The Entrepreneurial Linguist **Judy Jenner**

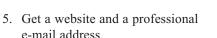
48 Short Pieces of Advice

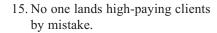
A few months ago, I attended a translator and interpreter training session, during which a colleague came up to me, pen and paper in hand, and asked: "So, what is the secret to success?" I was a bit taken aback by this question, as there are no easy answers nor secrets, but I started thinking about her question. If I had to narrow any advice (useful or not) that I have down to very short nuggets, which would they be? I started compiling a list, and the results appear below. These nuggets are in no particular order of importance and are meant for both interpreters and translators.

- 1. Running a small business is hard. If it were easy, everyone would do it.
- 2. You are not entitled to be successful.
- 3. There are no real secrets to success, but start by working hard and by making smart decisions.
- 4. Do not compete on price. Find your competitive advantage instead. Do not become a commodity.

Information and Contacts

- e-mail address.
- 6. Your success will depend on the quality of the relationships you form.
- 7. The Internet is your friend. Online marketing is mostly free and easy, so use it to your advantage.
- 8. No translator or interpreter is an island.
- 9. Have a positive attitude.
- 10. Avoid making the same mistake twice.
- 11. Do not start work on a project until you have written confirmation from the client.
- 12. Play nicely with others.
- 13. Set realistic goals and make a plan for how you will achieve them.
- 14. Take an honest look at your skills and improve them.





- 16. Take feedback for what it is: a valuable gift.
- 17. Without clients, you have nothing.
- 18. Be reasonable even when others are not.
- 19. Think before you send an angry e-mail.
- 20. Learn to be self-sufficient in terms of information technology and software.
- 21. Invest in your business by purchasing the best tools, dictionaries, and gadgets you can afford.
- 22. Keep your personal and business finances separate.
- 23. Improve your typing speed.
- 24. When asking others for advice, be respectful of their time and offer to take them to dinner.
- There really is no substitute.
- 26. Do not complain about your clients publicly. Ever.
- 27. Do not complain about your colleagues publicly. Ever.
- important thing you have.

25. Translators: read, read, read.

28. Your reputation is the most

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Judy Jenner is a court-certified Spanish interpreter and a Spanish and German translator in Las Vegas, Nevada, where she runs Twin Translations with her twin sister. She is a past president of the Nevada Interpreters and Translators Association. She hosts the translation blog, Translation Times (www.translationtimes.blogspot.com). You can also find her at www.entrepreneuriallinguist.com. Contact: judy.jenner@twintranslations.com or judy.jenner@entrepreneuriallinguist.com.

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- 29. Your time is the only resource you have.
- 30. Stop talking about yourself. Ask questions instead.
- 31. Educate your clients about what you do without wagging your finger.
- 32. Tread lightly when correcting source texts. Be respectful with your comments.
- 33. You earn others' respect by providing high-quality work and by being helpful, friendly, and kind.
- 34. If a client corrects you during an interpreting assignment, stay calm and be professional.
- 35. Surround yourself with positive and good people.
- 36. Invest in your professional development by attending conferences, workshops, and webinars.
- 37. Volunteer your time. Learn to give before you expect others to give things to you.
- 38. Take care of your eyes and look away from the computer for 20 seconds every 20 minutes.

- 39. Exceed your clients' expectations by going the extra mile.
- 40. Send holiday cards and/or gifts to clients.
- 41. Keep a list of customer preferences. Become a customer concierge.
- 42. Keep all of your client files organized and back up your computer every day.
- 43. Contribute to a retirement fund.
- 44. Take care of your health and exercise.
- 45. Do not use your client as a sounding board.
- 46. Keep confidential things confidential. Buy a good shredder.
- 47. Go to at least one networking event a week (or a month: whatever works), even if you do not feel like it.
- 48. Be humble. Every great translator and interpreter can learn from others.



Upcoming Events

September 13-14, 2014

Tennessee Association of Professional Interpreters & Translators Annual Conference Nashville, TN www.tapit.org

September 18-19, 2014

European Commission
Directorate-General for Translation
First Translating Europe Forum
Brussels, Belgium
http://europa.eu/!Yn33fv

September 20, 2014

Midwest Association of Translators & Interpreters 11th Annual Conference Madison, WI www.matiata.org

September 20-21, 2014

Brazilian Translators & Interpreters Association V ABRATES International Conference Rio de Janeiro, Brazil www.congressoabrates.com.br

October 3-4, 2014

The Alexandria Project
MedTranslate Conference
Breisgau, Germany
http://medical-translators-conference.com

October 4, 2014

Michigan Translators/Interpreters Network 5th Regional Conference Novi, MI www.mitin.org

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www.atanet.org/calendar/

for a more comprehensive look at upcoming events.