

Firstname Surname

[Physical address] or "Currently based in City, Country"

main.email.address@provider.com
secondary.email.address@provider.com

[Land line +999 999 999]
[Cell +999 999 999]

[Skype XXXXXXXX]

www.online.profile(s)
www.website

Main service(s) description

["English to French IT Translator" for example]

[Important credentials or specific information directly related to your main service and that set you apart from your competition]

[Diplomas related to your main service]

[Association memberships]



Business portrait
(optional)

The first paragraph is a concise business biography that will build the picture of who you are and what you have done in your professional life. It is not supposed to be complete and should include information relevant to your offer only.

The second paragraph is your "value proposition" or "elevator pitch". It explains your strengths and demonstrates why you are the person they should hire for the job (or type of jobs). Be careful to avoid self-promotional language that could harm your credibility. For maximum efficiency, the whole text should be about two hundred words long at the most.

Target Language Your target (native) language
Source Languages Your source language 1, source language 2, etc.

Services Translation, Proofreading & Editing
Software & Website Localization

Expertise Your fields of specialization
[5 max, the fewer, the more credible]

Other Working Areas Other working fields
[10 max, since you can't be everything to everyone, fewer is better]

Translation 2,000 to X,000 words per day
Translation Checking & Editing 3,000 to Y,000 words per day
Proofreading 4,000 to Z,000 words per day

Working Environment Windows 7, Wordfast, OmegaT [system and CAT tools on first line]
Microsoft Office 2007 [main software used on second line]
OpenOffice, Photoshop, Dreamweaver [other software on third line]

Are you still using a CV to promote your language services?

If so, you may be putting yourself at risk!

As a freelance translator, you are not looking for a job. Your goal is to offer solutions to the translation needs of your clients in a business-to-business environment. Because of this fundamental difference, even an excellent CV will never be the right tool to use. This rings even more true in today's translation market, where many so-called 'agencies' are nothing more than translation brokers using every trick available to take advantage of business-unaware translators. And as a freelancer, merely using a CV at all sends a loud message about your level of understanding of business culture and marks you as prey.

A Service Offer is a better marketing tool than a CV and yields several immediate benefits. First, it clearly distances you from the job-seeker category. Second, it facilitates your prospect's decision-making process by focusing on the services you offer and all the key information they need to know. It also allows you to deliver a more powerful 'elevator pitch in writing' and to provide your reader with compelling reasons to choose you over your competitors.

You may not be aware of it, but the layout and design of your Service Offer and accompanying documents play a major part in the image you project into the minds of your potential clients—before the first word is even read. According to a study by Canadian scientists, [first impressions are formed at the very first glance](#), determining the future of the whole business relationship. Of course, a streamlined and professional-looking set of documents will not magically convert every contact into a new client, but it will certainly increase your chances to access the upper layers of the market, start relationships with higher-quality clients, and win those lucrative assignments.

In addition to being a translator, my own experiences as a translation project manager and translation buyer have given me the necessary insight to understand precisely what a client's expectations are and how to address those expectations in an optimal way. As a copywriter, I will find and convey the main concepts and triggers to increase your translation service's desirability and overcome client hesitation. And as a document designer, I will present this information in a professional and attractive layout that allows you to enhance the first impression you make and maximize the persuasive power of your offer.

Starting down the road to building your own marketing arsenal is easy. Simply [contact me](#) to discuss the specifics of your service and the best ways to take your translation business to the next level.