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QuickTips: Get Started on a Style Guide Now!
Developing a style guide is essential for translation and localization, but who has time to do it? Find out how creating QuickTips could help you address style and terminology issues right away.

Translators and Interpreters Working Together to Create a National Code of Ethics for Educational K-12 Settings
After years of borrowing from other fields of specialization, translators and interpreters working in K-12 educational settings are coming together to create a code of ethics and standards of practice that takes into account the reality of this environment and how multiple interpreting and translation specializations converge in this space. Find out how a multi-state team of professionals has taken the lead to standardize practice and advance the recognition of the role of professionals in this field.

How I Went from Translator to Subtitler in Just a Few Months: Tips to Start You on Your Way
The pandemic gave me something I desperately needed: a large chunk of time and a good reason to diversify my service offerings. Here’s an outline of the four steps I followed to save my business and quickly transition from translator to subtitler.

Collaborating with Self-Published Authors: Another Option for Literary Translation
Can you make money working with self-published authors? Yes! Will you make as much per word as you would if you were translating a chemical patent or financial report? No, probably not, but it can still be worthwhile.
Change for the Better

I came across a copy the American Translators Association—1959–2009: A Professional Journey, written to commemorate the Association’s 50th anniversary, in my home office the other day and took a few minutes to flip through it again. As I skimmed the pages of ATA’s history, it became obvious to me just how far our Association has come in the past 60+ years. Not only have we adapted to various changes and trends, but we’ve refined our benefits and programs throughout the years to continue supporting our members and promoting the professions.

The ATA Chronicle: First, if you’re reading this, you’re enjoying the now-fully-digital issue of The ATA Chronicle. I admit I prefer to read books and magazines in print whenever I have the chance, but the benefits of going digital with our Association’s flagship publication are well worth it. Besides the environmental impact and cost savings, the number of members opting for the digital version of The ATA Chronicle has grown over the years. These factors led to the Board’s decision to stop printing and mailing the magazine with the May/June issue.

Certification: Another area where ATA continues to make improvements is with the certification exam. The Certification Committee has worked diligently over the past few years to offer the exam to candidates remotely in addition to holding in-person sittings. And most recently, the exam is being offered on demand. This means you can now take the certification exam at a time that suits you from anywhere in the world! A huge thanks to the Certification Committee for making this happen.

Professional Development: We’re also enjoying the fruits of the Professional Development (PD) Committee’s hard work as they continue to develop a truly robust PD program—including a wide variety of business-related and language-/specialization-specific webinars, workshops, and podcast episodes. The webinar library continues to grow with more and more timely and relevant presentations by colleagues who graciously share their knowledge and expertise with us. It has never been easier to find valuable ways to refine our skills as ATA members, and there’s surely more in store to look forward to.

Advocacy and Outreach: Our Advocacy Committee has also been working on ways to offer materials and education to members on how to approach lawmakers as they make decisions that affect the work we do as independent professionals.

Not only have we adapted to various changes and trends, but we’ve refined our benefits and programs throughout the years to continue supporting our members and promoting the professions.

Business Practices Education Committee: The Business Practices Education Committee has also stepped up its digital
offering by hosting a series of virtual networking events and kicking off the Next Level Blog, which supports translators and interpreters with five or more years of experience seeking to achieve specific business goals. And The Savvy Newcomer blog continues to offer weekly content to support newbies in translation and interpreting. Between the digital Chronicle and these blogs, the number of useful resources we can tap into continues to grow.

Online Voting: Finally, we’ll soon have the chance to vote for several Director positions for ATA’s Board. Even though we’ll meet in person during ATA’s 63rd Annual Conference in Los Angeles, October 12–15, voting will continue to take place online going forward. This process allows more Voting members to cast their votes while easing the burden on the Teller’s Committee, which will no longer have to count paper ballots. Look for more information on the candidates and this year’s election in the September/October issue of The ATA Chronicle. And don’t forget to vote!

As our Association continues to evolve, it will be fascinating to see where the next chapter of our history takes us.

NOTES
1. The ATA Podcast—Episode 74: The ATA Certification Exam On Demand (with Certification Committee Chair David Stephenson).
2. Free ATA Webinar—Successful Advocacy for Translators and Interpreters (with ATA Advocacy Committee Members Eve Lindemuth Bodeux, Lucy Gunderson, Cristina Helmerichs, and Bill Rivers).
ATA63 is just a few months away! I cannot wait to meet you all face-to-face in sunny Los Angeles (October 12–15) and hope you’re as excited about our 63rd Annual Conference as I am. The past few years have brought us much uncertainly, so I think we all desperately need to feel the connection, joy, and energy that make each ATA Annual Conference the highlight of our professional year.

Together with ATA’s amazing staff and volunteers, I’m busy working on this year’s conference, and you can be sure we’re doing our best so that ATA63 is an event to remember.

**Early-Bird and First-Time Attendee Discounts:** Registration is now open, so I suggest you register early to enjoy the early-bird rate! New this year, we’re offering a first-time conference attendee discount, so if you know of any colleagues who haven’t experienced an ATA Annual Conference yet, please spread the word. We would love to welcome them to ATA!

**Education:** With 168 conference sessions and 16 Advanced Skills and Training Day courses, ATA63 is your opportunity to build your subject matter expertise, discover a new specialization, or learn tips and tricks from experts in various areas of translation, interpreting, localization, and more. Just visit the conference website to see the excellent lineup of speakers whose sessions were selected through a rigorous peer review process.

I think we all desperately need to feel the connection, joy, and energy that make each ATA Annual Conference the highlight of our professional year.

(Conference updates, including news about local COVID requirements, will also be posted on the conference website.)

**Networking and More:** Our big reunion in LA won’t be complete without networking events—something that our regular conference attendees look forward to all year. You’ll have plenty of time to reconnect with old friends, meet new colleagues, expand your client base, and discover opportunities to collaborate. Attend the Job Fair and visit the Exhibit Hall to chat with representatives from language services companies, sponsors, and exhibitors. Join the Stronger Together Networking session to brainstorm new business ideas and meet like-minded colleagues, and make new connections at the fun and fast-paced Speed Networking event.

Looking for a chance to discuss business-related challenges? Attend the popular Brainstorm Networking event to tackle real-world business dilemmas with colleagues and work together on finding solutions. And if this is your first conference, you don’t want to miss the Buddies Welcome Newbies event, where you can pair up with an experienced colleague and learn tips and tricks for navigating ATA63 and making the best of this experience.

I’m very excited about the Welcome Celebration and the American Foundation for Translation and Interpretation Game Night, but there will be plenty
of other great events to look forward to—from our popular Book Fair to the After Hours Café, themed breakfast tables, the Conference Dance Party, and more.

Help Shape the Association’s Future: And, of course, you don’t want to miss ATA updates at the Opening Session and the Annual Meeting of All Members, and a chance to celebrate our distinguished colleagues being honored with ATA Awards this year. We’ll also hear from the candidates for ATA’s Board election (a huge thanks to all the extraordinary candidates running for director positions this year!). Remember that our Association is only as strong as our volunteers, whose energy and enthusiasm are key to ATA’s growth. Please check if you’re a Voting member—and if you’re not, go through the Active Membership Process or submit proof of being a credentialed interpreter so you can vote in this year’s ATA Election.

The Conference App Is Back: This year marks the return of the conference app! It’s scheduled to launch at the end of September, so look for updates on the conference website. You’ll be able to fill out your profile, connect with other conference attendees, build your schedule, and get conference updates. This is also a reminder to update your résumé, ATA Directory profile, LinkedIn page, website, and business cards so you put your best foot forward as you make new connections at ATA63.

Book Your Hotel Room Today: If you haven’t made your hotel and travel reservations yet, now is the time! Our conference hotel is truly stunning—it’s even been featured in several popular movies and TV series! There’s something for everyone here—from the buzzing lobby bar to a quiet atrium, fully equipped gym, heated outdoor pool, indoor jogging track, full-service spa, a brewery, gift shop, and several restaurants. Located in downtown Los Angeles, the hotel is within walking distance from restaurants, shopping centers, museums, and entertainment venues.

So, book your room at the Westin Bonaventure hotel today before the room block fills up. We have a discounted rate of $249 (single/double occupancy), $269 (triple), and $289 (quadruple), available for booking directly through the conference website. ATA rates are available until September 16, 2022, or as space allows. Remember, if you make your reservation at the conference hotel by September 16, you could be one of five lucky attendees randomly selected to win one free night’s lodging! If you’re looking for a roommate or a ride, head to the ATA63 Conference blog.

Spread the Word! I cannot wait to see you at ATA63 in a few short months! I know that attending a conference is an investment, but I promise you’ll be glad you made it. Apart from being a top-notch educational opportunity, this is a chance to grow as a professional and as a business owner. Nothing compares to the in-person connections you make with colleagues and clients, not to mention the feeling that you’re among “your people” who truly get what you do, who you are, and what our profession means to you.

Need a glimpse of what ATA63 will offer and bring back memories of last year’s conference? Then check out the “Get a Glimpse of ATA63” page on the conference website and get ready for an unforgettable week in LA on October 12-15, 2022. You can use the hashtag #ATA63 on social media to see updates from the conference team, speakers, and fellow conference attendees, and help us spread the word about ATA’s 63rd Annual Conference. See you in Los Angeles! AM

Useful Links

ATA63 Conference Main Website
ATA63 Conference Registration
ATA63 Conference Hotel Reservations
ATA63 Conference Blog
ATA63 Advanced Skills and Training Day
ATA63 General Sessions
ATA63—Get a Glimpse
ATA63 Networking Events
ATA Elections Page (Slate of Candidates)
ATA Active Membership Review Process
ATA Credentialed Interpreter Designation

With 168 conference sessions and 16 Advanced Skills and Training Day courses, ATA63 is your opportunity to build your subject matter expertise.
FROM THE EXECUTIVE DIRECTOR

WALTER BACAK, CAE
walter@atanet.org

ATA in LA!

