

# IC-1: Feast and Famine for Freelance Translators

by Catherine Christaki





## Agenda

- Feast and famine, what are they exactly?
- To-dos during both
- How to deal with famine periods
- How to deal with feast periods

# Famine = Bad Or maybe not



Photo source: <http://freelancem.ag/freelancing-basics/freelancer-feast-or-famine-cycle/>

# Feast = Great Or maybe not



Photo source: <http://creativeoverflow.net/6-reasons-why-freelancing-is-the-hardest-job-in-the-world/>

# Mox experiences feast & famine too



Photo source: <http://mox.ingenierotraductor.com/2012/11/feast-or-famine.html>

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# To-dos at all times

## Marketing is king

Daily or weekly routine, set promotion time  
Website, blog and social media profiles up-to-date  
Avoid “panic” marketing  
Targeted approach is best



Photo source:  
<http://www.theknowledgepartnership.com/uk/universities/how-to-improve-your-marketing-performance/>



# To-dos at all times

## Networking

Online: Use social media, connect with potential clients  
Offline: Attend events, then follow up

## Self-improvement & CPD

Books, webinars, seminars and brainstorming



<http://ecpdwebinars.co.uk/>



the entrepreneurial linguist

[http://www.entrepreneuriallinguist.com/  
entrepreneurial-linguist-workshops/](http://www.entrepreneuriallinguist.com/entrepreneurial-linguist-workshops/)



[http://wantwords.co.uk/school/  
business-school/](http://wantwords.co.uk/school/business-school/)



# To-dos at all times



## Existing clients

One of your best marketing resources  
Keep them happy and ask for feedback

They provide future work, referrals,  
testimonials

Photo source: <http://blog.shoeboxed.com/how-to-keep-clients-happy/9008/2/>

# To-dos at all times

## Seasonal work

Plan around your busier and slower times

Christmas is usually a good time for a vacation

August is good for a quick buck or finding new clients

Avoid urgent projects split to many translators



High-paying? For translators?  
Not really...

Photo source: <http://careergirlnetwork.com/getting-a-seasonal-side-job-pros-cons-and-how-tos/>

# To-dos at all times

## Positive attitude

Believe in your capabilities and don't panic!

Create a translation support system

Don't be the nagging colleague everybody wants to avoid

Spend less time complaining and more time acting



Photo source: <http://iwillassistyou.wordpress.com/2012/05/16/10-things-a-positive-attitude-in-the-workplace-can-do/>

# To-dos at all times



Photo source: <http://vranescs2013.blogspot.gr/>



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- Feast and famine, what are they exactly?
- To-dos during both
- **How to deal with famine periods**
- How to deal with feast periods

# To-dos during famine



## Money

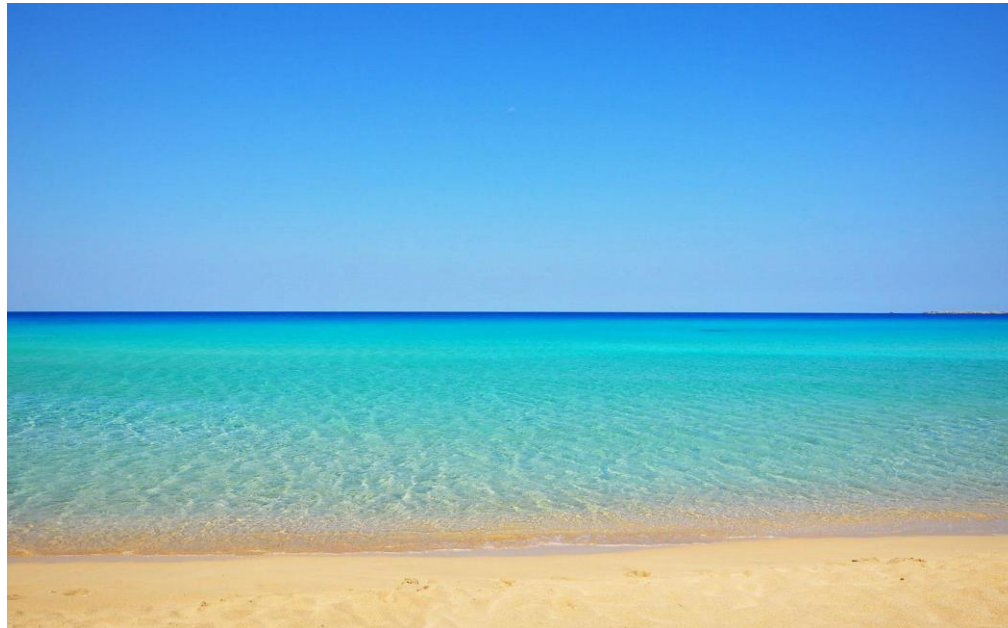
Plan ahead,  
have an emergency fund  
and save!

Photo source: <http://www.journeytomillions.com/emergency-fund>

# To-dos during famine

## Enjoy the break

After investing time in marketing,  
take a vacation, spend quality time your family



You can find  
this gorgeous  
beach in Crete,  
Greece, come  
visit us!





