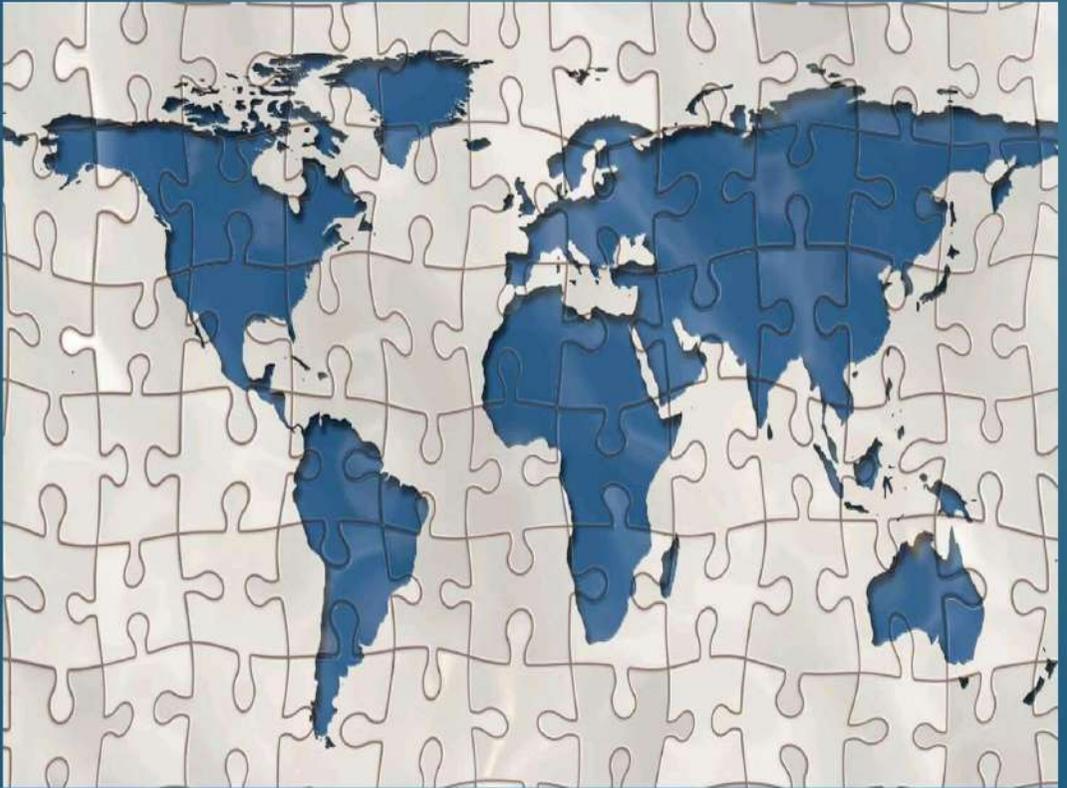


LET BUSINESS INTELLIGENCE OPEN NEW MARKETS

HOW TO USE **TRANSLATION** TO GROW YOUR BUSINESS



Winn Trivette II, MA

How to Use Translation to Grow Your Business

How to Use Translation to Grow Your Business

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INTRODUCTION

What enables the wise sovereign and the good general to strike and conquer and achieve things beyond the reach of ordinary men is foreknowledge.

- Sun Tzu, ancient Chinese philosopher

Welcome to [*How to Use Translation to Grow Your Business!*](#)

The interdependent global marketplace makes every business an international player.

Why do some firms in an industry win and achieve success while others fail?

A Fortune 500 company survey once showed 55 percent make use of competitive information in composing business strategy.

This business intelligence – Sun Tzu’s foreknowledge – can be enhanced through the application of a corporate translation strategy.

Your own company or firm can gather business intelligence via translation to reap profits when your rivals do not.

While the world economic chessboard is, for the moment, dominated by English, vital information also appears in Spanish, Portuguese, and French, for example.

Thus, with a translation partner, proper strategy, and vision, any company from Tokyo to Tallahassee can project its goods and services to new frontiers beyond its current borders.

And yes – leave the competition behind!

