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- Further enabling knowledge sharing among professionals
- Providing resources for the education of clients and translators
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## How to Find Direct Clients?

By xxxHaydee | Published 06/9/2006 | Marketing Your Language Services | Recommendation:

Contact the author

Quicklink: <http://www.proz.com/doc/741>

It is not easy to find direct clients so you always have to be on alert to take advantage of any situation in which you can meet potential clients in different fields. You can explore the ones you know well but you can go beyond and explore new ones too. Have you ever thought of writers as potential direct clients?

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A writer is widely aware of translations, as it is very important for him to have his books translated and sold in other countries. Generally, publishing houses take care of this task because foreign publishers buy subsidiary rights and so they translate and edit the original book. But this is not always the case as not all writers are famous enough to be included in the budget of the big publishing houses. Also, a big self-publishing industry is developing and an increasing number of authors are doing all the work by themselves.

Therefore, when a writer owns the rights of his book or manuscript he himself can contact a foreign publishing house and offer his foreign version of the book for consideration and to do that he needs the services of a competent translator.

Contact a writer and offer him to translate one of his books on speculation. That means that you will translate the book into the target language so that the writer can sell it directly to a foreign publishing house. In addition, you can be the liaison between the writer and the foreign editor while the transaction

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