Planning is in full swing for ATA’s 63rd Annual Conference in Los Angeles, October 12–15. We last met in LA in 2001, just two months after the 9/11 attacks. That conference gave attendees a chance to come together for each other. This year, LA’s conference offers another chance for healing as we bring together translators, interpreters, and company owners from around the world—many of whom might be attending their first in-person event in three years.

We’re planning for a fully in-person conference featuring all the classic networking opportunities—from the Job Fair (one-on-one meetings with agency reps and potential employers) to Brainstorm Networking (attendees rotate through small groups to tackle various business scenarios) to the Book Fair (authors and translators share and promote their books).

Of course, the educational sessions are the core of the conference. ATA President-Elect and Conference Organizer Veronika Demichelis has put together three days of learning across 168 sessions. Plus, 16 in-depth courses are planned for Advanced Skills and Training (AST) Day, which takes place October 12, the day before the main conference. AST courses are three-hours long and designed to provide intensive, interactive instruction from highly acclaimed speakers. These courses have limited capacity to ensure greater attention from the speakers.

The breadth and depth of the general conference sessions not only feature the experience and knowledge of your colleagues, but we also bring in experts with the assistance of ATA’s divisions and committees. President-Elect Demichelis worked with division administrators and committee chairs to arrange for 21 subject matter experts to present. These distinguished speakers are typically from outside the Association. (The sessions given by these speakers are denoted with a DS on the agenda.)

Part of the excitement surrounding an ATA Annual Conference is visiting the host city. ATA in Southern California in October sells itself. The same goes for all the sights and sounds LA has to offer. The hotel is centrally located in downtown, just steps away from the LA Metro and a short walk from great restaurants, shopping centers, art museums, the Walt Disney Concert Hall, and other popular places to visit. And, yes, you can see the Hollywood sign from the hotel!

ATA’s Annual Conference promises something for everyone. Whether it’s your first, fifth, or your 25th conference, register today for an unforgettable experience.

Slate Set for This Year’s Election

The slate is set for this year’s election of four directors. Three positions are for three-year terms and one is for a one-year term. (The one-year term is to complete the remaining year of Veronika Demichelis’ term when she was elected president-elect.) Here’s the slate:

Yasmin O. AlKashef
Andy Benzo
Mihai Bledea
Robin Bonthrone
Céline Browning
Amine El Fajri
Christina Green
Ben Karl
Hana Kawashima Ransom
Caroline Kyung Ha Kim
Edna Santizo

Note: Miao (Maggie) Hong has withdrawn.

The election will be online. Voting members will be sent their proxy voting information in mid-September. Candidate statements will be featured in the September/October issue of The ATA Chronicle and on ATA’s website.

To participate, you need to be a Voting member. You can become a Voting member by passing a certification exam, completing the Active Membership Review process, or successfully submitting proof of being a credentialed interpreter.

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ATA63 Conference Registration
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ATA Active Membership Review Process
ATA Credentialed Interpreter Designation
The member-exclusive, ATA-endorsed Professional Liability Insurance Program protects translators and interpreters against claims-related errors, omissions, and/or negligence arising from their professional services. This comprehensive solution, commonly known as errors and omissions liability insurance (E&O), covers defense costs and settlements and provides a valuable layer of additional coverage that includes:

Coverage for a Broad Definition of Translation/Interpreting Services
Covers nearly all activities relevant to a translator or interpreter, such as editing, publishing, proofreading, printing, and computer software localization. Also covers the transcription and editing of documents that have been translated by another translator.

Coverage for Contingent Bodily Injury and/or Property Damage
Covers errors in rendering translation/interpreting services that result in bodily injury and/or property damage. These types of claims are typically excluded by generic professional liability policies.

Coverage for Fines and Penalties Associated with HIPAA/HITECH Violations
Covers fines and penalties as specified in the HIPAA/HITECH Act assessed against third parties who make a claim against you for indemnification or contribution for such fines or penalties.

We also have options for a stand-alone cyber liability and general liability (GL) policy. We make the process of finding the right professional liability insurance coverage as quick and easy as possible.
Is Coaching Worth the Investment for Freelance Translators?

By Ingrid Holm

Coaching is an investment in yourself and your growth, which, as a freelancer, is an investment in your business and its growth.
Entrepreneurship comes with many inherent challenges. As freelancers, we tend to think we have to figure it all out on our own. When we get stuck in some area, we may take it as evidence that we’re just not capable, rather than seeing it as one of the normal trials of running a business.

It’s for just those times that having a second brain on hand can do wonders. Studies have shown that “two or more people are always better than an individual for solving problems, finishing off difficult tasks, and increasing creativity.”

There’s a lot you can do on your own, but at some point you’ll probably need to look outside yourself for new ideas and solutions. Continuing education and training courses are one way to do that. Coaching is a more laser-focused solution that’s customized to your business and your needs.

**What Is Coaching?**

You’ve probably heard of some form of coaching (e.g., business, life, health, etc.), as the industry has expanded dramatically in the past 30–40 years. So, what are we talking about, exactly?

One of the simplest definitions of coaching is “to help a person change in the way they wish and help them go in the direction they want to go.” Another definition is “a collaborative relationship between a business owner or chief executive officer and a professional coach, aimed at strategically developing a successful business.”

Having outside perspective and insight on the workings of your business can be invaluable. Yes, you’re the expert on your business, but we all have blind spots, and we only know what we know. A coach is someone you can bounce ideas off, who can provide support while you take a scary leap, and who can help you see alternate routes when you feel stuck. They can also teach you new strategies and techniques and guide you in developing or working around your weaker areas.

**While you don’t need a coach to run a successful business, there are many ways that working with one can help you overcome obstacles that arise and achieve your goals in less time.**

**The Coaching Package**

Many coaches sell their services in “packages.” A coaching package will likely include a set number of meetings over a period of time (these days, probably via videoconference or over the phone, but potentially in person), which may be one-on-one or in a group depending on the option you choose. Some coaches also offer additional support between calls through email, text, or voice memo. (This

in-the-moment support is invaluable, and I highly recommend this option to troubleshoot problems as they come up.)

Working with your coach may involve going through their curriculum to learn a concrete method or strategy (e.g., to identify your target market, get more direct clients, rebrand your online presence, etc.), or your meetings may be more open-ended, where you can discuss areas where you need support at that time. Other packages include video modules you can work through at your own pace, memberships in online communities with similar professionals, or specialized services such as help with your marketing copy, branding, etc. Look around to find what you need that falls within your budget.

While you don’t need a coach to run a successful business, there are many ways that working with one can help you overcome obstacles that arise and achieve your goals in less time. The following are just a few areas where coaching can be useful.

**What Problems Can Coaching Help Freelancers Solve?**

**Marketing/Finding Clients**

Marketing and finding new clients on an ongoing basis are some of the most common challenges freelancers face. Many freelancers say they’re terrible at marketing, that they hate marketing, or, and I hear this often, that they do no marketing for their business.
The truth is that selling your services is simply another skill that can be learned. Getting support in this area can mean thousands of dollars of new revenue for your business. If you find marketing to be intimidating, working with a strategist can ease the process of a) figuring out what you need to do, and b) taking action.

A business or marketing coach will help develop a marketing strategy that makes sense for your target market and for your personality, because the best marketing is the kind you’ll actually do. While it can be easy to let these tasks slide when it’s just you, working with a coach helps you stay accountable to your commitments, even when you’re busy with current clients.

**Goal Setting and Achievement**

Dreaming is easy, but how do you then bridge the gap from where you are to where you want to be? This is where a coach can come in, guiding you to set goals that are ambitious enough but still within reach, and to break them down into actionable steps to get there.

A skilled mentor or coach will also be able to help you identify what has prevented you from achieving your goals thus far. Maybe you’re trying to work on too many things at once, so you need to work on getting your priorities clear and focusing on one thing at a time. It could be that you have an unconscious fear that keeps you from taking action (e.g., of success, of failure, of being seen—it could be anything). Or maybe you’re setting goals based on what you think you should want, rather than what you actually want (it’s hard to put in the work for something we’re not excited about). We often cannot see these things in ourselves until someone else points them out.

This type of problem solving is where coaches can help us do the inner work that’s a less obvious component of success in business. Strategy and discipline are key, but so is personal growth and getting to know ourselves better.

**Addressing Fears and Limiting Beliefs**

This sounds like one of the more dubious parts of coaching, but it can also be the most impactful. Running a business is not for the faint of heart. It can involve facing many fears, which will vary for each person. Family and friends with so-called “normal” jobs may not understand, and it can take someone on the outside to see what’s really going on.

Identifying and working through your fears and limiting beliefs can allow you to make huge strides in your business. (According to former BBC producer and bestselling author Mark Mason, “limiting beliefs are false beliefs that prevent us from pursuing our goals and desires.”) It’s really quite practical. Certain fears and beliefs we have about ourselves and the world can keep us from taking the actions needed to achieve our dreams, and then this lack of action causes us to fail to achieve our dreams.

Here’s an example of what this might look like. Say you’re not having success with marketing to direct clients. You’ve halfheartedly tried a few methods but find it hard to follow through because you always prioritize pending...
deadlines. In working with a coach, you may discover that the real issue is that you’re unsure about working with direct clients. You’ve always worked with agencies and you don’t know what will be expected of you in working directly with a corporate client. This fear has led you to unconsciously avoid implementing the strategies that would lead to direct client work. Once you identify this fear, there are many ways to work through it (e.g., talking to other translators who work with direct clients), but without awareness it will continue to trip you up.

