emails.

## HAVE A METHOD

Be patient. Be consistent. Be authentic.



GENERATE  
AWARENESS

EMPHASIZE  
AFTERCARE

ANALYSE  
RESULTS



An open notebook with lined pages is shown from a top-down perspective. A rose gold pen with a textured grip lies diagonally across the left page. A white pen with gold-colored dots and a silver tip lies diagonally across the right page. The background is a plain, light-colored surface.

## LinkedIn

connect with clients

follow companies

sign up to news alerts, reports, and newsletters

post regularly

talk about your work

engage with others

be consistent

prioritise correctly

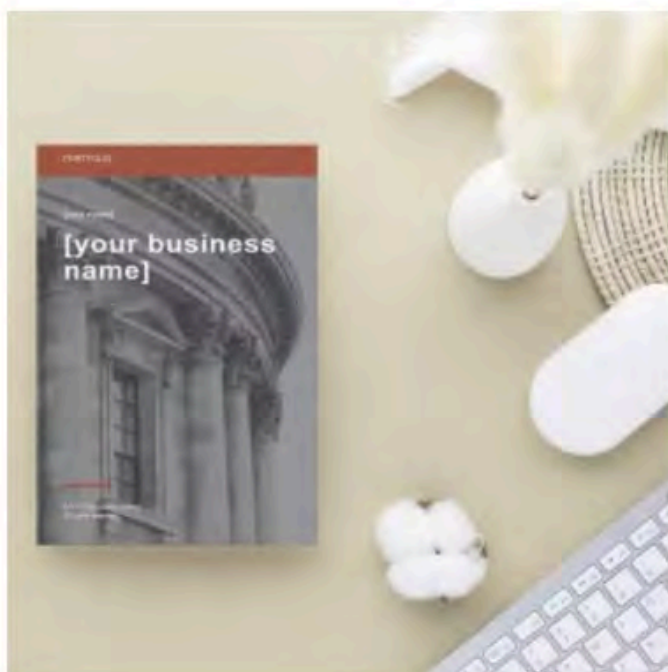
networking is caring



A top-down view of a desk with a notebook, a fountain pen, and a ballpoint pen. The notebook is open, showing lined pages. The fountain pen is rose gold, and the ballpoint pen is light green with gold accents. A semi-transparent orange rectangle is overlaid on the center of the image, containing the text "THE HUMAN FACTOR" in white, bold, uppercase letters.

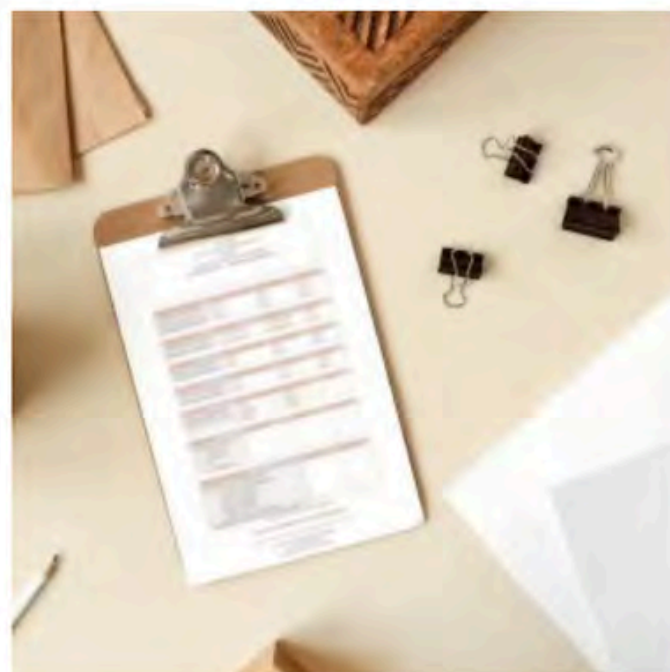
# THE HUMAN FACTOR





Portfolio template

**£20.00**



Rate card template

**£7.00**



Specialisation finder

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**ASK ME**

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