The following paper argues for collaboration with a translation partner like Professor Winn to implement a novel translation strategy to gain foreknowledge to help your business create new market space even in highly competitive industries.

Unleash the power of translation to gain business intelligence to reach these unserved consumers and outwit rivals.

How to Use Translation to Grow Your Business

Let Internet Research in Spanish, Portuguese, or French attract new clients and rescue you from the conventional wisdom of your current industry.

This New Frontiers Vision marries the “blue ocean” (*) approach with translation to tap uncontested market space and drive potentially explosive company growth.

While the “blue ocean” approach is not new, its combination with a comprehensive translation strategy is.

Read on for more details as outlined in each section below.

Section 1: Your Company’s Translation Strategy – Learn how a methodical approach to translation benefits your business.

Section 2: Tap unserved markets – Discover more clients via translation in new markets.

Section 3: Internet Research – Let your translation partner seek and report valuable market information.

Section 4: Your Translation Partner – Add a reliable translator to your team and find solutions to your translation needs.

Section 5: Last Thoughts – Get final thoughts on the New Frontier Translation Strategy as a means to grow your company’s clients.

Section 6: 7 Next Steps – Follow these steps to initiate your own actionable New Frontiers Translation Strategy.

Section 7: – Thank you.

I look forward to helping you grow your company’s profits!

Get your full copy of [*How to Use Translation to Grow Your Business!*](#)

Professor Winn Trivette II, MA

* Professors W. Chan Kim and Renée Mauborgne are the authors of the sensational business theorem as explained in their seminal text, *The Blue Ocean Strategy*, released in 2005

2: NEW FRONTIERS VISION

From Internet firms to circuses, more companies seek a “blue ocean strategy” to make their competition irrelevant.

Could your company benefit from frictionless market sectors and opportunities?

Let your certified translator like Professor Winn help!

New Frontiers Vision

Ever since 2005 when Professors W. Chan Kim and Renée Mauborgne originally explained this sensational business theorem in their seminal text, *The Blue Ocean Strategy*, the business world was hooked.

In the text, the two authors provide an analysis of 150 strategies from 30 industries spanning the last 100 years.

The good professors advise abandoning the current cut-throat “red ocean” thinking and operation in your industry and instead seek new opportunities, the so-called “blue oceans.”

A well-crafted corporate translation strategy can help companies, law firms, real estate offices, and even hotels open blue ocean markets.

New consumers occupy these uncharted market spaces where your products and services can create demand.

These so-called “Third Tier unexplored” non-consumers are your future customers per the follow-up text by the good professors, *Blue Ocean Shift*.

Add translation and Internet Research.

The result is the New Frontiers Vision for your company.

The New Frontiers Vision is a “blue ocean” approach mixed with a translation strategy to attain *actionable business intelligence* to both grow your client base and thus profits.

For example, a US-based company operating in Latin America could employ a Spanish and Portuguese to English translator to discover new underserved market spaces that are unknown even to your rivals.

Do you have the courage to locate and embrace these untapped buyers?

Implement Your New Frontiers Vision Through Translation

How can a translator help your company implement *your* New Frontiers Vision?

Discovering untapped consumers in an international market sector requires information.

The best financial and marketing data about your target market is probably in the local language!

Thus, use Internet Research in Spanish, Portuguese, or French is essential for three reasons. (Read more in the next section).

Conclusion

Start your New Frontiers Vision today.

Use translation as a secret powerful advantage to win the race with rivals to create a new market space.

Find a new market segment to supply your product and/or services.

Leave behind the “red ocean” cutthroat competition and vapid conventional wisdom of your current industry.

Dare to compile Sun Tzu’s foreknowledge through Internet Research (see the next section).

Differentiate your product/service mix to outwit your rivals.

Read Section 6 - Next 7 Steps - for more details on the implementation of a New Frontiers project.

THANK YOU

I appreciate you downloading this free excerpt.

Get your own full copy of [*How to Use Translation to Grow Your Business*](#).

Help your business thrive in the global economy using translation.

Compete in the markets you seek – but more importantly – *create new markets* where your rivals do not operate!

When you need your Spanish, French, and/or Portuguese documents translated to English, [please consult me for assistance](#).

Thanks again.

Professor Winn