This is just one example of how the stories and fears we’ve picked up throughout our lives can get in our way. Your own fears and limiting beliefs will be unique to you, but a coach can help you identify and work through them.

**Time Management and Systems**

Another major element of freelance life is how to manage our time effectively and find a better work–life balance. A coach can help shine a light on what isn’t working and where you could be more efficient with your time. For example, maybe you’re multitasking instead of dropping into deep focus mode and thus taking more time than necessary on your work. Or perhaps you’re not taking advantage of the time of day when your brain is at its sharpest to accomplish the most critical tasks. These little tweaks can have a significant impact on your productivity.

The more you develop your business skills, emotional intelligence, and knowledge of what works for you and what doesn’t, the more you’ll improve as a businessperson.

Developing systems in your business is a core component of time management and another way to increase your efficiency and organization. In James Clear’s *New York Times* bestseller *Atomic Habits*, he recommends focusing on systems rather than goals.

“Goals are about the results you want to achieve. Systems are about the processes that lead to those results.” For instance, if your goal is to get three new direct clients, your system would be how you find potential leads and make them aware of your services. Likewise, if your goal is to stay up to date with invoicing to maintain a steadier cash flow, your system would be how you track incoming purchase orders and when and how you generate the corresponding invoice.

Taking the time to set up good systems will save you time in the long run, tipping the scale in that elusive work–life balance. If systems and organization don’t happen to be a strong suit of yours, a coach can help.

**Is It Worth the Cost?**

The investment for coaching can vary widely, and there may be some sticker shock at the higher end. I see coaching as an investment in yourself and your growth, which, as a freelancer, is an investment in your business and its growth. The more you develop your business skills, emotional intelligence, and knowledge of what works for you and what doesn’t, the more you’ll improve as a businessperson. These improvements will then pay dividends for the rest of your life.

If everything is going great in your T&I business—you have as much work and time off as you want, with clients you love who pay the rates you ask—then you probably don’t need a coach. Consider getting coaching if there’s a problem you need assistance solving or if you’re ready to take your business to the next level and are unsure how to proceed.

I’ve worked with many coaches over the past five years, and some of the returns I’ve gotten on my investment are higher rates, better boundaries around work, extensive marketing skills, an improved money mindset, and a greater understanding of myself and my strengths and weaknesses. In retrospect, I think if I had found coaching earlier in my career, it would have accelerated the evolution of my business and my income.

So, is it worth it? Personally, I think the answer is yes. Ultimately, whether it’s worth it to you will depend on what’s going on in your business and if you’re ready for some extra support.

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**Ingrid Holm, CT** is an ATA-certified Spanish>English translator in Houston, Texas, specializing in medical and marketing translation with over 15 years of experience. She is also a business coach focused on practical, personalized solutions for online business strategy, marketing, and mindset issues. She writes about freelance translation, entrepreneurship, and other topics. [iholm@ingridholmtranslation.com](mailto:iholm@ingridholmtranslation.com)
While some may still consider inclusive language to be the latest “politically correct” fad, this movement is long overdue and not going to be stopped.

Is the Pen Mightier than the Sword, or How Much Do Words Really Matter?

By Isabell Otterbein
T he saying that words can be more powerful than weapons reportedly dates back to the 7th century BC and has since found its way into literature in many forms. And indeed, one could argue that many a written word has led to some incredible changes in the real world—take Martin Luther’s 95 theses¹, or perhaps a more recent example when business magnate Elon Musk posted a tweet² suggesting he had fallen out of “love” with the world’s top cryptocurrency, which caused the price of Bitcoin to fall sharply. But how much of an impact can words really have? Do they really matter that much?

Even in our modern world, we still see many inequalities between genders, people, ages, or abilities. In recent years, people have become more aware of how language, and specifically inappropriate terms (e.g., the frequently used IT terms “blacklist”/“whitelist,” or “master”/”slave”), further sustain these inequalities, deciding it’s time to retire them for better terms that reflect a more inclusive world.

But while replacing outdated terminology with new, more appropriate, and inclusive words seems straightforward enough and can solve concerns around racist, ageist, or ableist terms, using inclusive language to remove inequalities doesn’t stop there. One of the biggest considerations—and current challenges—of inclusive language is the topic of gender visibility or gender inclusion.

You may have come across the riddle about a father and son being in an accident. The father is killed and the son gravely injured. He is taken to the hospital, where the surgeon on duty says, “I cannot operate on this child, he is my son.” This makes us wonder for at least a moment, because all too often we still think of a surgeon as being male (despite the many seasons of Grey’s Anatomy). While this story in some respect may give the English language an advantage in terms of gender inclusivity—as it’s already including all genders in the generic term “surgeon”—things are not as straightforward in many other languages. For example, in German, an “engineer” is either explicitly male (der Ingenieur) or female (die Ingenieurin).

Classroom experiments with Dutch and German primary school students³ have shown that girls are more likely to pick a career option in the fields of science, technology, engineering, and math if the job titles are presented in pair form (e.g., “Ingenieurinnen und Ingenieure”/female and male engineers) instead of just the generic masculine form. This strongly supports the idea of “what you can’t see, you can’t be” and highlights why representation, even “just” in words, is so important.

At HubSpot, where I work as a senior localization specialist with the German team, inclusive writing is one of the key considerations for all our content. To achieve this, we follow an inclusive writing guide that highlights the things to consider when writing, such as age, gender, ability, or ethnicity. In the guide we explain: “Words matter and the language we use should be inclusive and welcoming to our community of readers and end-users who have layered identities.”

This guide was initially created in English, but with HubSpot operating in many countries across the world, it soon became apparent that similar guidelines would be required for the supported languages such as French, German, Japanese, and Spanish. As a result, a working group within the in-house localization team set out to establish the language-specific counterparts, and Operation Inclusive Language was born. As we got to work creating these language-specific guides, we realized that each language comes with its own set of challenges. One of the biggest was frequently having to rephrase gender-specific language.

As mentioned earlier, the English language often uses gender-neutral terms (e.g., “the customer”), whereas in German, for example, the generic masculine is used. Here, the subject of gender poses the biggest challenge. There are male and female versions of most terms to describe a person. For example, we have “Kunde” (a male customer) and “Kundin” (a female customer). The plural would be “Kunden”—the so-called generic masculine—which used to be defined as describing all genders, but as the language has been evolving to reflect the current culture, this is no longer considered inclusive. For German, using the pair form (male and female)—so, in our example, “Kundinnen und Kunden”—is an improvement over the generic masculine form, but it still leaves out non-binary genders.

There are other options to write in a manner that’s gender-inclusive. For example, using an asterisk to write “Kund*innen” or a colon for “Kund:innen” (both options are understood as straightforward in many other languages. For example, in German, the “customer”), whereas in German, for example, the generic masculine is used. Here, the subject of gender poses the biggest challenge. There are male and female versions of most terms to describe a person. For example, we have “Kunde” (a male customer) and “Kundin” (a female customer). The plural would be “Kunden”—the so-called generic masculine—which used to be defined as describing all genders, but as the language has been evolving to reflect the current culture, this is no longer considered inclusive. For German, using the pair form (male and female)—so, in our example, “Kundinnen und Kunden”—is an improvement over the generic masculine form, but it still leaves out non-binary genders.

There are other options to write in a manner that’s gender-inclusive. For example, using an asterisk to write “Kund*innen” or a colon for “Kund:innen” (both options are understood) to include all genders). But these forms may pose a challenge for screen readers and potentially exclude visually impaired readers.

Although inclusive writing is gaining momentum, there are no established rules (yet) from the German authority on grammar and spelling, the Duden⁴. So, there’s currently a mix of the forms I described earlier. Some are more popular than others, but all are also heavily disputed by purists who consider them an unnecessary interference with the language.
Many other languages face similar challenges. (For example, there’s a wonderful article from Reuters that highlights the particular challenges around gender in various languages around the world). There isn’t a perfect solution out there (yet) to address this challenge in all languages, but that doesn’t mean we shouldn’t try to be more inclusive in all of them.

Add to that the complexity of pronouns, which are currently very binary in most languages. For example, “he” and “she” in English and “er” and “sie” in German leave no room for other genders and require the invention of new terms such as “ze” or “hir.”

While some may still consider inclusive language to be the latest “politically correct” fad, this movement is long overdue and not going to be stopped. Inclusive language is already an obvious choice for many organizations, media outlets, and even government institutions, although many practical questions still remain for the translation and localization trade.

For example, how far can translators assume their author supports inclusive language? Do we have the freedom to potentially change the tone of voice by adapting an inclusive style? Should we proactively ask our clients to make this choice upfront, if only to put it on their radar?

An additional challenge is the fact that the translation industry increasingly relies on machine translation engines that are not (yet) trained to understand the complexities involved in avoiding potentially problematic terms. These engines are not capable (yet) of picking up on the more subtle tones of specific words in context to be able to filter them out, let alone replace them with more appropriate terms in the specific context (e.g., using “Kundinnen und Kunden” for “customer”). Certain types of text (think user interfaces, where space is at a premium, or legal documents that must be very close to the source) also warrant careful consideration. Keeping all these things in mind, it becomes clear we still have quite a way to go toward a fully inclusive language.

However, I believe we at HubSpot can play a part in making a positive change, at least within the scope of the content we create. So, not only is writing inclusively doing the right thing, but it’s also very important in shaping the world we want to see—and that our grandchildren can be proud of. Especially considering that in this day and age, when many more people have access to a pen (thanks to social media) than a sword, it’s even more important to choose our words wisely.