# To-dos during famine

## Be proactive

Follow the news in your markets, local or abroad

## Let your availability be known

Tell your existing clients

## FREELANCE FREEDOM

BY N.C. WINTERS



Photo source: <http://freelanceswitch.com/freelance-freedom/freelance-freedom-171-client-philosophy/>



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# To-dos during feast

## Time management

Plan ahead to make the rollercoaster ride more fun

Schedule planning time

Prioritize: deadlines, marketing, sleep

Leave time for the unexpected

# To-dos during feast

## Time management

Double the time for each project

Allow time for other activities during the day

Never forget to sleep well

Stop taking on more than you can handle

# To-dos during feast



Photo source: <http://www.companionlink.com/outlook/>



Photo source: <http://blog.leafprintdesign.com/2010/10/colorful-notebooks.html>

**Calendars and notes**  
Keep track of everything

Use technology  
Outlook, Google Calendar,  
Evernote

Or, simply  
Notebooks, post-it notes  
whiteboard

# Choose wisely, don't be like this guy!



Photo source: <http://skylightit.com/2013/03/running-a-small-business-or-freelancing-isnt-an-easy-task-here-are-some-of-the-excuses-for-not-getting-things-done-on-time/>



# To-dos during feast

## Money management

Be the ant, not the grasshopper

Budgeting is very important

Invest windfalls wisely



Photo source: <http://prawnandquartered.com/2012/07/30/the-grasshopper-and-the-ants-summer-reading-edition/>



Photo source: <http://www.nd.gov/ndyouth/money-management>

# To-dos during feast

**Say no, gracefully**

Freelancer = one-(wo)man team

Choice is yours

Be polite, explain why not

Recommend colleagues



Photo source: <http://thlog.com/have-you-met-ted-magnet/>



Photo source: <http://cargocollective.com/ojanendesign/No-thank-you-cards>

# To-dos during feast



Photo source: <http://moduscooperandi.com/blog/three-questions-on-deadlines-asking-the-industry/>

## Manage your deadlines

Ask for an extension before the deadline

No stupid excuses

Don't overload your schedule

Negotiate deadlines

# To-dos during feast

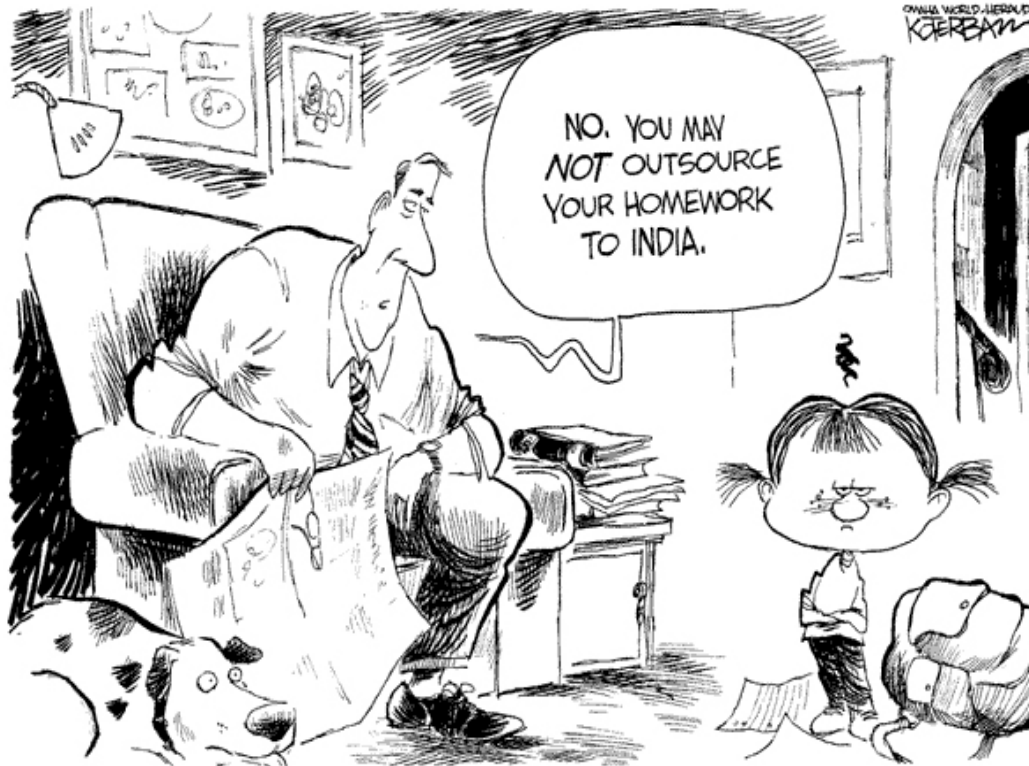


Photo source: <http://www.calculushumor.com/3/post/2013/09/outsourcing.html>

**Outsourcing**  
Focus on translation and  
business tasks

Collaborate with  
colleagues

Always check with your  
clients first

# To-dos during feast

## Raise your rates

Start with the lowest-paying clients

Offer higher rates to new clients



Photo source: <http://blog.spreadshirt.net/uk/2010/10/13/product-prices-to-increase-a-look-at-the-textile-industry/>



# To-dos during feast

## Fire a few clients

Rates

Projects

Payment terms

Communication



Photo source: <http://www.reverbNation.com/thankyougoodbye>

# To-dos during feast



**The unmissable jobs**  
Subject is right up your alley  
Money is good, client is awesome  
Find a way to squeeze it in!

**Think of the money**  
Reward yourself for  
the hard work



# Thank you for attending

Catherine Christaki

Site: [www.linguagreca.com](http://www.linguagreca.com)

**Adventures in Freelance Translation**

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