

Big Returns from Your Translation Dollars

We all are looking at ways to save during this changing economy. Should we keep our advertising in all the phone books, or just advertise where we get the most business? I know I am emailing rather than mailing my flyers these days. Our advertising dollars are more valuable than ever, and need to be used in the most effective way. In this economy, we must refocus on who our audience is, and who could use our product or our service.

In the Denver metro area, almost half of our community speaks two languages at home. Seventy-five percent of our translation and interpreting business is for the Spanish language, 25 percent for Russian, 25 percent for Vietnamese, and over 10 percent for the many African languages. Every business in Colorado should be budgeting for translation so that their marketing material is available in two or more languages. The Realtors in my southeast Denver neighborhood, for example, are reaching out to the non-English-speaking communities with flyers printed in two languages and business cards that boast about their bilingual abilities.

I recall visiting another country in my college days and walking through town looking for a grocery store to buy a few supplies. After passing by more than three shops, I finally saw a sign in a shop window that had an English translation of the hours of operation. I remember feeling a little suspicious that I would be able to ask the salesperson questions in English, but I gave it a try. The person who helped me was so friendly and willing to try to understand me that I only went to that shop during my whole stay.

This experience can translate, if you will, into the experience non-English-speaking clients and potential clients could have at your place of business. If you are a mortgage lender, Realtor or car dealer, you, more than anyone, need to gain the trust of your clients. If you are taking the time to have your information translated into Spanish or Somali, for example, your big-ticket items will sell themselves. Your clients will understand the value and benefits of your product without the struggle you might otherwise have.

The cost of translating a one-page flyer can be as little as \$55; a longer document as little as 20 cents per word. If you are not proficient in speaking another language, hiring an interpreter to join you at a community presentation or meeting with a potential client can be as little as \$80 to \$100 for one hour. These costs can be recuperated upon the first transaction with your new non-English-speaking client.

You have the potential to double your business by providing your product information in two or three languages. I say this because it is common for a satisfied customer from a small community to tell their friends about you when your product or service pops up in conversation. Soon, all of their small community will know about you. Imagine if you reached out to this community and relied on that satisfied customer's word-of-mouth. With just a little effort you will see a rapid increase in business when you reach out to the various non-English-speaking communities.

Call or email us today for a free quote. We can translate documents of any size and provide you with a final product that looks identical to your original, including the graphics design. We will also ensure delivery within your time frame needs. You'll definitely see a return on this investment.