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Have you ever been asked to create or update a style guide for your translation projects? We know developing a style guide is fundamental for translation and localization, but deciding what to include can be a challenge. Finding time to work on this document while juggling competing priorities can turn into a never-ending task!

Shortly after we began working on a traditional style guide at the National Cancer Institute (NCI), part of the National Institutes of Health, we realized freelancers couldn’t wait for these formal guidelines. The solution was to create fast style tips (QuickTips) to respond to our team’s immediate needs. We hope sharing our experience and lessons learned will help you get started writing your own tips.

Beginning with a Traditional Style Guide

Over two years ago, we became the new Spanish team at NCI’s Science Writing and Review Branch. We inherited a backlog of translations that ranged from scientific news blogs and fact sheets to videos and social media content. However, the first step was to improve quality assurance by defining a process for consistency in terminology, style, voice, and tone across all translations. Developing a style guide for Spanish translations became a clear priority.

We received a 90-page legacy translation style guide that read like a grammar book, and most of the examples were not applicable. After doing some research and consulting other style guides (see the sidebar on page 21), we set out to develop a more practical guide that would...
Most of the time, translation style guides are either too short or too long to be practical.

Outline

Based on the style issues that came up during translation reviews, we organized the guide into the following sections (see Figure 1 above):

1. Introduction
2. Basic Rules
3. Types of Content
4. Plain (Clear) Language
5. Style Norms
6. Publication Titles
7. Uppercase and Lowercase
8. Accents
9. Punctuation
10. Numbers and Symbols
11. Abbreviations
12. Acronyms
13. Italics
14. Attachments

The Attachments section included lists with the names of institutes, federal agencies, and programs and studies, as well as common and preferred phrases and useful translation resources.

Basic Rules

Inspired by William Strunk and E.B. White's *Elements of Style*, we included 10 basic rules for working with translations. These rules provide actionable steps and set priorities for a consistent style, voice, and tone in translations. Basic rules also serve as key points to help translators stay on track:

1. Understand before you translate.
2. Give preference to terms in Spanish.
3. Use consistent phrases, terminology, and style.
4. Use reference materials and include sources for new or difficult terms.
5. Don’t use regionalisms.
6. Avoid passive voice.
7. Follow style and punctuation rules in this guide.
8. Use usted in general; use tú in social media.
9. Use language that's simple, clear, and logical.
10. Review before you deliver or publish.

Purpose

To keep our style guide brief, we started by clearly stating its purpose: solving common style and terminology issues during translation. For users looking for answers on general spelling and grammar, we identified specific resources. (See Figure 2 on page 19.)

We were excited about how the new style guide was developing, but progress slowed as more translation requests and other special projects came up. Did we mention we were a team of two working with two part-time freelancers? Does this sound familiar? With competing priorities, we knew developing a traditional style guide would take longer than expected.
A Faster Solution: QuickTips

Then we thought, “What if we share a few tips regularly; Is that doable?” This is how QuickTips was born! Focused on improving consistency to speed up quality assurance reviews, we began sharing brief tips on style and terminology issues every month.

It was easy to implement QuickTips on the fly using a few bullet points and a simple glossary format. Without the urgent need to write a traditional style guide, these informal tips were developed during quality assurance reviews or whenever style issues came up. (See Figure 3 on page 20.) For example:

- Use médico for doctor or physician.
- For M.D. or Ph.D., use the title doctor or doctora: “la doctora Casablanca.” Do not abbreviate as “Dra. Casablanca.”
- Use medicamento instead of fármaco for plain language.

Using clear language and a friendly tone, this approach helps communicate and fine-tune style and terminology issues on a regular basis. While reviewers can always track changes and add comments, these are often not shared with everyone. Flagging style issues or terms and phrases for the entire team improved consistency in translations. After they are shared in QuickTips, translators and reviewers can be on the lookout and implement changes immediately, making the overall quality assurance process more efficient.

Benefits

After more than two years, we have found that QuickTips offers these benefits:

- Simple template to create, update, and share
- Highly relevant and specific tips
- Greater consistency in style and terminology
- Standard way to address style issues
- Easy to integrate into quality assurance

Starting Your Own QuickTips

If you’re wondering what to include in your QuickTips, remember this: focus on answering frequently asked questions and addressing common mistakes found during quality assurance reviews. Most of the time, translation style guides are either too short or too long to be practical.

We suggest leaving out explanations on basic grammar, punctuation, or spelling rules that trained translators already know. Instead, list reference materials that your style is based on. (If you haven’t identified reliable sources as reference materials, it’s time to choose them. See the sidebar on page 21 for some examples.) Then, identify any differences with those style rules and provide examples. If you find you’re simply copying and pasting from grammar or style manuals, you’re creating redundant content.
Figure 3: This first edition of QuickTips shows style and terminology issues from recent jobs in a simple format, as well as sections from the traditional style guide.

Figure 4: A recent edition of QuickTips shared on Teams, a collaboration platform, provides access to live updates on style and terminology.

**Features**

When writing QuickTips, keep these six features in mind:

1. **Simple**: Write for a five-minute read.

2. **Explanations**: If needed, add brief and clear explanations. For example: “Use sobrevivientes (vs. supervivientes) and supervivencia (vs. sobrevivencia) for consistency in our content and because of usage in the United States.”

3. **Searchable**: Tips should be easy to find. Save them in a single document so content is fully searchable.

**Frequency and Format**

Any time is a good time to work on QuickTips. Simply open the document in your favorite application and write tips with the features mentioned above. Based on your needs, you can share these tips monthly, weekly, daily, or immediately. In our case, we started with monthly emails and now share tips live. Pick an application that works best for your team (SharePoint, Teams, OneNote, Google Docs, project management tools such as Trello or Monday, etc.). Regardless of the chosen application, save all QuickTips in a single document. Besides serving as a backup, you can make global changes, spellcheck, and even create a more polished version of QuickTips at the end of the year.

**QuickTips versus Traditional Style Guide**

While we created these tips to deliver fast guidance, we ended up with an unexpected bonus: making progress on a more targeted style guide. For example, we recently had questions about the use of articles preceding common drug names. First, we addressed these immediately through QuickTips, then...
Using clear language and a friendly tone, the QuickTips approach helps communicate and fine-tune style and terminology issues on a regular basis.

Examples of Useful Style Resources

Spanish
Cosnautas
Fundación del Español Urgente
Wikilenguia
Cómo traducir y redactar textos científicos en español
Diccionario panhispánico de dudas
El arte de escribir bien en español: manual de corrección de estilo
Guía de comunicación clara
Las 500 dudas más frecuentes del español
Libro de estilo interinstitucional de la Unión Europea
Libro de estilo de la lengua española
Manual de estilo Chicago-Deusto
Manual de estilo de la lengua española
Manual de Traducción del Servicio de Traducción al Español de las Naciones Unidas

English and Other Languages
Digital.gov Bilingual Glossaries, Dictionaries, and Style Guides
Federal Plain Language Guidelines
The Elements of Style

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Carolina Torres Spencer is an experienced health communications professional with a passion to promote healthy behaviors related to the prevention of diseases, particularly among minority populations. She has a BS in clinical laboratory science and medical technology from Virginia Commonwealth University and a master’s degree in public health from George Mason University. She is experienced in web management, materials development and adaptation, project management, digital communications, and social media. She works as a bilingual communications specialist at the National Cancer Institute managing content on cancer.gov/espanol and social media enterprise accounts in Spanish. carolina.spencer@nih.gov

we added the topic to the traditional style guide.
Once you start writing QuickTips, you may decide you don’t need a more formal document. Or you may notice areas you want to expand on in a manual or guide. You can also use QuickTips to share focused content from your traditional style guide.
We hope our approach to a style guide makes it easy for you to get started right away.
Translators and Interpreters Working Together to Create a National Code of Ethics for Educational K-12 Settings

By Loana A. Denis
After years of borrowing from the ethical codes of other specialized fields, translators and interpreters working in K–12 educational settings are coming together to create their own code of ethics and standards of practice. The code will take into account the reality of this environment and how multiple interpreting and translation specializations converge in this space. Read on to learn how a multi-state team of professionals has taken the lead in a consensus-based approach with the goal of standardizing practice and advancing the recognition of the role of practicing professionals in this field.

The Dilemma
I still remember the first time I interpreted for an individualized education program meeting. As an experienced interpreter with legal and health care certifications who had taken the time to prepare for this job, I walked into a small, crowded conference room with about eight school staff members present, not counting the parent and myself. We were there to work on the preparation of a legal document—the Individualized Education Plan (IEP)—a written plan designed to meet a child’s learning needs. Everyone wanted to provide their input. Teachers, counselors, therapists, and a school administrator were all speaking quickly, often interspersing a hefty dose of educational jargon and medical terminology pertaining to the student’s health condition. My dilemma: as an interpreter, which code of ethics should I apply in this situation?

This was not the typical community interpreting encounter. The session merged education, legal, and health care interactions together in a single meeting, conducted at high speed to cover all the required content in the limited time allocated for the meeting.

This is just one example of the many types of encounters that professionals working in the field of K–12 education manage on a regular basis, in addition to interpreting for school board meetings, graduation ceremonies, informational events, disciplinary hearings, parent–teacher conferences, and meetings with other school professionals and administrators.

Interpreting/Translation in Education Is Here to Stay
Translation and interpreting in educational settings have become established fields in our industry. Experts in education project that the percentage of the U.S. student population from minority groups will continue to grow. A quick look at available data from the National Center for Education Statistics (NCES) in the past 18 years supports this assertion.

