



MARKETING PLAN FOR FREELANCE TRANSLATORS

CURRENT SITUATION

How much do you currently earn?

Who are your current clients?

What industry are they in?

What is the size and nature of their business?

Where are they located?

TARGET MARKET AND CLIENTS

What industry is your target marketing in?

Where is it located?

How big is it? Big enough to be profitable?

VISION

Where do you want to be in 3-5 years?

Who will your customers be?

How many customers do you want?

What will you be known for?

How much do you want to earn?

SMART GOALS

WHO: Who is involved?

WHAT: What exactly do I want to accomplish?

WHERE: Is there a location involved in the goal?

WHEN: What is the specific time frame for this goal?

WHY: Why do I need to achieve this goal?

What worked last year and what didn't?

How will you find your clients?

What type of marketing will you do to get your name out there?

Where will you market your services?

What results are you looking for with your marketing? (Number of clients or projects per month)

How will you market and provide service to your existing clients?

TACTICS

TACTICS	YES	NO	WHEN
Website			
Online Profiles			
Networking Online			
Networking Offline			
Referrals and Recommendations			
Research Potential Clients and Create Contact List			
Contact Direct Clients Through			
Apply to Agencies			
Get Involved in Local or National Translation Organization (Volunteer)			
Develop New Marketing Material			

BUDGET

TACTICS	ANNUAL	MONTHLY

SCHEDULE

JANUARY

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

FEBRUARY

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

MARCH

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

APRIL

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

MAY

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

JUNE

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

JULY

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

AUGUST

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

SEPTEMBER

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

OCTOBER

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

NOVEMBER

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

DECEMBER

EVENT/ACTIVITY	COST	DATE	RESULTS	COMMENTS/ FOLLOWUP

FOLLOW UP

CLIENTS (HOW MANY NEW, DIFFERENT?)	FINANCES (INCREASED INCOME?)	ONLINE PRESENCE	GOALS ACHIEVED	CHANGES?