7 Steps to Lower Your Translation Costs

Professor Winn

7 Steps to Lower Your Translation Costs (and Save Time)

For those who need translations to prosper in the global economy.

Introduction

Thank you for downloading *7 Steps to Lower Your Translation Costs (and Save Time)*.

Translation is a necessary service for many companies engaged in international commerce.

Like their business, translation is a business as well.

A translation is a valuable tool for companies to power their profits in the interdependent global economy.

The money and time invested to create your pre-translated document can produce greater efficiency for you and your translator.

Follow the smart moves outlined below in *7 Steps to Lower Your Translation Costs (and Save Time*) to speed up the delivery of your project, and save budget as well.

If you require translation of your **Spanish, Portuguese, or French documents to English**, send your document to **winn@atranslationace.com for a translation quote**.

Thanks. I look forward to powering your profits through translation.

Professor Winn

Definitions

These terms are used in the text below. For your information, I include them if you are new to the "translation world."

CAT (Computer Assisted Translation) tools: – This is not machine translation! Various commercial computer software programs aid translators to quickly render your document into another language.

Register: the level of language adequate for a certain situation. For example, provide and give are synonyms. While any of these two verbs could be used in the phrase "provide/give the report to your immediate supervisor," if the consumer of translation is a company executive, perhaps "provide" is more appropriate.

Source Language: the original language of a document. For example, this brochure is in English, its source language.

Source Document Format: the file format of the source document.

Target Language: if this document were translated into Spanish, then Spanish becomes the target language.

Translation Memory: a database that stores previously been translated "segments" which can be sentences or sentence-like units (headings, titles or elements in a list).

Step #1: Finalize your project for translation.

Make sure the master content of your project has been fully prepared.

In other words, a full set of the final materials are ready for translation.

All documents have been independently proofread at least once, checking for typographical errors ("your" instead of "you're") as well style and structure.

Don't trust the spell checker in Word.

Step #2: Organize files and deliver with a spreadsheet.

The final files should be organized and submitted with a file list (e.g. as a spreadsheet).

This ensures your translator has not missed any files and it is a simple matter for both parties to track the completion and delivery of the content.

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Step #3: Use a friendly file format, if possible.

Documents in a "ready to go" format can be translated most quickly.

For example, content in a **Word document** can be prepared straightaway for translation, unless there are any special instructions from you.

While convenient at times, it is better to avoid a PDF file as the source document format for translation.

Instead, try to provide editable files or even better - the original file format - that served as the basis for the creation of the PDF.

If sending a PDF is unavoidable, try to send a PDF that treats its text as text, not as an image, to avoid re-typing which can add a lot of time to the project.

This editing or retyping is always associated with additional time and costs and delays the start of the translation.

Step #4: Tell your translator about the audience and use of the document.

A good audience description will have the following:

Who will be reading this translation?
Will it be presented to high level management staff?
Will it be for technical reference purposes or will it be for the general public?
Is this a flyer for a convention or supermarket counter?
Should the brochure be more "sellsy" than informative?

A definition of the audience who will consume the translation tells the translator about the register (language level) to use.

When the audience and use of the document are known, needless edits after the translation are avoided to save money and time.

More importantly, your intended message will be interpreted correctly the first time!

Step #5: Provide a Glossary, Translation Memory (TM) or Localization Guide.

Does your industry have specific terms or pre-translations for certain words that you know are in the document(s)?

Glossaries, translation memories (TM), and localization guides contain specific terms or vocabulary for the translation.

Some companies accustomed to the translation process may maintain their own TMs to foster consistent translations for their documents.

Provide a TM or at least a glossary, if possible.

Step #6: Tell what should not be translated.

Are there any terms, brands, product names etc. that should not be translated?

Many companies prefer to maintain a consistent brand name/look worldwide.

How should the translator handle currencies and measurements?

Should pricing be in the target currency or do you want it left in your local currency?

With measurements, should these be localized (e.g . English to metric)?

Knowledge in advance again saves needless editing and thus time delays later.

You can employ your translation faster to educate your staff and/or clients and earn more profits for the company.

Step #7: Limit edits and revisions.

Finally, for efficiency of the translation process, it is also important that once you have sent the project to your translator, any edits or revisions are held till the translated document is produced.

Once the translation is completed, issues will arise when clients make multiple edits to master content during the translation process.

Tracking changes becomes difficult and maintaining consistency with the final version can be an issue.

Unnecessary interruptions will delay completion of the project, thus add time and costs, to the final cost of the project.

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Atranslationace.com - Translations

I specialize in the following types of translation:

Business, Banking, and Finance

Legal

Defense, International Affairs

Press Releases

Personal Documents

Internet Research in Spanish, Portuguese, and French

Technology

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T H A N K   Y O U!

You are now better prepared to manage the translation of your project!

Follow the 7 steps above to maximize your translation project.

If you need your documents from Spanish, Portuguese, or French into English, please contact Professor Winn at your earliest convenience: **winn@atranslationace.com.**

Include the document, the expected deadline, any special instructions, and I will respond to you with a FREE quote.

I look forward to being your strategic partner to power your profits through translation!

Professor Winn
atranslationace.com