According to NCES data released for 2018, 53% of the U.S. student enrollment in public schools came from a minority racial or ethnic group, as compared to 38.8% in 2000. This increase can be partially attributed to the growth experienced by the Hispanic student population (from 16.5% in 2000 to 27.2% in 2018).

Projections regarding immigration show this trend will continue in public schools. For example, in 2021, the U.S. Refugee Admissions and Refugee Resettlement Ceiling increased its cap on refugee admissions to 125,000—up from 62,500 in fiscal year 2021 and 18,000 in fiscal year 2020. Furthermore, the expected impact of climate change on patterns of human migration and future refugee and resettlement needs for climate displaced populations will fuel continued and diverse immigration to the U.S.

A Growing Field of Specialization
During the past decade, U.S. school districts have faced enormous pressure stemming from not only the need to communicate with families who don’t speak English fluently, but from their legal obligations to comply with language access requirements. Title VI of the 1964 Civil Rights Act and the Individuals with Disabilities Education Act are the two main laws driving these efforts. According to a joint communication from the Civil Rights Division of the U.S. Department of Justice and the Office for Civil Rights of the U.S. Department of Education, “...Schools must communicate information to limited-English-proficient parents in a language they can understand....”
its first Conference for Interpreting and Translation in Education. The 2018 OCDE conference helped build momentum and served as the official launching pad for what is now the American Association of Interpreters and Translators in Education (AAITE).

AAITE’s Ethics and Standards Committee

In 2019, a call for volunteers was issued. Translators and interpreters from across the U.S. received an e-mail from the initial group of organizers of the OCDE conference asking for their participation on multiple committees, each with specific responsibilities. The work formally started in the winter of 2020, when AAITE went by the preliminary name of the Interpreters and Translators in Education Workgroup. Six committees were created: Ethics and Standards, Job Task Analysis, Best Practices, Communications, Bylaws, and Administrative.

As the founding co-chair of the Ethics and Standards Committee, I promoted a consensus-based process and approach among committee members. Together we defined our purpose and created a shared vision of what the product of our work would be. We also determined it was going to be important to analyze the work already completed by other similar organizations. Committee members came from diverse backgrounds and levels of professional experience. We’ve benefited from having members with previous direct knowledge of and participation in similar endeavors by the National Council on Interpreting in Health Care, National Board of Certification for Medical Interpreters, International Organization of Standardization, ASTM International, and the Minnesota Department of Education.

Agreeing upon an approach was our committee’s first task. We felt it was important not to reinvent the wheel, but to build a tailored code of ethics reflecting the real-world experiences of translators and interpreters working in education across the entire nation, including those with dual or multidimensional roles.

To create a starting point for our analysis, we designed an 11-step process to be followed methodically as a map for our work in the upcoming months. This process included building a thorough understanding of the current landscape of existing codes of ethics developed by other highly recognized organizations.

Constrained by budgetary restrictions, schools have sought to fulfill these requirements by adding bilingualism and interpreting and translation duties to the job descriptions for existing positions. Although this is a creative solution to provide language access, it lacks understanding of the skill set needed by a bilingual individual to become an interpreter, a translator, or both—a skill set that requires formal and prolonged training.

Some school districts have benefited from serving highly diverse student populations. Ensuring that the needs of this population are met has resulted in many schools taking a different approach to language access—one providing a greater understanding of what interpreting and translation entail. Many schools have created language services departments and full-time positions for interpreters and translators, coupled with contracting language services providers for translation and on-site and remote interpreting services.

For example, in 2017, the Orange County Department of Education (OCDE) in California, under the leadership of Natalia Abarca, who manages the OCDE Multilingual Consortium, organized...
sent to practitioners in the field who had presented at conferences and workshops, as well as to hundreds of members of the mailing list of our initial workgroup.

A total of 116 colleagues from 25 states participated in the survey over a period of five months. After analyzing the data, 553 data elements on specific situational experiences were extracted to document the concerns of people performing these jobs.

The data collected provided examples of situations experienced by interpreters and translators in education where a tailored code of ethics would have helped solve the dilemmas presented to them. We also received input about the current concerns of interpreters and translators regarding the application of existing codes of ethics in educational settings.

The committee worked to deconstruct the situations documented in the data to identify the various ethical dilemmas encountered by interpreters.

What do I mean when I say “deconstruct”? Some of the situational experiences communicated to us through the survey presented multiple ethical dilemmas within themselves. So, we had to isolate each as a separate data item.

For example, our notes might read:

“An interpreter in a room with multiple participants, speaking fast, not taking turns, and with a two-year-old kicking the interpreter and making noises from under the table. This is happening while the interpreter is trying to keep up with interpreting the conversations to the parent in simultaneous whispering mode. The parent is crying due to the nature of the information being conveyed in the meeting. The parent might also be distraught because, culturally speaking, they are dealing with the stigma associated with the concept of special education.”

Following this step, we attempted to classify each of the dilemmas involved in a particular situation under a specific tenet of the code of ethics to better understand how to address such situations and manage the encounter properly. So, for the example presented above, our deconstruction might read:

- Is simultaneous whispering the most appropriate mode of interpreting here?
- Does the lack of pauses and turn-taking require an interpreter to intervene to remind participants to take turns speaking?
- Are the noises coming from under the table and the kicking distracting the interpreter, or is the interpreter able to manage that possible source of distraction?
- Unnecessary interventions might prove disruptive, given the critical information being discussed and the emotional component of this encounter.
- The principles of accuracy, cultural awareness, impartiality, and role boundaries all might come into play at the same time during this encounter.

We also noted which dilemmas did not fall under any of the pre-selected tenets so they could be addressed later.

The data we collected also yielded another example of a situation that occurs frequently in educational settings that presents an ethical dilemma—the number of practitioners who are hired to serve multiple roles (e.g., as both a parent liaison and interpreter). As a parent liaison, a person might act as an advocate, using their knowledge to help parents better navigate a new educational system that’s drastically different from what they knew in other countries. But when the same person is needed as an interpreter, advocacy is out of the question, even though the parents and teachers might expect the person to continue to fulfill that role. The dilemma is that the job of an interpreter is to remain neutral. Because of this, the person who previously acted as a liaison is now unable to assist in the same way to facilitate the communication process during the encounter. There is no room for this type of intervention when serving as an interpreter during Individual Education Program (IEP) meetings or disciplinary hearing, which are legal encounters by nature.

Part of the work of the Ethics and Standards Committee is acknowledging these common realities in educational interpreting encounters and addressing them with clear standards of practice that can guide practitioners in their decision-making process when presented with such...
representatives of several stakeholder groups and receive their input. Based on the feedback received, we’ll determine if there are additional considerations to be reflected in the work presented, or if these new considerations should be addressed by other committees, such as the Best Practices Committee or Job–Task Analysis Committee. This step will allow for the validation of the work process and build support from critical stakeholders needed to continue advancing the professionalization of interpreting and translation in K–12 education.

Working Toward a National Certification

As we continue our work, we’re also collaborating with AAITE’s Job Task Analysis Committee, which is in charge of a national effort to gather data from school job descriptions that include translation and interpreting as part of either the title of the position or as part of its responsibilities.

Once the committee identifies and reaches an agreement on the practitioner’s role (based on the data obtained) and the code of ethics and standards of practice is published by the Ethics and Standards Committee, our next step will be the creation of a standards for training document. This document will provide guidance to training organizations to equip interpreters and translators working in educational settings with the skill set necessary to succeed.

AAITE is working toward building a strong foundation to create a national certification through the completion of a scientifically driven and accepted approach, designed to meet the requirements necessary for a national accreditation organization that will be viable in the long run.

Our entire committee of volunteers is working toward achieving AAITE’s mission: “To promote the recognition and professionalization of the interpreter and translator in educational settings through communicating timely, relevant information to all stakeholders, and the continued development and implementation of nationally recognized best practices, codes of ethics, standards of practice; professional development and training opportunities for practitioners in the fields; and a national certification program.”

The process is in its infancy, but we’re excited.

Our dedicated team is capable, resilient, and committed to bringing a national certification as soon as it can be responsibly done. For more information about the Ethics and Standards Committee and AAITE in general, please contact info@aaite.org.

NOTES

1. Digest of Educational Statistics (National Center for Educational Statistics).

Loana A. Denis is certified as a court interpreter in Georgia and California and is also a certified health care interpreter. She is vice president of LATN Language Solutions and serves on the board of directors of the American Association of Interpreters and Translators in Education and the Atlanta Association of Interpreters and Translators, an ATA chapter. She is also a licensed trainer with the Community Interpreter International program and a trainer in the fields of educational and legal interpreting. She dedicates part of her time to mentoring interpreters and promoting interpreting and translation as a career. ldenis@latn.com
How I Went from Translator to Subtitler in Just a Few Months: Tips to Start You on Your Way

By Molly Yurick

I’ll resist the urge to start this article by saying how 2020 was a huge mess for us all, because we’ve heard it one too many times, so I’ll get straight to the point. The pandemic took my translation business from surging to flatlining in a matter of days. Before the pandemic, I was a Spanish>English translator specialized in tourism, hospitality, destination weddings, and official documents. I also used to do copywriting for clients in those sectors.

Pre-2020, my stream of work had been steady enough that I never thought about what would happen if people stopped traveling, eating out, and immigrating to other countries all at the same time. (Well, to be fair, nobody would have ever thought that would happen.) But the thing is, it did.

The pandemic took away my livelihood in the blink of an eye. So, I moved quickly. I decided to dive headfirst into a specialization I had been dreaming about for ages, but never had the time to study, research, and actually specialize in: subtitling. I’ve always loved watching TV (with the subtitles on—even in English!). I always thought subtitling would be the coolest gig around but had never made it happen. The pandemic gave me something I desperately needed: a large chunk of time and a good reason to diversify my service offerings. Here’s an outline of the four steps I followed to save my business and quickly transition from translator to subtitler.

**Step 1:** I signed up for the mentoring program offered by ATA’s Audiovisual Division (AVD). AVD offers a free mentoring program for division members. Long before the pandemic, I applied for the program in hopes that my mentor could help me decide if I should specialize in subtitling. I was lucky enough to be accepted and paired up with Mara Campbell, AVD’s assistant administrator and website coordinator. As a seasoned expert in the field, and as someone who loves her work, Mara explained the ins and outs of the subtitling market, what it was like to be a subtitler (e.g., “Watching TV will never be the same again!”), and what I could expect from a career in the industry. Mara is so passionate about what she does, and her enthusiasm made me realize that this type of work would be a great fit. So, after just a few sessions with her, I decided I would
eventually take the leap and specialize in subtitling.

Among many other things, Mara helped me choose a specialized course (discussed below) to study the necessary skill set. After the course, she helped me prepare my résumé and create a list of potential clients. She’s been a continued source of support as I continue to grow in my career.

**Step 2:** I took the specialized course. In our mentoring sessions, Mara helped me understand that there’s currently a huge demand for translators trained in the art of subtitling. (Fun fact: In 2021, Netflix subtitled seven million minutes of content and dubbed five million minutes of content! That’s more than 13 years of subtitled content and almost 10 years of dubbed content! And that’s just one of the world’s many streaming platforms.)

At the end of February 2020, with two months of government-imposed apartment lockdown ahead of me in Spain, I decided to take the online subtitling course Mara recommended. This self-paced course by GoSub is designed to take beginners from “zero” to “subtitler” in just a few weeks. And it did just that. I learned the ins and outs of subtitle translation, including industry lingo, timing technicalities, reading-speed, and character-per-line rules. By the end of the course, I felt fully prepared and confident to present myself as a subtitler to the world.

**Step 3:** I set up a rigorous marketing plan. The second I completed the subtitling course I added a subtitling page to my website and started marketing like crazy. At the time, I didn’t have much professional experience in subtitling, so I started by highlighting my language pair at the top of the page. Below that, I included a list of genres I had experience subtitling and a list of subtitling tools I knew how to use. (A link to my page is included in the sidebar.) Next, I created a list of dream agencies and companies I wanted to work with and aimed high from the beginning (why not?). I started by reaching out to all Netflix Preferred Fulfillment Partners within the first week after finishing the course. After that, I contacted handfuls of subtitling agencies and post-production studios. My marketing plan included a rigorous follow-up schedule that consisted of sending four follow-up emails to each potential client, once a week, for one month. My final email had “This is my last follow-up attempt!” in the subject line, and that’s when I got the most responses.

**Step 4:** I started working almost full-time as a subtitler. Thanks to my new skill set and clear marketing plan, within just one month of finishing the online subtitling course, I had almost full-time work as a subtitler. By the time September rolled around, I was invited to test to subtitle for the world’s largest streaming service... and passed. My first subtitled film was released on that platform at the end of February 2021. And I’ve been happily subtitling ever since.

**What My Business Looks Like Now**

I’m currently subtitling about 80% of the time, translating 10% of the time, and consulting new subtitlers 10% of the time. The pandemic taught me a tough lesson. While specialization is key, it’s important to have your eggs in more than one basket. I realize almost all my eggs are currently in my subtitling basket (which isn’t ideal either), but I plan to continue to incorporate translation back into my business as the tourism and travel industry picks up again.

I’m passionate about all the services I provide, found a niche I love working in, and also feel more sturdy and confident in my business than ever before. And I guess I have the pandemic to thank for that.

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**NOTES**


**Molly Yurick** is a Spanish>English translator, subtitler, and consultant to aspiring subtitlers based in northern Spain. Specializing in tourism and hospitality translation, her subtitles can be found on the world’s largest streaming service. In addition to participating in ATA’s School Outreach Program, she serves as deputy chair of ATA’s Public Relations (PR) Committee and is a member of its PR Writers Group. molly@yuricktranslations.com

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**Useful Links**

ATA Audiovisual Division’s Mentoring Program

ATA Audiovisual Division Resource Page

GoSub (offers a range of online subtitling courses)

Netflix Preferred Fulfillment Partners

Netflix style guides (also links to style guides of different languages)

Molly Yurick’s subtitling page
Collaborating with Self-Published Authors

The following was original published on The Savvy Newcomer blog, written to serve newcomers to the translation and interpreting professions.

One way to build the foundation under the château of literary translation is to collaborate with self-published authors.

By Beth Smith

Many of us first became interested in translation because we wanted to translate books or, more specifically, novels. Even if we ended up specializing in marketing, insurance, or patent translation, we never quite gave up that literary dream. The thing is, if you don’t already have a track record as a literary translator, the chances of a publisher emailing you out of the blue to translate the current bestseller in your source language are slim to none. I don’t know about the rest of you, but, so far, nobody has asked me to produce a new version of any of the French classics I love so much.

Does this mean you’re doomed to pine away as your bookish hopes slowly crumble like a gothic ruin? Not at all! As Henry David Thoreau said, “If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.” One way to build the foundation under this château of literary translation is to collaborate with self-published authors.

Where Can You Find Self-Published Authors?

Lots of places. I’ve gotten projects through online platforms (like Upwork), my listing in ATA’s Directory, and a post on a translator listserv. I also belong to Facebook groups for self-published authors, and although that hasn’t brought me any work yet, I’ve chatted with authors who showed interest in hiring me in the future. Another option (which I haven’t tried) is to approach successful writers and ask them if they would be interested in having you translate their novels. Finally, there are platforms like Babelcube. Under their model, you’re only paid in royalties. While I’m not willing to spend weeks or months on a translation with no guaranteed payment, if your goal is the satisfaction of translating a book and you don’t care so much about payment, then it’s worth knowing it’s out there.

Can You Make Money Working with Self-Published Authors?

Yes! Will you make as much per word as you would if you
were translating a chemical patent or financial report? No, probably not, but it can still be worthwhile. I always give writers two pricing options. The first is at my normal rate—not my highest rate ever, but what I would be happy to get for any project—and with a relatively short deadline. The second is several cents lower than my normal rate, but with a much longer deadline. Then the author can decide. If they choose the shorter deadline, their project will be my priority, even if I have to turn down other work to finish it on time. If they choose the longer deadline, that will allow me to continue to take on most of my usual projects and focus on the book translation when higher paying work is slow. If someone says I charge too much, I just move along. I am more expensive than many translators they can find online, and that’s fine. They’ll find a cheaper option and I’ll find someone who’s willing to pay more.

If you connect with an author who would like to hire you, make sure you get everything in writing and approved by the author before you start translating. You can draw up an agreement based on ATA’s Model Job Contract and/or the Pen America Contract for Literary Translations. Some of the details you need to spell out are:

**Payment:** How much are you going to be paid and how and when will you get it? Depending on the project, I request ½ or ⅓ of the total fee at the beginning. It would be great to be able to ask for the total upfront, but realistically I think most people would hesitate to pay thousands of dollars before they’ve seen any work. And I don’t blame them!

**Timeline:** When is it due? Make sure you’re realistic about how long it will take and don’t forget to leave time for editing. Will you send the author the entire finished translation at the end, or will you set up milestones along the way (e.g., submitting sections of a novel, or sending short stories as you complete them)?

**Editing:** Who is going to edit your work? Will you use your own editor and include their fee in your own? Will the author pay your editor directly? Does the author have an editor they want to use? Will you have the option to accept or reject the suggested changes?

**Credit:** Will your name go on the cover? On the title page? Or are you expected to be a silent partner with no mention of your name on the finished product?

**Royalties:** Will you receive any royalties? If yes, you need to agree on the terms at the beginning. If not, you should still mention it.

**Copyright:** Will you own the copyright or is it a work-for-hire project?

You probably won’t get rich working with self-published authors, but I’ve found that it’s a nice source of extra income alongside my usual marketing translations. If you’ve always wanted to translate a novel, some short stories, or even a nonfiction book, this is a viable way for you to do it and still make money. Why not give it a try?

Beth Smith, CT is an ATA-certified French>English translator specializing in advertising and marketing (especially cosmetics and luxury goods), entertainment, and literary translation. She has translated two novels, a short story collection, a memoir, and a book about finance and happiness. The 2020 recipient of ATA’s Rising Star Award, she is chair of ATA’s Honors and Awards Committee, serves as the assistant administrator of the French Language Division, and is a member of ATA’s Mentoring Committee.

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How to Decide What to Post on LinkedIn to Market Your T&I Business

Knowing what to post on a social media platform where your potential clients are hanging out can be a real challenge these days. I get these questions all the time from my LinkedIn course students:

- What should I share?
- How often should I post?
- What will resonate with my ideal clients?
- Will my ideal clients even see my content?
- How can I engage with my clients’ content?

These are valid questions. And if you’re asking them, you already know the value of engaging on LinkedIn, where your clients are also spending time. So, let’s break down the answers to these questions, keeping in mind that every translator and interpreter will have a different ideal client in mind.

Start with knowing who your ideal clients are. First, you need to understand who your ideal clients are. And you may well have more than one—most of us do!

What do you know about the ways your clients use LinkedIn? This may require some research if you don’t already know, but it’s worth doing for your own business development. You never know what you’ll find about your clients that could improve your marketing strategy. Start with your favorite current clients. Connect with them on LinkedIn and check out their profiles.

Research how your clients use social media for work. Once you have a good idea of who the clients are that you would like to appeal to on LinkedIn, you need to understand the way they use the platform. What features are they using? For example, take a look at the Activity section of your current or potential clients’ profiles. My own Activity section looks something like Figure 1 on page 32.

You can see your clients’ most recent activity at the top of the Activity section. Then, if you want to see more activity than what’s shown from the past few days, just click “Show all activity.” (See Figure 2.) Take a look at what they’re posting, sharing, commenting on, writing, etc. Use the filters at the top if they have a lot of activity to review. (See Figure 3.)

This should give you a good idea about how they’re using LinkedIn. Doing this will help you see how your clients are showing up on LinkedIn, which informs your own strategy.

Be selective with the features you use. There are so many features on a platform like LinkedIn. You don’t need to (and probably shouldn’t!) use all of them. Make a list of the features that make the most sense to use—ideally the same ones your clients are using. Consider things like posts, articles, commenting, sharing, LinkedIn Groups, etc. And don’t forget to add direct messaging to your list!

The LinkedIn features you plan to use should be beneficial to your business. This way, you can spend only the time you need on the platform to market your
business and engage with potential clients. No one wants to spend additional time guessing if what you’re doing makes sense or will even be seen by the right people.

Once you know what features you want to use, consider the times of day and days of the week your clients frequent LinkedIn. You can see this by paying attention to when they comment or post. This will help determine how often you should post and engage based on your ideal clients’ activity and your own schedule. If your clients are not that active, try sharing content during their working hours.

**Decide what content will appeal to your clients.** What to post? This all depends on what would interest your potential clients. Think about what they’re doing on the platform, what’s important to them, what challenges they face, their goals, and why they might want to engage with a professional who provides your services.

Whatever you choose to share, be sure it’s digestible. If you know your clients don’t have much time to spend on LinkedIn, make your posts short, write articles that are easy to skim-read, or share content from others that they can consume easily and quickly. Remember that LinkedIn likes to keep people engaged on its own platform, so sharing content that can be read or watched directly in the app is preferred. If you do share content that links to other sites or pages, include an image or visual with the content.

**Keep it manageable.** As you begin to figure out what you’ll post on LinkedIn to engage with clients, start small. All you really need is 15–20 minutes a day, a few times a week. Whatever you do, be consistent. Follow and engage with your current clients regularly. Comment on their content and share yours with them, too.

The best thing about LinkedIn is the relationship-building that comes from using it. So, have fun with it and make the most of your time there. As you promote your business and share valuable content that supports your clients, you’ll start to find that it becomes easier to offer information and content that’s engaging and interesting to the very clients you’re trying to reach.

**Figure 1:** Viewing posts in the Activity section provides an opportunity to get to know your clients.

**Figure 2:** Click this in the Activity section to see everything your clients are posting.

**Figure 3:** Make use of the filters to help you review client activity.

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The All-New Trados

I had a conversation about the new Trados with Daniel Brockmann, the principal product manager at RWS, and his colleague Andrew Thomas, the senior director for Trados marketing. Before the conversation I felt pretty sure we would be talking about Trados 2022, which was released at the end of May. It turns out we did talk about that, but really only very briefly. The rest of the considerable time we spent together was devoted to the new Trados, as in a “newly recalibrated Trados product offering.”

Trados is the market leader among individual translators and non-cloud-based installations at organizations, including translation agencies and translation buyers. This has been the case for a long time. The fact that there’s a qualifier (“non-cloud-based”) in here has been somewhat of a stumbling block for the RWS Trados team. Accordingly, we talked a lot about being an underdog versus being the “top dog” during our conversation—a topic that never would have come up in any of the previous discussions we’ve had over the many years that Trados and I have been in conversation.

Let’s start by looking at the language technology situation at RWS. After they took an inventory of what they had available, they organized the many different parts into one business unit with a more or less coherent strategy and goal.

As you likely know, the Trados brand used to be owned by SDL, which, along with Trados and all the other SDL technology puzzle pieces, was bought by RWS. The other puzzle pieces related to the translation technology that came with SDL were either acquisitions SDL made over the years (Trados itself was an acquisition, as were Idiom with its WorldServer product and MultiTrans via Donnelley Language Solutions, not to mention a barrage of other non-language-related products) or a number of in-house solutions (e.g., TMS, GroupShare). Most of these products directed toward similar customers on the high and high-ish end of the market. These are customers you don’t want to frustrate by discontinuing any of those products because, as in the case of SDL/RWS, they might well also be buying language services from you.

On top of that, none of these products is a new-generation cloud-based product. (And I’m being kind when I say “new generation”—it’s really not that new anymore!) All these products employ a server-client-based infrastructure—the kind of infrastructure that was en vogue in the “noughties” (2000–2009) and early 2010s. This infrastructure allows for collaboration and centralized data hosting, but is not in the less strenuous cloud environment that even the more cautious customers are now requesting. So, let’s take a closer look at some of these products.

Trados Enterprise: With the ongoing integration of the Language Weaver machine translation system (another technology purchase, and incidentally the only one that hasn’t been grouped in the newly formed translation technology unit), a language cloud product was introduced in 2014. This language cloud product was built upon and eventually became its own full-fledged and stand-alone translation management system in 2019. This is now being marketed as Trados Enterprise, the cloud-based translation management solution RWS is offering to translation buyers.

While RWS has not “end-of-lifed” (the fact that you can come up with constructs like this is one thing I love about the English language!), any of its other translation management systems will still
provide updates to customers. RWS will develop new features more slowly for these systems and “assumes” that the clients who still use them will eventually switch to Trados Enterprise. (This was—at least from Daniel and Andrew’s perspective—the preferable solution to switching to a competing product.)

So, Trados Enterprise is the full-fledged translation management solution RWS is now actively promoting and selling. (I was promised that in the not-so-distant future, pricing and such things will be much more transparent on the RWS website).

Trados Team: The product for translation teams of all sizes is now called Trados Team. RWS bills it as a “cloud-based translation project management solution.” It’s very similar to the GroupShare product, except everything is cloud-based. (By the way, GroupShare is the only one of the old guard of products that’s still being proactively offered on their website—but just kind of tucked away between marketing copy for Trados Team.)

Trados Studio: This leaves the last of the three products, and the one that’s the most familiar to all of you: Trados Studio. Trados Studio obviously is the solution for the individual translator and, if used in relation with one or both of the other products, forms the tail-end of any line in the language business (i.e., the one where translation is taking place—aka “the most important one”).

Unlike the two other products that have completed the switch to an online, web-based environment, Studio is still a decidedly hybrid product, with the hybridization process in the 2022 edition mostly complete. What I mean by that is that the Online Editor (which in its first incarnation in 2016 really was “only” a secondary environment for maybe proofreading purposes) is now a feature-rich environment that allows for productive translation work. (Of course, this doesn’t mean all of you will like it—I know that the prejudices against a browser-based translation environment run deep for many.) You can switch between the desktop and the Online Editor seamlessly—and you’ll be able to do it even more seamlessly when the desktop editor in an upcoming service pack is updated with data from the online environment in a more automated fashion. Also, Trados Studio 2022 gives you access to all “base level of cloud computing,” so there shouldn’t be any extra cost for any online resource you create and use.

Other changes, aside from the typical bug fixes, etc., include relatively minor features such as multilingual Excel, a handful of binary software file formats (there’s still a new version of the localization tool Passolo, but my sense is that it won’t have a particularly illustrious future as a stand-alone tool), and a new “view” in the desktop’s main interface. This view is called the Manage view and essentially combines the Project and Files views. This is still in beta version, so you’ll have to activate it if you want to use it.

Positive Developments

What does all this mean? Overall, I think it’s positive that, in the midterm view, Trados Studio will no longer have to serve all kinds of unconnected and discombobulated translation management systems. It should certainly be easier for the technology teams at RWS to move forward with further development now that everything is all in one business unit. (According to Daniel, “the current reorg is the best reorg ever” because “it was centered around technology and not corporate,” and I can testify that he has gone through a lot of those reorgs.)

The Trados Studio user can be pretty certain that the desktop environment is going to stay for the foreseeable future, but they also know that the Online Editor is actually productively usable. For larger clients, this looks like another “TSO” moment. That’s what I called the (Trados Studio) opportunity when Studio 2009 was first released as a complete redesign of the previous Trados. (Oh, was it buggy!) Back then, I thought this was a great opportunity for a real market shakeup. Everyone who was using the earlier Trados version (the gorilla in the market) had to decide whether to eventually upgrade and relearn a new tool from the same vendor or switch technologies and learn that technology. Amazingly enough, SDL was able to “squash” the “Trados Studio opportunity” and maintain its top dog position—partly because competitors didn’t present attractive enough alternatives. Today, RWS is in a different position when it comes to translation management systems.

Between XTM, Memsource, memoQ, and a few others, there are very strong contenders, some of which are already stronger than RWS in the cloud TMS space. RWS knows that, so it will be fun to see what happens.

Oh, and with the strong reliance on the Online Editor for Trados Studio, I cannot imagine that RWS will offer perpetual licenses for Trados Studio for much longer. Subscription-based models have been too successful and make too much business sense, especially when an online environment is frequently updated anywhere. But that’s just my guess.

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Bonanza! Striking Translation Gold by Mining Parallel Texts

Let me start with a confession: I barely passed translation theory in college. I scraped by with a C after several nights in a row of frantic caffeine-fueled essay writing. The problem? Theory bored me. If you talked to me about coherence and calque my eyes glazed over. Back then, I just wanted to translate. I didn’t want to think about the reasons why I made specific choices. And I certainly didn’t want to spend too much time mulling over equivalence, effectiveness, Skopos Theory, and all their friends.

After graduation, I consigned translation theory to the deepest, darkest corners of my mind. And that’s where it stayed. Over the years, I started to think more about why I chose to translate a certain way. I attended a few presentations at ATA Annual Conferences given by translators who discussed how they justified their approaches to translating texts into English using their own research. It seemed that drawing on parallel texts—documents in the source or target language that are similar to the text to be translated in terms of subject or text type—also helped them demonstrate their value as an expert to clients.

I was intrigued. And when another client email arrived asking why I turned a long passive German sentence (with, no kidding, 47 words) into three shorter active English sentences, I knew I wanted some firm evidence to back up my approach.

**The Project**

I was translating more and more sustainability reports at the time, so this felt like a logical place to start researching parallel texts. My plan was simple (or so I thought): find 50 German-language and 50 English-language sustainability reports and compare them. (I use the term “sustainability report” here, but companies also refer to these kinds of reports as environmental, social, and governance [ESG] reports, corporate social responsibility [CSR] reports, non-financial reports, or integrated reports, among other names.)

How did I choose which reports to use? Well, this was where the problems started. From experience, I knew that a sustainability report could range from a few simple data-heavy pages to several hundred sheets filled with extensive details of everything that the company had achieved in the past year. To achieve comparability, I focused on the chief executive officer’s letter, which is a feature found at the beginning of most reports. I also searched for reports covering the 2020 financial year to see the language that executives, or their ghostwriters, had used to describe the challenges brought on by the pandemic. (Perhaps unsurprisingly, the word “unprecedented” appeared frequently.)

Another issue was that many of the reports I initially found were written by non-native speakers or translated from another language into English. For the purposes of my project, I decided to focus on German-language reports from German, Austrian, and Swiss businesses and English-language reports from companies based in Australia, Canada, the U.K., and the U.S.—not a perfect metric, but a solid starting point.

To ensure I included examples of the best in sustainability reporting, I also trawled through lists of the best reports written within the past few years and searched for reporting by the leading players across various industries. I also tried to find examples of how smaller companies reported on their
environmental, social, and governance activities.

**Initial Insights**

A few months later, I ended up with a bulging folder on my computer. I quickly realized the scale of my undertaking after seeing how many hours it took me to fill in four columns in a simple Excel file (company name, website, industry, and report name). The fifth column, the chief executive officer’s opening letter, broke my resolve. I couldn’t even imagine starting a sixth column (the average number of words per sentence) and repeating that process 100 times. With this in mind and plenty of translation projects on my desk, I decided to zoom out and look at the big picture.

It would not come as a huge surprise to anybody working in my language pair to learn that, broadly speaking, the chief executive officer letters in the German reports focused more on facts and figures and were more corporate in nature, while the letters in the English reports contained more storytelling elements and were more personal. After examining more than a dozen reports in each language, I identified four recurring themes in English-language sustainability reports.

**Make It Active:** While the German reports were filled with passive, noun-heavy sentences, their English counterparts were active and emphatic. The latter also had plenty of gerunds and imperatives sprinkled throughout the copy. As a rule, the English-language reports varied sentence length and used rhythm as a stylistic device.

**Make It Idiomatic:** I noticed that the English-language reports sprinkled idioms throughout. For example, in a report from a rail company, phrases like “journey,” “destination,” “full steam ahead,” “on the move,” “slam on the brakes,” “on the right track,” and “end of the line” were featured heavily in the English versions, but were rarely seen in German texts.

**Make It Alliterative:** English loves alliteration. Or should that be adores alliteration? In the sustainability reporting arena, many companies combined alliteration with “the rule of three” (i.e., the idea that groups of three words, phrases, or ideas are more engaging, effective, and memorable). I found several examples of reports mentioning “customers, colleagues, and community,” “planet, people, and purpose,” and “company, climate, and communities.”

**What Next?**

My next step was to ditch my Excel chart with its multiple columns in favor of industry-specific swipe files containing examples of good writing in English sustainability reports. I’m still slowly digging my way through the list of 100 reports. And many reports covering the 2021 financial year have already been published. So, there’s a never-ending well of material to excavate.

As I come across effective renderings, I cut and paste the phraseology—a practice one translator referred to as “larcenous reading.”

As a full-time translator and copywriter, this approach feels more manageable to me. If I had six months or a year to devote to a research project of this scale, I could undoubtedly crunch the numbers and find that sustainability reports have an average sentence length of eight words in English and 14 in German. But at this stage of my career, I find it much more manageable and efficient to spend 30 minutes a week digging through a report or two. If I’m lucky, I’ll occasionally strike gold in the form of just the right phrasing to use in my next project.

Translators can unearth a veritable treasure trove of information by consulting similar texts in their target language. Perhaps this technique will work for you!

**NOTES**

1. I attended Barbara Sabel’s 2014 ATA Annual Conference presentation (Beyond Terminology and Phraseology: Cultural Differences in Technical Journalism and How Translators Can Bridge the Gap) and David Jemielity’s 2010 ATA Annual Conference presentation (Why French>English Annual Report Translations Read Like…Translations).

2. This is just a guestimate. Come back to me in a decade and I might have some actual numbers!

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If you have any ideas and/or suggestions regarding helpful resources or tools you would like to see featured, please e-mail Jost Zetzsche at jzetzsche@internationalwriters.com.
In 2020, Knapp & Associates International, Inc., presented its “Review of the ATA Certification Program” to ATA’s Board of Directors. This review included a number of recommendations for enhancing the validity and standing of ATA’s certification credential, many of which have already been implemented by the Certification Committee. The following were among the highest priorities identified by Knapp:

1. Create a more definitive statement describing the level of performance targeted by the credential. If, indeed, the certification is “a mid-career credential for experienced, professional translators or interpreters,” what does this mean from a practical perspective? What type of experience is necessary to be successful in the certification process? How much experience is needed? What’s meant by “professional” translators and interpreters—how are these individuals different from others who might apply for certification? […]

2. Once the level of certification has been more clearly defined, it’s very important that this be communicated effectively to the community. When prospects aren’t provided with sufficient information regarding what’s required for success, they may pursue certification before they’re ready. This typically results in lower overall pass rates, as does the absence of eligibility requirements.

ATA’s Certification Committee Statement on Level of Performance (Approved May 2022)

ATA certification is a professional credential that attests to a high level of competence in accurately and naturally translating texts on a variety of topics, resulting in translations that are publishable after routine editing and proofing.

The ATA certification examination is designed to test a range of skills that include:

- Full comprehension of the source-language text, including cultural references and figures of speech.
- Strong writing skills in the target language.
- The successful application of translation strategies to compose a target-language text that fully and precisely conveys the meaning intended in the source text; reflects its style, tone, and register; achieves the purpose of the translation; and meets the needs of the translation’s target audience (as specified in the translation instructions)

The minimum level of performance targeted by the examination is based on the standard of “Professional Performance” as defined by the Interagency Language Roundtable (ILR). To ensure consistency of grading to this standard, the examination consists of source texts at a level equivalent to ILR Reading Level 3. Texts are typically
selected from the following genres:

- News stories (e.g., articles, commentaries, or features in major periodicals)
- Correspondence and reports (general subject matter)
- Technical material (with adequate contextual information)
- Academic articles and books (with adequate contextual information)
- Style and wording that generally adhere to target-language norms and do not obscure meaning.
- Few or no errors in grammar, usage, spelling, or punctuation.
- A passing examination is not expected to be perfect. The minimum acceptable standard is a polished draft translation, subject to quality control.

Understanding the Statement

The Statement on Level of Performance is not meant to discourage qualified translators from taking the certification exam. On the contrary, the aim is to clarify publicly what the standards are for earning the credential. In turn, we hope to give potential candidates realistic expectations and also ease the level of anxiety that comes with any testing situation. The key takeaways here are:

1. Your work on the exam doesn’t have to be perfect, but it does need to show that you can fully understand a source text and communicate its content clearly in your target language—not only the details, but the way they come together to form an overall description or argument.

2. The exam is unlike a real translation assignment in that you aren’t given a “style sheet” or a glossary—just general translation instructions, which only occasionally will give away a technical term or abbreviation. Therefore, you already need to be familiar with the style and feel of typical published texts in your target language (e.g., articles, essays, and opinion pieces).

Please note that the Knapp Review quotes ATA’s definition of translator certification as “a mid-career credential.” Until recently, it was defined this way on ATA’s website and in other public materials, which may have unduly discouraged less experienced translators. We’ve decided to remove that descriptor because decades of grading experience have shown that there’s no ideal profile of a successful certification candidate. Even when ATA’s Certification Program introduced eligibility requirements (ERs)—a combination of education and/or years of professional experience—the result was that the number of candidates decreased, but the overall pass rate didn’t rise. We concluded that the ERs had denied some qualified translators access to the exam and that any future ERs would need to be more accurate predictors of performance on the certification exam. Thus far, the best-known predictor is performance on the practice test. So, if you’re interested in getting certified, try a practice test and see how you do!

NOTES

5. Preparing for ATA’s Certification Exam: Benefits of Taking a Practice Test.

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What does it mean that Trados now comes to you from RWS? Simply that we’re in an even stronger and more stable position to bring you the innovation you expect.

Our mission remains the same

We’ll continue to develop the market’s leading translation technology. From desktop to cloud, Trados will give you the flexibility to work the way you want. But more than that, we’ll help you make the most of the technology.

With you every step of the way

Our people – our greatest asset – are dedicated to helping you meet the challenging demands of a digital-first world. We’ve been supporting the translation industry for more than 35 years, and our commitment to doing so is as strong as ever.

Have questions?
Then why not get in touch:

rws.com/letstalk
trados.com/letstalk